

ACKNOWLEDGEMENTS

My deep sense of gratitude is extended to my Supervisor Dr. Bushan D. Sudhakar, who has patiently guided me throughout the course of the research. He has extended her magnanimous moral support and helped me find directions through all the crucial and phases of my work. No words of acknowledgement would be adequate to fully express my gratitude and I shall remain indebted to her forever.

I fondly acknowledge the valuable suggestions from Dr. P. Natarajan and Dr. M. Banumathi my doctoral committee members, and timely help rendered by my friends Mr. D. Victor Inbaraj, Mr. D. Arokiaraj, Dr. S. Rajeshwari, Dr. C. Prem Anandh and Mrs. S. Sarumathi for the enthusiastic and diligent work has done towards my thesis. My sincere thanks also goes to Dr. P. Sridharan, Head of the Department of International Business.

My thanks are to other academic staff members of International Business. Further I forever thanks to Dr. S. Jaikumar and Mrs. N. Kanagathara who grateful for their inspiration, support and valuable comments to improve the quality of my research.

Finally, I am forever indebted to my parents, Mr. Iyyanar and Mrs. Kannagi and my loving brother Mr. I. Siva Johnson Kennady (Inspector of Police Puducherry) for their example of hard work and commitment to the real values in life. Last, but not the least, my heartfelt thanks to my family members. Further I thanks my senior advocate Mr. L. Sambath, and my peer Mr. S. Prasath who initiated my research work and their motivation. I remember with affection of my fiancée Mrs. B. Sathiyambigai for her support and inspiration throughout this endeavour

I am also thankful to Mr. Sivakumar (Abi Printing and Binding) for the neat work, processing and photocopying of this work.

PRAKASH. I