ACKNOWLEDGEMENT

A journey is easier when you travel together. Interdependence is certainly more valuable than independence. This thesis is the result of four years of work whereby I have been accompanied and supported by many people. It is a pleasant aspect that I now have an opportunity to express my gratitude to all of them.

Firstly, I owe my deepest gratitude to my honorable guide and teacher Prof. (Dr.) M. S. Nigam. Without his support and efforts, it was not possible to complete my research work. His enthusiasm and integral view on research, invaluable suggestions, unending supervision and constant guidance has made a deep impression on me. I owe him lots of gratitude for having me shown the way of research. Now I realize how much I have learned from him.

I also wish to express my heartfelt gratitude to respectable Prof. (Dr.) R. S. Nirjar, Vice Chancellor, Gautam Buddha University, who had been a constant support and to all my colleagues at School of Management, Gautam Buddha University for helping and accommodating me and paving way for me to complete my research work. I am also thankful to my friends Prof. (Dr.) Kapil Pandla, Prof. (Dr.) Raj Kumar, Prof. (Dr.) Asit Bandyopadhayaya and Prof. (Dr.) Manisha Sharma who constantly helped me with their views and suggestions especially in Research Methodology.

I cannot forget contribution of my friends and colleagues at Jaipuria Institute of Management, Noida. I owe my thanks to Prof. (Dr.) J. D. Singh (Director,
JIM, Noida), Prof. Aman Srivastava, Prof. Vranda Jain, Prof. Anubhuti Sehgal and Prof. Gurpreet Singh for their continuous motivation and help in many ways.

I am deeply indebted to all the respondents who took time and answered the questions patiently. I would be failing in my duty if I do not acknowledge the benefit I have derived from the work of various authors on the subject and other related studies that enriched my understanding of the subject.

My family is the biggest strength for me without their motivation it was not possible to complete this work. I extend my gratitude to my all family members from the deepest core of my heart especially to my Parents (Shri K. B. Gupta & Prof. (Dr.) Kusum Gupta), Brother Dr. Paras Gupta, Parents-in-Law (Shri Sushil K. Agarwal & Mrs. Rekha Agarwal), Sisters-in-Law Mrs. Tanu Gupta and Dr. Nidhi Gupta for their constant help and support that facilitated my research.

Though last but not the least I owe a lot for my wife Mrs. Anu Prashaant who worked tirelessly to provide me the best comfort and took care of each and everything so that I can concentrate on my work even on the cost of her own doctoral work. I extend my hearty gratitude for her “never say die” spirit.

(PRASHANT GUPTA)