ACKNOWLEDGEMENT

At the outset, I would like to thank the almighty, Paramacharya and my family for blessing me to do this project.

It is also with great pleasure that I express my heartfelt and sincere gratitude to Dr K S Chandrasekar, Professor in Institute of Management in Kerala, School of Business Management and Legal studies, University of Kerala, Kariyavattom, Trivandrum for guiding me and providing support and supervision at every stage of the research. He has been a great source of support and encouragement throughout the period of study.

I take the opportunity to express my gratitude to the Vice Chancellor, Sri Chandrashekarendra Saraswathi Viswa Maha Vidyalaya, Enathur, Kanchipuram for enabling me to pursue my interest in research, Dr K. P. V. Ramanakumar, Professor, HOD, Department of Management Studies, Sri Chandrashekarendra Saraswathi Viswa Maha Vidyalaya, Enathur, Kanchipuram for his support and guidance during the period of study and Dr K.S. Meenakshisundaram, Director- Research and Publication, Sri Chandrashekarendra Saraswathi Viswa Maha Vidyalaya, Enathur, Kanchipuram for valuable feedback. Thanks are also due to other members of the Management Department for being consistently helpful and providing support at various times.

I would also like to thank faculty at SDM IMD for providing access to various resources and also act as a facilitator for generating a spirit of enquiry and research; and other faculty who were generous with their advise and criticism and invariably helped me get better in the area of research that forms the basis of this work.

I also thank colleagues in my organisation, Mudra Communications, who facilitated a great learning environment and also enabled me to pursue my research interests.

Many other senior executives in the industry were also helpful. Industry bodies and client organisations allowed me to transact and benefit from their insight and work.
These include FICCI, Nasscom, IAMAI and others. This allowed access to various data that may have been not normally available. This study would surely not have been possible without their help. My sincere thanks are due to all of them.

A word of thanks also to Fr. Tucker, my first school principal who may have inadvertently actually planted the seed of this effort; and my mother who always was attempting to understand what I did, while she was there.

Finally, my gratitude to my family, who not only did proof checking a number of times, but, who put up with lot of their priorities getting changed because of mine. Their amazing, yet consistent encouragement always injected a fresh energy into me thus enabling completion.

SWAMINATHAN RADHAKRISHNAN