ACKNOWLEDGEMENT

There are many who have contributed to this work both directly and indirectly with their ideas, insights, knowledge and encouragement. I would like to express my heartfelt gratitude to each and every one of them.

Firstly, I am grateful to the Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University for giving me an opportunity which has benefitted me immensely. I express my gratitude to the Dean, Prof. Mohammad Khalid Azam for his insight and observations which has helped me immensely to present my thesis appropriately.

My heartfelt gratitude to my teachers, Dr. Sandhya Anvekar and Dr. Mohd. Afaq Khan for their constant guidance and support. Dr. Sandhya Anvekar has instilled in me the spirit of a research scholar. The lessons learnt during meticulous literature review will be cherished by me throughout my life.

I am eternally grateful to Dr. Afaq Khan for the time and guidance that he has provided me. He has helped me understand research in an uncomplicated manner unraveling the layers and getting to the core of the problem. I consider myself to be fortunate to be guided by him as he has really taught me a lot and helped me grow as a researcher.

Special thanks to Dr. Asif Akhtar for crystallizing and clarifying relevant concepts on research methodology and hypotheses testing.

I would like to extend my gratitude towards M. S. Ramiah Institute of Management, Bangalore and Indian Institute of Management Bangalore, for allowing me to use their resources.

I thank Mr. Sudhir Kant, Mr. Anurag Bagaria, Mr. Sohang Chatterjee and Mr. Balamanian who were participants in the extensive personal interviews. Their thoughts and experiences have helped me build the concepts for this study.
I thank my industry colleagues for their valuable insights and contribution, without which this work would not have been complete and authentic. I truly appreciate their kindness in sharing their experiences and thoughts by responding to the questionnaire.

I acknowledge the encouragement and support of my organization and my supervisors at Merck Millipore especially Mr. Vivek Parachur and Mr. Rajeev Nair who have motivated me and helped me in my endeavor.

I thank my friends at the DBA programme who have been my co-travelers in this quest and have been a constant source of encouragement boosting my morale whenever it took a beating. Madhupa, Sonia, Vipul and others thank you very much.

I acknowledge the immense contribution of my immediate family and relatives. My parents, Mrs. Subbulakshmi and Mr. B Premdas, whose blessings have helped me in every walk of my life, and will be a beacon of light for my future endeavors. My husband, Sudhir Panicker with his constant support and encouragement, my brother Srinivas, with his encouragement and insight, have been special and I consider myself fortunate for their support.

Lastly I thank my children- Akanksha and Manith, who have been the reason for this quest.

Veena Priyadharshini