ACKNOWLEDGEMENT

I would like to express my sincere indebtedness and gratitude towards several scholars and prolific personalities and thinkers in the field of commerce whose articles, write-ups, journals, books etc have been referred during the course of preparation of this research work. The selected bibliography given at the end of this research work bears testimony of my thankfulness to them.

Most specifically, I open my heart out to thank to my respected guide Prof. (Dr.) M. M. Raval, Former Professor, Dr. Subhash Mahila Arts, Commerce and Home Science College, Junagadh, who has always been at his modest to direct me to the destination of my research work. Sir has always explained me the ways of how to and what to in a very sober but equally effective manner. Calmness and kindness from sir has always kept me motivated and on my toes for keeping the research work going with time. It would not be justice to acknowledge my deep sense of gratitude towards sir as I humbly accept that this research work would not have been complete without his thorough guidance, inspiration and motivation. I convey my sincere salutation to sir.

I convey heartfelt thankfulness towards Prof. (Dr.) Pratapsinh L. Chauhan, Honourable Vice Chancellor, Saurashtra University, Rajkot, who has been a source of inspiration in my professional career. I am equally grateful to Prof. (Dr.) D. C. Gohil, Professor and head, Department of Commerce, Saurashtra University, Rajkot for considering me appropriate for doing research work on the topic. Not only this, I would never forget her insistence towards quality and hard work in research process which has led me to work harder and better to accomplish this research work.

I acknowledge relentless support and cooperation of the Managing Trustee and Jetpur Kelavani Mandal Mandal Trust who have made it possible for me to allocate time and resources for my research work.

I thank Prof. Ushaben H. Jogi, working as lecturer of mathematics in BBA department of our college, who has guided me and helped me understand fundamentals and process of statistical analysis implemented in this research work.

I thank Mr. Hiren Bhuva, working as lecturer of management in BBA department of our college, who has made significant contribution to my research work specifically in the chapter of data analysis and interpretation.
I thank Mrs. Kavita Jogi, working as lecturer of management in BBA department of our college, who has backed me up with her support in preparing research paper for the purpose of publication in ISSN journal.

I express my honest gratitude to all my BBA family members, Manojbhai Vyas, my college staff members, my friends in college and outside for extending their support and encouragement whenever needed. Special thanks to Mr. Sachin Dave for getting this thesis printed and bound.

I must not miss to remember the silent support, care, love and cooperation of my beloved wife Vidhi during the process of preparation of my thesis.

Whatever I am and whatever this research is is ultimately the result of never ending blessings of my grandfather and late grandmother Shantaben.

Date Mr. Nitin Ramniklal Suba