ACKNOWLEDGEMENT

I received a lot of assistance, valuable advice and suggestions from my teachers, well wishers, colleagues and members of my family. I would like to thank each one of them.

I do not have sufficient word to adequately express my gratitude to my teacher, mentor and guide, Dr. Pradeep Sharma, Associate Professor, Department of Business Administration, University of Rajasthan, Jaipur, for his invaluable guidance, support, encouragement and inspiration throughout this research study. His thought-provoking critical comments and keen insight contributed to raising the standard of this work. I consider myself highly fortunate and privileged for working under his eminent guidance. I shall always cherish his affectionate disposition and kindness, which was a constant source of encouragement for me. It was his unflinching support which enabled me to complete this study.

I am grateful to Professor Navin Mathur, Principal University Commerce College and Head, Department of Business Administration, Professor R.K. Kothari, Former Head, Department of Business Administration, University of Rajasthan, Jaipur, for helping me complete this study. I am also thankful to Dr. Dileep Singh, Dr. Anurag Sharma, Dr. A.K Sharma and Dr. Pradhuman Adesra for encouraging me and helping me in finishing my work.

Special thanks are due to my parents, Shri Jagdish Prasad Prabhakar and Smt. Kusum Lata Prabhakar, who have buoyed me up and goaded me into completing this research. I would like to express my heartfelt
gratitude and thanks for their tireless efforts, dedication, devotion and great
sacrifice in educating me. I also want to thanks my sister Monika and my
brother Ashutosh as it was their love, trust, blessing, moral support,
encouragement and understanding which made me complete this work.

I take this opportunity to express my sense of gratitude to all those who
have directly or indirectly helped me in the completion of this academic
venture. I am really indebted to him for going through the manuscript and
correcting it and offering valuable suggestions. My grateful thanks are due to
him.

Date: 11\textsuperscript{th} May 2015

(Ashwani Prabhakar)

Place: Jaipur