ACKNOWLEDGEMENTS

I take this opportunity to first thank my research guide Dr S.N Tiwary, for his continuous support in the PhD program. Dr Tiwary was always there to listen and to give advice. He taught me how to ask questions and express my ideas. He showed me different ways to approach a research problem and the need to be persistent to accomplish my goal.

Special thanks to my senior colleague Dr Amod Markale (Director, DICER) who is most responsible for helping me complete the writing of this dissertation. Dr Markale has been a mentor throughout; he taught me human-computer interaction techniques and how to do a usability study. He had confidence in me when I doubted myself and always asked me good questions to help me think through my problems whether philosophical, analytical or computational.

My sincere thanks to Mrs Madhuwanti Sathe (Director, SBS) for her constant help as well as full confidence shown in me. Mrs Sathe is a good team player and a pillar of support to her subordinates when it comes to their professional as well as personal development.

I would like to thank Dr G.K Shirude (Head, Research Center – Naralkar Institute of Career Development & Research) and their non teaching staff for the support extended by them during my study period. My sincere thanks to their librarian for helping me during my literature review by giving me full support as and when needed.

I would not have been in the position to complete my study if the management and employees of call centres had not extended their help and shared the valuable information related to their job with me. I am obliged and grateful to them and sincerely thank them for sparing...
their valuable time and sharing the necessary information with me as required.

Thanks to all the library staff I visited for my literature review like British Library, SBS library, MCCIA library, and Jaykar library as well as all the administrative staff of the University of Pune Academic Section for helping me in completion of this study.

Last, but not the least, I thank my family my parents Mr Shyamlal Attal & Mrs Angoori Attal for giving me life in the first place, My husband Mr Ranjit Kumar, Mother in law Mrs Shobha Kumar and my dearest sweet little angel Yuga Kumar for supporting and encouraging me to pursue my interests. Sincere thanks to my friends and loved ones for being with me throughout my endeavor and making it a success.

Mrs Bharati R Kumar