ACKNOWLEDGEMENTS

I express my gratitude to all those who helped me in the preparation of this thesis. I am greatly indebted to my Research Director Prof. T.UMA MAHESWARA RAO, M.Com., M.B.A., M.A. (Socio), M.A. (Phil), M.Sc(Psy) B.L. Ph.D, Professor, Department of Commerce and Business Administration, Acharya Nagarjuna University, Nagarjuna Nagar. It was under his scholarly guidance I was initiated into this doctoral programme. Indeed, it has been my privilege and pleasure to work under his expert supervision. His dedication towards academic pursuits has always been a source of inspiration to me. I do not find adequate words to express properly my gratitude to him. But for his care, guidance, inducement and personal affection, this task would not have come to its successful completion.

I wish to express my sincere gratitude to professor D.Dakshina Murthy, M.Com., Ph.D, (New York), Former Dean, Faculty of Commerce and Business Administration, Nagarjuna University. He has been now and then inspiring and guiding me since the beginning of my research endeavour.

It is my duty to express my sincere thanks to professor K.V.Sivayya, M.B.A. (Bradley), Ph.D (Illinois Tech) U.S.A. His valuable advice also stood in good stead.

I am happy to acknowledge my debt to Prof. G.N.Brahmanandam, M.Com., Ph.D, Dean, Faculty of Commerce and Business Administration, and other members too in the Department who stood as towers of strength by extending all their support to me in completing the thesis.

I am grateful to Acharya Nagarjuna University, my ‘alma mater’, for providing an opportunity to undertake the doctoral work. I owe my sense of gratitude to the
librarian, University library for providing me necessary assistance of requisite books. I would like to express my thanks to the concerned authorities of the Super Bazars of Andhra Pradesh selected for this study.

I am highly obliged to the management of Sarada College, Vijayawada for allowing me to pursue the present study.

My thanks are also due to Smt. Dr. T.Rama Devi, M.Com., M.B.A, Ph.D, Reader, SDMSM Kalasala, Vijayawada, for her heartful co-operation at the time of my research endeavour.

I express my gratitude to Dr.Bhrugumalla Hara Jagannadh, Retd. Principal, TJPS College, Guntur, who has gone through the manuscript.

Let me also earnestly wish to record my appreciation of the patience and encouragement given by my husband Y.Murali Krishna during the entire period of my research study.

I also express my heart felt gratitude to my parents Sri V.Venkateswarlu, V.Seetha Annapurna and my in-laws late Sri Y.S.R.Anjaneya Sarma, Smt. Y.Jayalakshmi.

Needless to say that all matters of analysis, interpretation, judgement, opinion, error or omission are entirely my responsibility.

(V.NAGA SAILAJA)