ACKNOWLEDGEMENTS

It gives me immense pleasure to hereby acknowledge and convey my sincere gratitude to all those who guided, encouraged, extended support and blessed me while pursuing Ph.D.

I am deeply indebted to my supervisor, Professor Emeritus, Dr. D R Agarwal for his inspirations and seamless support throughout this entire research process. His didactic instruction on research methodology and statistical application has strengthened my research skills. This dissertation owes much to his belief in my capabilities and potential. His contribution can’t be expressed in words and his guidance is priceless. I consider myself truly fortunate for having him as my supervisor for the research.

I wish to thank Dr. Rajesh Chadha for providing the industry perspective as a subject expert in my research committee. My interactions with him, especially in the initial years, gave very relevant and practical dimensions to my research topic. His constructive feedback throughout the research was invaluable.

I take this opportunity to sincerely thank Prof. Prem Vrat for steering me towards this path and providing me the opportunity to take up this research.

A special heartfelt thanks to Dr. Alpana Agarwal for being a constant source of motivation and support throughout the research process. The long debates, discussions and useful inputs from her were of immense help to me. I also wish to extend my regards to Sh. Ravindra Ojha for all discussions, comments and suggestions which helped significantly in my research. Thanks are due to Dr. Nirupma Gupta, the course coordinator, for her cooperation and support. I wish to thank the members of SRC (Student Research Committee), fellow researchers, The Head, faculty and staff members of School of Management at The NorthCap University for their support and fruitful suggestions.

A special thanks to my parents and my mother-in-law, who encouraged, supported and helped me at every stage of my personal and academic life. Their blessings for me was what sustained me this far. I would also like to thank my friends who encouraged and supported me in striving towards my goal. Last but not the least, I wish to express my heartfelt gratitude to my husband Mr. Rashi Mehra and my children Shreya and Vansh, who have cooperated thoroughly, extended support and motivated me at all tough moments.