ACKNOWLEDGEMENT

Praise, Prayer and Thanks to Lord Almighty, First and Last, Cherisher of all words who inspires entire humanity towards knowledge, truth and eternal commendation, who blessed me with strength and required zeal to overcome all the obstacles in the way of my journey. In utter gratitude I bow my head before HIM. This thesis is the result of HIS abundant blessings on me in infinite ways. I am ever grateful to the Almighty for HIS untold providential care.

Words are insufficient for expressing my intensity of sentiments. So, most humbly I express my deep sense of gratitude to my reverent Research Guide and Supervisor Dr. Bushan D. Sudhakar, Associate Professor, Department of International Business, Pondicherry University, whose constructive criticism, affectionate attitude, strong motivation and persistent encouragement have always been a source of inspiration. He has patiently guided me throughout the course of research and extended his magnificent moral support, helped me to find right directions through all the crucial phases of my research work. I am grateful to him for unceasingly helping me by sharing the in-depth knowledge of the subject, which has significantly improved this research. Thank You Sir, for channelizing me in the right path of direction when I was wandering rudderless in my research area. Apart from the subject of my research, I learnt a lot from him, which I am sure, will be helpful in different stages of my life. No words of acknowledgement would be adequate to fully express my gratitude and I shall remain indebted to him forever. I feel very fortunate to work under his diligent supervision and I thank him sincerely from the depth of my heart.

Alongside with my supervisor, I offer my sincere thanks to my Doctoral Committee members, Dr. P. Sridharan, Associate Professor and former Head, Department of International Business and Dr. Venkatesa Kumar, Associate Professor, Department of Management Studies, Pondicherry University for serving on my doctoral committee and for their guidance, insightful comments, suggestions, valuable advice and encouragement. They had been a part and parcel
of my research work rendering their field expertise, in shaping the Research Instrument and the final thesis. I express my deepest sense of gratitude to both of them.

My special thanks to Dr. P. Sridharan, Associate Professor and former Head, also my Doctoral Committee member and current Head, Dr. Y. Srinivasulu, Associate Professor, Department of International Business, Pondicherry University Department of International Business, Pondicherry University for their cooperation, encouragement and furnishing all necessary facilities to complete this work in time.

My sincere thanks to all the learned faculty members of the Department of International Business for their inspiration, support and encouragement. I thank the administrative staffs and authorities of the department and the university.

I am highly thankful to all my research scholar friends who encouraged me throughout this work. I am especially grateful to, Dr. I. Prakash, Shri. K. Nagarjuna, Shri. Vijay Vardhan Manchala, Dr. K. Ilangovan, Shri. C. Suseendar for creating a healthy environment and sharing of ideas during the research work. Thanks for advice, constructive suggestions rendered in shaping up my work.

I am greatly indebted to Shri. Abdullah Malik, Shri. Kaleswaran R., Shri. J. Gomathi Sankar and my brother-friend Shri. N. Sugundan, for their expertise. Thanks for their assistance which helped me a lot in my research work, right from Statistical analysis to preparation of thesis.

It is also my bounden duty to express my hearty thanks to all my friends and relatives who have helped in the process of data collection across various sects of people.

I express indebtedness and gratitude to my parents, Shri. N.Ramanujam and Smt. R.Mallika for their unequivocal support throughout, as always, for which my mere expression of thanks likewise does not suffice. They have done everything possible to see me at this place. They have always helped me in good and bad times alike to keep me focused towards my goal. Their unflagging love, affection, energetic support and persistent confidence in me, has taken the load off my shoulder and clearing the obstacles in my way of life. I feel shortage of words
to pay thanks to them. They set me as an example of consistent encouragement, commitment to the real values in life, hard working. I learnt what real life is from them.

Words are not enough to express my deepest sense of gratitude, to my adoring wife, Smt. S.Sangeetha, for her consistent encouragement. Thank you for unconditional love and affection showering on me and taking up my duties, responsibilities on your shoulder, which made me feel free in concentrating on my research work. Undue thanks to my uncle and aunt for their extensive support.

I would also like to express my special thanks to my loving daughter, son my siblings and my cousins who devoted their trust and love to me throughout my years of studies. My heartfelt thanks to the all the members of my family for boosting my morale and for extending their truly unconditional support in all my endeavours.

I take this opportunity to express my gracious concern towards all those who have helped in various ways throughout the development stages of this thesis. I wish to express my apology for not being able to mention all the names in this small space.

Final word of thanks to my demised grandmother, Smt. V.Savithiri, whom I believe to be alive flesh and blood, guiding my path and protecting me as a shield.