ACKNOWLEDGMENTS

When I commenced the research for Ph.D. I knew that it was going to be a long and arduous journey. I now realize that this journey would not have been possible without the active encouragement, mentoring and support of a lot of people. Perhaps, “gratitude” and not acknowledgement, is the word. A deep sense of gratitude overwhelms the memories of my research years.

At the outset, I bow my head before God Almighty, for blessing me with necessary initiative and environment to complete this work successfully.

My first expression of gratitude goes to Dr. Baby M.D., Reader and Director, Research and Post Graduate Department of Commerce St. Dominic’s College Kanjirappally, my supervising teacher and mentor. He believed in me and has been the most inspiring and systematic source of guidance for me.

I am indebted to H.E. Mar Mathew Arackal, the present Patron and H.E. Mar Mathew Vattakuzhy, the former Patron of my parent institution for kindling the thoughts of doing research in me.

I would specially like to express my sincere thanks to Dr. Ancykutty Joseph, Principal, Prof. P.T. Jose and Prof. Augustine Thomas, the former Principals, and to Prof. James K. George, Head of the Research and Postgraduate Department of Commerce, St. Dominic’s College, Kanjirapally where I did my research, for the invaluable favours received from them. All the other professors of the Department of Commerce of this college affectionately encouraged and supported me through out this work.

I am extremely grateful to Rev. Fr. Joseph Thannickal, the Manager, Rev. Dr. James Thalachellore, former Manager, Rev. Dr. A. J. George, Principal and Dr. Sunny Joseph, former Principal of Marian College Kuttikkanam for their necessary consent, motivation and facilitation which I enjoyed throughout this process. I have benefited a lot from the discussions and sharing of ideas with Mr. Chackochen J. Njavallil, Mr. Thomas K.V. and Mr. Joby Cyriac, my fellow
teachers in the college and contemporary research scholars. I am very much grateful to all my teaching and non-teaching colleagues in the college, for the sincere interest shown and timely help extended to me throughout the period of this study.

I owe a great deal to Dr. T.M. Jacob, Lecturer Selection Grade, Department of Statistics, Nirmala College, Moovattupuzha for his guidance in the statistical analyses of the primary data. I am deeply thankful to Prof. K. Jeevan Kumar, Lecturer Selection Grade, Department of English, Henry Baker College, Melukavu for the pains taken for correcting the manuscript.

I would like to thank all the IT industrialists and managers in the IT units of Kerala who co-operated with me by sparing time to talk with me and share their insights.

I remember with great affection, all my friends, relatives and well wishers for their interest and inspiration throughout this process.

My deepest thanks to my beloved father, brothers and sisters who missed me a lot when I undertook this endeavour. How can I forget the inner urge I received to complete this work through the gentle enquiries about its progress from my beloved mother whom I lost during the fag end of this work? I dedicate this work to the fond memories of my beloved mother. Words can hardly convey my gratitude towards the most intimate person in my life, my wife Mrs. Beenamol James, who extended incessant moral support and stood with me all through these years with empathy, inspiration and timely corrections.

Jojo K. Joseph