I thank the ALMIGHTY GOD for giving me the courage and perseverance to pursue this study and bring it to its logical conclusion.

At the very outset, I wish to record my deep gratitude to Management of Air India (Domestic) (erstwhile Indian Airlines) for giving me permission to pursue this course. I am also thankful to Aligarh Muslim University and All India Management Association (AIMA) for accepting my candidature for this programme.

I convey my profound gratefulness to my Internal Advisor Dr. Mohammed Naved Khan, Senior Lecturer, Department of Business Administration, Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh, for his expert professional guidance at all the times all through this research study, without which, completion of this work would have been a very difficult task. I am indeed indebted to him for the valuable time spared by him.

This work could not have been brought to its logical conclusion without the support of my External Advisor Dr. S C Bansal, Associate Professor, Indian Institute of Management, Lucknow. I shall always remain indebted to him for his critical inputs as also in giving much required directions for timely completion of this study.

I wish to thank Prof. Javaid Akhtar, Dean, Faculty of Management Studies and Research, Aligarh Muslim University, Aligarh, for his help and unstinted support throughout the course of this research.

I am also grateful to Prof. Kaleem Mohammed Khan, Dr. Parvaiz Talib, Mr. Asad Rahman and Mr Asif Akhtar for their constant encouragement and concern for the completion of this work.

I wish to convey my sincere thanks to Ms Feza Tabassum Azmi for her valuable suggestions and support during the course of this work.
I am thankful to all other teaching and non-teaching staff at the Department of Business Administration, Aligarh Muslim University, Aligarh, India, for always being very helpful.

I would like to express my gratitude to our Department Head in Air India (Domestic), Mrs Anjana Maheshwari, for her encouragement and support during the course of this study. I also acknowledge with thanks the support from Shri V. Viswanathan, GM-IT, Shri N. C. Jain and Shri Vidor Gyan, DGM – IT, Air India (Domestic), colleagues, friends, well wishers, library managers and support staff for the assistance and information provided by them.

I would like to take this opportunity to thank Dr. Sujitha Khemka (Asst. Prof-Marketing, Apeejay School of Management, New Delhi), Ms Shamseen Raza Rizvi, Mr Kamal Alil, Mr Rakesh Mudgal and Mr K.R. Adhia, my fellow Research Scholars, for their help and cooperation in the completion of this research work. I am also thankful to Prof. Ravi Shankar, IIT – Delhi, Dr Danish Hashim, Dr Daud S. Farooquie and Dr Ramesh Solanki for their valuable contribution.

I am thankful to Aligarh Muslim University, All India Management Association (AIMA), Management Development Institute (MDI), Indian Institute of Management, Lucknow, Indian Institute of Management, Ahmedabad, Indian Institute of Management, Bangalore and Air India (Domestic) for permitting me to use their library facility during the research.

I also wish to place on record my gratitude for Indian Institute of Management, Ahmedabad, Waljat College of Applied Science, Oman, Management Development Institute, Indian Institute of Science, Bangalore, Entrepreneur Development Institute of India and Economic and Political Weekly (EPW) for giving me an opportunity to interact with other researchers and management practitioners and clearing my doubts. I am also thankful to the anonymous reviewers of the research papers based on the present work for providing inputs that helped me in refining the present work.

I also express my sincere thanks to all the respondents of the study for providing their vital inputs.
I also wish to place on record my gratitude for the anonymous reviewers of the research papers based on the present work for providing inputs that helped me in refining the present work.

I would also like to express my gratefulness to my father Shri Munishwar Dutt and mother, Mrs Savitri Devi, brother Dharam Veer, sisters – Mohini and Rajni, nephew Anuvesh and my wife Ashima who supported me during difficult moments and encouraged me at all the times to complete the study. In fact, they have been the main motivators for this research. My children’s – Dhananjay and Laakshi - keenness in seeing me finish this job played a very important role in the successful completion of the study.

At last, I am grateful to all the other individuals, not mentioned above, that were only too willing to provide assistance, information and suggestions that have contributed to my understanding of the issues that were covered by this study, and guided me in my research.

Vippan Raj Dutt