ACKNOWLEDGEMENTS

First and foremost I offer my grateful acknowledgements to my beloved teacher and researcher supervisor, Dr. G. Ramakrishna Reddy garu, Principal and founder of Sri Ramakrishna Degree & P.G. (Autonomous) College, Nandyal for his gentle, affectionate, persuasive and scholarly guidance and supervision throughout the period of this work. I thank him whole heartedly, though, I am aware that I cannot reimburse the affection shown to me.

I would also like to place on record my grateful thanks to Mrs. V. Vijaya Kumari garu, secretary, Sri Ramakrishna Education Society for her continual encouragement. Her motherly affection always motivated me to pursue intellectual endeavors.

I sincerely thank Prof. C.R. Reddy, Prof. B. Phaneeshwar Raju, Prof. Lajapathi Rai, Prof. K.V.Ramana Reddy, Prof. B.Shobha Rani, Prof. A.V.Ramana, Prof. D. Anjaneyulu and other faculty members of the Department of Commerce, Sri Krishnadevaraya. University, Anantapur for their advice and encouragement.

I would like to place my sincere gratitude on record to Prof. P. B. Appa Rao, Former Professor and Head of the Department of Commerce, Sri Krishnadevaraya University, Anantapur who with his wise counsel, has made a vital contribution to this work.

I express my sincere gratitude to Prof. G. Chandra Sekhar, Director, Sri Ramakrishna P.G. (Autonomous) College, Nandyal and Dr. M. Ramasubba Reddy, Lecturer in Commerce, Sri Ramakrishna Degree (Autonomous) College, Nandyal for their constant encouragement.

I express my sincere thanks to Dr. Ch. Krishnudu and Dr. V. Sailaja Asst. Professors, S.K. Institute of Management, Sri Krishnadevaraya University, Anantapur for their co-operation and support.

I am thankful to Sri N. Jagdish HR and George HR, Subex Ltd, D.K Pavan Kumar my student and one of the employees of Subex Ltd, Bangalore for their help and co-operation in providing information required for the study.
I am deeply indebted to the sample respondents of Subex.Ltd for their enthusiastic response and co-operation in the collection of required data. I express my sincere thanks to them.

I wish to thank my esteemed colleagues past and present of Sri Ramakrishna P.G. College, Nandyal whose constant encouragement and support was an immeasurable source of inspiration throughout the period of the study.

I am grateful to my parents Sri. K.V. Mohan and Smt. K. Jaya Laxmi, and also to my father-in-law Sri D. Maddileti and mother-in-law Smt. Jaya Prameela and to my sister, co-sisters and sister-in-law and to my brother and brothers-in-law for their constant encouragement and support in accomplishing this task.

I am deeply indebted to my husband Sri D. Sreedhar and my two sons Chi. D. Maharshi and Chi. D. Maneesh, who always have a place in my interests and shared my burdens during the course of the study and stood by me whenever I was in despair.

✉ K.V.GEETHA DEVI