ACKNOWLEDGEMENTS

This study has been possible because of the impetus, contribution and relentless help and support of several people. Writing an acknowledgement is probably the most difficult task as a thesis is an outcome of direct and indirect support of many, but only some of whom end up receiving a mention due to several constraints. Yet, I would be failing in my duty if I do not mention the names of at least a few of the many individuals and institutions without whose support this work would have remained incomplete.

First of all, I would like to profusely thank my guide Dr. S. J. Manjunath, Associate Professor, Department of Management, Mysore. He guided, discussed and suggested each and every time he could despite his busy schedule and commitments. His relentless guidance and continuous follow up played a key role in the direction and formulation of this thesis.

I thank all the members of the Doctoral committee, Prof. Aisha. M. Shariff, Chairman, DOS in Management, Prof. B. Shivaraj, Prof. D. Anand, Dr. R. Mahesh, Associate Professor; Dr. Amulya. M, Assistant Professor; for their constant encouragement and support.

My special thanks are due to Prof. H. B. Manjunath, Chairman, DOS in Sericulture, university of Mysore, Mysore; Dr. Aparna, Associate Professor, DOS in Biotechnology, university of Mysore, Mysore; Prof. Mallinath Kumbar, DOS in Library and Information Science, for having re-revised my thesis several times and supported me during my phases of difficulty and also for being my strongest pillars of encouragement since I have known them.

I would like to thank Dr. Anitha Thimmaiah, Mr. Prasad Daddikar, Mr. Chethan, for their incessant support and follow-up while editing this thesis.

I would like to express my heartfelt thanks to all the experts who made it possible for me to undertake this study by helping in drafting the questionnaires, its review and finalize the Thesis, the study which took three years of duration for reasons beyond my control, would not have been taken this final shape if it were not for the unstinting help rendered.

I convey my deepest sense of gratitude to my parents Sri. Govindaraju and Smt. Gangamma, my brother Dr. G. Kiran Kumar, sisters Mrs. Asha S. G. and grandparents Sri.
S. N. Gowda and Smt. Late Bhagyamma for giving me continuous support and encouragement during the tenure of my completion of my work.

Last but not the least I am thankful to all my friends, well wishers who have helped me directly or indirectly. Also I would like to thank all the reading experts and authors whom I have quoted in the present work, their writings have provided me insights in this rather less explored field of reading in India.

(Arun Kumar G.)