

## ACKNOWLEDGEMENT

At the outset, I thank God Almighty for showering his abundant blessings upon me in my personal as well as professional life. I wish to express my sincere gratitude to my research supervisor, **Dr. (Mrs.) S.Poornima**, Associate Professor, Department of Business Management, PSGR Krishnammal College for Women for her sincere support, contribution and encouragement in making my doctoral research journey productive and intellectually stimulating.

I thank **Smt. R. Nandhini**, Secretary, GRG Group of Institutions, for giving me an opportunity to undertake this programme. Special thanks are due to **Dr. (Mrs.) N. Yesodha Devi**, Principal, PSGR Krishnammal College for Women and **Prof. S. Balasubramanian**, Director, GRG School of Management Studies for encouraging me in taking up this programme in the best interest of my career.

My sincere thanks are due to my friend, colleague and advisor, **Prof. N. Elangovan**, Assistant Professor, RVS Institute of Management Studies and Research, for his untiring support right from the beginning of my research until the submission of the thesis.

I will be failing in my duty if I do not mention the love and support I received from my family that helped me to balance my work, research and home simultaneously. My special thanks are due to my mother Mrs. Padmini D Nair for encouraging me in my studies always. My sincere thanks to my sister, Mrs. Sunitha Gopinath, for helping me in my research. My deepest appreciation to my husband Mr. A. Pradeepkumar and my children Nidhi and Gautam, who gave me the time, support and inspiration for the successful completion of the research. I also thank all my friends and well wishers whose prayers have always been by my side.

**SAVITHA NAIR**