

Acknowledgement

ACKNOWLEDGEMENT

First and foremost I thank God, **The Almighty**, for his blessings in guiding the successful completion of my research work.

I take this privilege to acknowledge the contribution of many individuals who have been inspirational and supportive throughout my work, and who have most importantly endowed me with knowledge.

I offer my gratitude to **Shri. G. Rangaswamy, Managing Trustee**, GRG Institutions and **Smt. R. Nandhini, Chairperson**, PSGR Krishnammal College for Women, Coimbatore, for providing me an opportunity to pursue my research work.

I am grateful to **Dr. (Mrs.) N. Yesodha Devi, Secretary**, PSGR Krishnammal College for Women, Coimbatore, for providing me an opportunity to carry out my research work in this esteemed institution.

I express my sincere thanks to **Dr. (Mrs.) S. Nirmala, Principal**, PSGR Krishnammal College for Women, Coimbatore, for constant support and encouragement throughout my research work.

I express my sincere thanks to my guide and supervisor **Dr. (Mrs.) S. Suma Devi, M.Com., M.Phil., MBA., B.Ed., Ph.D.**, Associate Professor and Head of the Department (Retd.), Department of Commerce, PSGR Krishnammal College for Women, Coimbatore. This thesis would not have been possible without her help, support, guidance and encouragement, which has facilitated the successful completion of my research in a phased manner.

I am extremely grateful to **Dr. (Mrs.) G. Kavitha**, Associate Professor and Head of the Department, Department of Commerce, PSGR Krishnammal College for Women, Coimbatore for her support and guidance throughout my research work.

My sincere thanks to the faculty members, Department of Commerce, PSGR Krishnammal College for Women, Coimbatore, for being a source of encouragement for the successful completion of my research work.

I am much obliged to **Mr. D. Maruthachalam. M.Sc., Mugil Data Systems**, for his assistance for transforming the raw data into the meaningful form. I could not have completed the research work without his help.

I express my sincere gratitude to all the respondents from various colleges in Coimbatore for providing the necessary details, inputs and support towards my data collection.

Words cannot express my gratitude towards my family and friends for their understanding, encouragement and moral support.

Last, but by no means the least, I thank my fellow research scholars and well-wishers for their timely help during my research work.

Anupama Thomas