ACKNOWLEDGEMENT

In the first place, I am indebted to the Institute of Business and Computer Studies, S’O’A University, which has accepted me for the Doctoral Program and provided me with an excellent opportunity to carry out my research work.

I would like to thank all persons who have been instrumental in making this dissertation see the light of the day directly or indirectly. I owe my deepest gratitude to my mentors and guides Prof.(Dr.) Pravat Kumar Mohanty and Dr. (Mrs.) Bandana Nayak, without whose insights and guidance my work would never have been completed. They helped me retain my focus during the course of this study and guide me in prioritizing the different phases of this research. Without their guidance and support this research would not have taken this current form.

Above all I would like to express my gratitude to my parents and family members for their endless love and warm support.

The acknowledgement can never be complete without mentioning the support I received from my brothers Mr. Chinmya Nanda Das and Dr. Pragnya Nanda Das, friends Dr. Gyana Ranjan Mohanty and Chita Ranjan Mohanty, and my school staffs, always in my ecstasy, eccentricity, depression or exclamation, trials or tribulations.

Finally, I thank to all the persons who had been, are and will remain a part of my life.

Place : Bhubaneswar
Date 27/05/2017