

## ACKNOWLEDGEMENTS

Throughout the development of this thesis, several outstanding individuals were integrally involved and made substantial contributions. First and foremost , I thank the Almighty for making me capable to undertake the study. I would recognize the invaluable contributions of **Prof. M.K. Sharma**, Dean, Faculty of Commerce & Management, The IIS University and my supervisor **Dr. Ruchi Jain**, Head, Deptt. Of Business Studies, The IIS University for providing constructive comments and suggestions from time to time during the course of study. I wish to express my sincere thanks to **Dr. Shweta Kastiya** without whose support my research would have been incomplete.

I would especially like to acknowledge the contribution of **Dr. Subhash Garg**, Dean and director, CRIT , The IIS University who with his valuable suggestions from time to time made the research work qualitative.

I would take the opportunity to thank **Dr. Ashok Gupta**, Vice Chancellor, The IIS University, **Dr. Raakhi Gupta** , Rector & Registrar, The IIS University and **Prof. K.S.Sharma**, Advisor, The IIS University for providing me with the infrastructure and peaceful environment to work upon my thesis .

I would fail in my duties if I don't recognize the support of my husband, **Saurabh Jain** and my two little kids **Mishthi** and **Rishit** who actually sacrificed their time for me. I would sincerely be thankful to my parents **Mr. Sunil Jain** and **Mrs. Usha Jain**, my in-laws **Mr. Jinendra Jain** and **Mrs. Sarita Jain** for their unending support all the time. My sincere gratitude to two of my best friends **Anshul Bansal** and **Veenu Jain** and my brother and bhabhi **Aditya** and **Khushbu** for helping me out with every small little thing.