ACKNOWLEDGEMENTS

Research is a Journey of Self-Discovery

Research is formalized curiosity, means to investigate something you do not know or understand. It is a way to get deep in to your interest and explore something new. Hereby I would like to acknowledge everything and everyone helped me to reach this remarkable milestone. Firstly, I would like to express my sincere gratitude to my Guide, Mentor, Teacher and Research Supervisor, respected Professor Parimal H. Vyas, without whose support and encouragement, these journey might have never been possible. There are no enough words that can complement all your moral support, continual efforts, personal interest, words of wisdom & encouragement, passion, unflinching courage & conviction, invaluable constructive criticism aimed for improvement, which have been the vigorously instrumental driving sources to the conduct and completion of this research.

I am indebted for his valuable advice, constructive criticism and his extensive discussions around my work. I successfully overcame many difficulties and learned a lot. I can't forget his hard times, when despite of his hectic schedule as a Vice-Chancellor, he used to review my thesis progress, give his valuable suggestions and made corrections. I consider it an honour to work with him. I can only say a proper thanks to him through my future research work.

I would also like to extend my thankfulness to Dean, Faculty of Commerce, Head of the Department, and other Faculty Members of the Department of Commerce and Business Management, Faculty of Commerce, The M. S. University of Baroda. I also express herewith trustful thanks to Non-teaching staff members of the Faculty of Commerce; as well as Registrar, Dy-Registrar and other office-bearers of the M. S. University of Baroda for their timely help and support to me. I am also thankful to all the Staff members of Hansa Mehta Library, the M.S. University of Baroda, Vadodara, for their co-operation throughout the research study.

I also express my heartfelt gratitude to Dr. Priti Nigam, Assistant Professor, Department of Commerce and Business Management, Faculty of Commerce, The M.S. University of Baroda, for her words of wisdom and parental approach that provided motivation and continual help to me in solving diverse problems that were encountered by me throughout the conduct of the research study.

I am profoundly thankful to I am also extremely thankful to my senior colleague Dr. Madhusudan Pandya, Assistant Professor, Department of Commerce and Business Management, Faculty of Commerce, The M.S. University of Baroda for his constant support in resolving the intriguing points during data analysis.

I thank my colleagues Mrs. Drishti Joshi & Mrs. Neha V. Shah for providing support in creating an inspiring and encouraging learning environment at workplace.

Thank you M. S. U Parivar!

I am also grateful to all the Staff members of Hansa Mehta library, The Maharaja Sayajirao University of Baroda, Vadodara and Indian Institute of Management [IIM], Ahmedabad for their kind co-operation.

I also express gratitude to all the retail stores and retail outlet managers for giving permission for data collection and respondents for their valuable inputs, patience & time.

I also express my hearty feelings of thanks to my beloved wife Hiral, my parents, in-laws, relatives, friends for always being with me, and furthering my confidence in successfully undertaking and completing this research study.