

ACKNOWLEDGEMENTS

This dream has come true because of the generosity of numerous well wishers and kind souls - these days in short supply I primarily thank modest Mayankbhai who always gave unflinchingly of himself, ever demonstrating an accommodating and tolerant attitude My association with him has been one awesomely stimulating and inspiring journey.

I profoundly thank Dr A S. Rao, Dr A. S Mehta and Dr. U M Naik for playing the excruciating role of sounding boards sportingly, Sajay Khajuria and Sujit Desai for providing the overseas support which became inevitable; Rajan, Ravi and Sunil for allowing me access to their computers at all times; the library staff of IIM-Ahmedabad, IRMA-Anand and Hansa Mehta (MSU)-Baroda for sourcing references

I am grateful to ORG (Baroda), Alembic, ASE and Sun Pharma for volunteering to share their data resources, without which this endeavour would never have fructified

Thanks are also chiefly due to my parents for their understanding, Ashir for his help with proofreading and Utpala and Shanmugam for their invaluable hospitality A special and sweet thank you to Mallika - for she knows what

This attempt is much more than a mere scholastic achievement I remain eternally indebted to the Divine Mother for the spiritual resilience that always came shining through when in doubt and despair My march toward perfection, yet afar, continues