

A Thesis Submitted to

## The Maharaja Sayajirao University of Baroda

for

CARL SERVICE The Award of the Degree of Doctor of Philosophy in Business Administration

By Umesh R. Dangarwala

Under the guidance of Prof. B. S. Patel

Department of Commerce including Business Administration Faculty of Commerce The Maharaja Sayajirao University of Baroda, Vadodara

September 1999

~

## P/Th 9043

•

,

-

•