## **ACKNOWLEDGMENT**

First and foremost, I would like to thank God who gave me positive energy, blessings and the strength for completing my research work.

The completion of this Ph.D. thesis would not have been possible without the guidance and support of my guide. I am indebted to my guide Dr. Archana Fulwari for her time, efforts, and understanding in helping me succeed in my research work. Her vast wisdom and wealth of experience have inspired me and improved the quality of my work. I am extremely grateful for her patience and motivation.

In addition, I thank the Librarian and the staff members of Smt. Hansa Mehta Library of The M. S. University of Baroda for their support. I would like to thank the Dean, Faculty of Commerce for providing administrative and infrastructure support for my work. A special thanks to the Head Office, and Head and Senior Colleagues, Department of Business Economics, and senior teachers, Faculty of Commerce for their motivation, advice, and valuable suggestions for my research work.

I would like to express my special thanks to Dr. Ketan Kotadia and Mr. Shrey Pandya for their help in learning the statistical tools for analysis.

The completion of this thesis would not be possible without the support of my parents Mr. Gangadharan K. P. and Ms. Kamalakshi P. P., who are the true blessings of life. They have always motivated me to dream big and inspired me to chase my dreams with their support. I would like to thank my sister, Anupama, nephew, Ayaan and husband, Shivraj for their generosity, love, motivation and encouragement. It would have been impossible to complete my thesis writing in time without the understanding and support of my in-laws Rajendra Dhamdhere and Bharti Dhamdhere.

A special thanks to my friends cum colleagues Sana Pathan and Neha Sawant for their love and affection. As fellow-research scholars our mutual inspiration and motivation to each other have helped me immensely in this research-work.

I am grateful to all to all who have directly indirectly contributed in my academic and professional growth through all these years.