## **ACKNOWLEDGEMENT**

This thesis is the end of my journey in obtaining my Ph.d. I have not traveled in a vacuum in this journey. At this movement of accomplishment first of all I pay homage to, Late (**Dr**) **Akhilesh Das Gupta** (Chairman BBD University), I acknowledge my work would not have possible without his guidance, support, encouragement and resources to accomplish my research work.

I am extremely grateful to my research guide **Prof** (**Dr**) **M.K Rastogi,** Head Department of Management Studies, BBDNIIT, Lucknow for providing necessary guidance. Under his guidance, I successfully overcome my difficulties and learned a lot.

Some faculty members of this institute have been very kind enough to extend their help at various phases of this research whenever I approached them and I do acknowledge all of them. I thank **Prof** (**Dr**) **Atul kumar Singh,** Dean, School of Management, Babu Banarasi Das University, **Prof** (**Dr**) **Sushil Pande**, School of Management, Babu Banarasi Das University.

This thesis has been kept on track and been seen through to completion with the support and encouragement of numerous people including my well wishers, my friends, colleagues and my family member specially my father Mr. Ashok Kumar Gupta, my mother Ms. Kanti Gupta, my husband Mr. Vivek Gupta, my Sons Aditya Gupta and Advit Gupta

Above all, I owe it all to Almighty God for granting me the wisdom, health and strength to undertake this research task and enabling me to its completion.

Ms AKANSHI GUPTA