

## **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 who has helped me to reach this remarkable milestone.

Firstly, I would like to express my sincere gratitude to my Research Guide/ Research Supervisor, Mentor, and Teacher Professor Parimal H. Vyas, without whose support and encouragement, this 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 study. I am indebted for his valuable advice, constructive criticism and his extensive discussions around my research work. I successfully overcame many difficulties and learned a lot. I cannot forget his hard times, when despite of his hectic schedule as a Vice-Chancellor, of the 'The Maharaja Sayajirao University of Baroda, Vadodara', he has continually reviewed progress of my Ph.D. research work and has offered his valuable suggestions and made various kind of corrections. I consider own selves blessed with an Honour to study under him and sought research guidance from him. I would be able to only say a proper thanks to him through my future research output through publication work based on the Ph.D. Thesis.

I would also like to extend my thankfulness to Dean, Faculty of Commerce, Head of the Department, and other fellow colleagues of the Department of Commerce and Business Management, Faculty of Commerce of the M. S. University of Baroda. I also express my heartfelt gratitude to Dr. Priti Nigam, and Dr. Madhusudan Pandya Department of Commerce and Business Management for their words of wisdom and parental approach as well as valuable input and feedback on my research work, which only has enabled me to understand and solve diverse problems that were encountered by me throughout the conduct of the research study and submission of the Ph.D. Thesis.

I also convey my heartfelt thanks to Ms. Dr. Drishti Joshi, Ms. Dr. Neha Shah and to Dr. Parag Shukla for providing moral support in creating an inspiring and encouraging learning environment for me to complete this research work.

I also express herewith convey my trustful thanks to Non-Teaching Staff of the Faculty of Commerce, staff of Smt. Hansa Mehta Library and staff also of the Examinations Section of the university for their support and co-operation in successful conduct and submission of this research study.

I also express own deep sense of gratitude to each of the respondents that is Social Network Users for giving their valuable inputs, patience & time.

I would also like to share my deepest thanks to my in-laws and parents for always believing in me and encouraging me to follow my dreams. They were the support system who have helped in whatever way they could during this challenging period.

And, finally to my life partner, my beloved husband Viral, who has been by my side throughout conduct of this Ph.D. research work living every single minute of it, and without whom, I would not have had the courage to embark on this journey in the first place. And, to my Darling, Netray for being such a good son who too has supported me by undertaking tasks himself and not disturbing me during conduct of this research study for doctoral degree and making it possible for me to complete and submit to university what I started.