

Acknowledgments

It gives me genuine pleasure to express my deep sense of gratitude to my Mentor and Guide Dr. Shradha H. Budhedeo. Her dedication, positive attitude, and prompt suggestions at every stage of the thesis have sailed me through my research journey. The time spent with Mam has given me unforgettable memories of her benevolence, persistence, and compassion. Thank you so much Mam for always being helpful and supportive.

I am thankful to the Dean, Faculty of Commerce, Prof. Ketan R. Upadhyay; and the Head, Department of Business Economics, Dr. Jayant Kumar for their support and cooperation. I extend my sincere gratitude to Former Dean, Faculty of Commerce, (Late) Prof. Sharad Bansal Sir for his initial inputs in my thesis. My heartfelt thanks to my friends and colleagues for assisting me through this research endeavour.

My sincere appreciation to Hitesh Sir and Dhruv for being silent supporters through my constant engagements with Mam in this research expedition. Thank you for always making me feel as family.

I am deeply indebted to my parents for nurturing my core values and always standing by me through highs and lows. This day would not have been possible without you! My husband Priyank has been my pillar of strength. I cannot thank him enough for bearing with my pique and impatience. His encouragement made me persevere consistently to fulfil my research aim. I express my boundless love for my sweetheart Rishvi. Thanks '*bacha*' for being so patient and understanding! I am really thankful to my inner circle of friends and family for their motivation and kind words.

I humbly bow to the *Almighty* for giving me this academic opportunity and endowing me with the strength and courage to pursue it.

Finally, I owe my deepest regards to all those who have inspired me and contributed directly or indirectly in the completion of my thesis.

Neha P. Pandya