

ACKNOWLEDGEMENT

The journey of this research work is a culmination of a dream inspired by great mentors and wonderful people with whom I have been blessed to be closely associated with over the years. I am grateful to each of them for igniting the spirit to continue to learn and seek knowledge. Their unstinted belief in me and generous co-operation, guidance and inspirational leadership have brought me this far. I humbly acknowledge the help and support from many kind individuals and acknowledge heartfelt gratitude towards everyone who has influenced me to dream bigger and aim higher.

I thank Almighty God for His abundant grace, mercies, opportunities and providence throughout my life and leading me each day to becoming a better version of myself.

I express deep gratitude to my research guide, Professor Dr. Niti Chopra, Dean and Head (Officiating), Faculty of Journalism and Communication who greatly motivated and guided me in gaining valuable insights into the subject which has manifested into this thesis today. I am deeply indebted to her for her patience and encouragement which enabled me to pursue the research study enthusiastically during the four years.

Special mention of deep gratitude to my mentor, Dr. Ajit Pathak, the PR icon, who has been the constant source of inspiration and guided and supported me throughout my professional career and from whom I have learnt the art and science of corporate communications.

I am grateful to veteran Corporate Communications professionals, Mr. M Kalikrishna and Ms. Narayani Mahil who guided me and gave the requisite macro view and direction to my research. I express deep gratitude to Dr. Subhash Bhatnagar, Professor at Indian Institute of Management, Ahmedabad who was instrumental in initiating me towards research and academic writing in the early years of my professional career.

I thank my Departmental Research Committee (DRC) members, eminent and senior Professors in the Maharaja Sayajirao University of Baroda, Prof. Adhya Saxena, Dean, Faculty of Arts; Prof. Amit Dholakia, Head, Dept. of Political Science, Faculty of Arts and Prof. Sujata Srivastava, Dept. of Education, Faculty of Education and Psychology for their

guidance and support in carrying out my research work. I express gratitude for the wonderful support and guidance extended by Dr. Pratibha Maitri and Dr. Nidhi Shendurnikar, Assistant Professors at the Department of Journalism and Communication at the Maharaja Sayajirao University of Baroda and also thank the exam and academic section staff of the Maharaja Sayajirao University of Baroda for all the support extended to me during the course of my research study.

I am extremely grateful to Maharaja Sayajirao University of Baroda for providing me with necessary facilities and permitting me to pursue the Ph.D. Programme.

This work would not have been possible without the support of my family. I express heartfelt gratitude to my parents, P G Mathai and Valsamma Mathai for being the constant source of inspiration for me and my biggest emotional anchors always. I thank my husband Philip Abraham for the unstinted support at every stage of the research work. My children Rhea and Mohit have been the cheerleaders and I thoroughly enjoyed being a student along with them.

I met and interacted with many people while carrying out this work and I am deeply thankful to many teachers, colleagues and friends and many more who remain unmentioned here. My heartfelt thanks to them all.