

Acknowledgment

As this thesis asserts, there are a wide range of people who supported me during my doctorate. I couldn't have done it without their social emotional instrumental, informational, and assessment support.

I owe a huge debt of gratitude to my supervisor, Dr. Mredu Goyal, who faithfully stuck with me and helped me throughout the process, no matter how slow I have been. I am thankful to the university authorities and staff. I am grateful to the PhD. coordinator team at the university, for their meticulous attention to my progress during the doctorate.

This would not have been possible without the participation of industry people, who accepted my request, welcomed me into their organization, and helped me develop a research design. My special thanks to Mr. Vasudev, Mr. Gaurav Sharma, Mr. Pawan Mishra, Mr. Summit Vats, Mr. Aman and Ms. Meenakshi Taneja. Apart from the important people mentioned above related to study, professors also helped to clear the concepts. Thanks to Dr. Naman Sharma and Dr. Amit Sharma.

My heartiest gratitude goes out to Dr. Rinku Raghuvanshi, who has not only assisted me in completing my thesis, but has also boosted my confidence and encouraged me to strive for excellence. Thanks to my family, friends, and other research scholars, it would not have been possible without their help.