## **Acknowledgements**

I would like to express a heartfelt and earnest gratitude to my Ph.D. supervisors, Dr. Saurabh Chadha (Assistant Professor, Department of Management), and Dr. Satyendra Kumar Sharma (Assistant Professor, Department of Management) for their unwavering guidance, encouragement, patience, and support. Their vast research knowledge and experience of the field, deep understanding, flexible and welcoming attitude has helped me throughout my research. It is truly an honour to be their student and working under their mentorship has facilitated optimal growth of research and academics.

I would also take this opportunity to express my profound gratefulness to the members of my Doctoral Advisory Committee (DAC), Professor Arya Kumar and Professor Udayan Chanda, for their continuous feedback, time, patience and effort to read my thesis and provide valuable feedback and suggestions. I am forever grateful to the administration of BITS, Pilani, Pilani Campus. My sincere regards to Prof. Souvik Bhattacharyya (Vice-Chancellor), Prof. B.K. Rout (Registrar), Prof. Sudhirkumar Barai (Director, BITS, Pilani, Pilani Campus) for facilitating me to pursue my research work at such an esteemed university. I also express my sincere gratitude to Prof. Sanjay Kumar Verma (Dean, Administration), Prof. M.B. Srinivas (Dean, Academic – Graduate Studies & Research) and Prof. Jitendra Panwar (Associate Dean, Academic – Graduate Studies & Research) for providing their valuable support throughout this program.

I am grateful to be a part of diverse and inclusive Department of Management, BITS, Pilani. I thank Professor Leela Rani (Head of the Department) for providing a conducive and healthy environment to conduct this research with great enthusiasm and encouragement. I would also like to thank all the faculties of the department for encouraging me by discussing their valuable and

expert views during my mid-semester and end-semester presentations to the department. I would like to extend my gratitude towards the office staff of Department of Management, and Academic – Graduate Studies and Research Division.

I cannot do without thanking my friends in the university, Dr. Namita Ruparel, Mr. Sachin Tomar, and Mr. Abhishek Anand. They made the whole duration of my doctorate supporting and encouraging, rather fun and adventurous. With their consistent support, the span of my doctorate seems to have flown away in no time.

I am blessed to have such amazingly supportive and loving family members, my father, Mr. Ram Narayan Seth, my mother, Mrs. Shyam Mani Seth, my siblings, Poornima and Suraj, my brotherin-law, Tilak Sharma and kids of the family, Navya, Arnav and Atharv. Without their emotional and tangible support, I would not have come this far. It gives me immense pleasure to dedicate my thesis to my loving family.

Himanshu Seth