

ACKNOWLEDGEMENTS

I would like to express sincere gratitude to my supervisor Dr Roselee Shah Shaharudin of University of Malaya, whose help and stimulating suggestions helped me at all times of research and writing of this report. It was he who encouraged me to take up this challenging topic for my research and guided me throughout its completion.

I would also like to convey my appreciation to Pn. Rozaimah for her inputs on the statistical analysis for this research.

I would like to give my special thanks to my husband Kiran whose support enabled me to complete this work and the whole of MBA course.

Finally, sincere thanks to my parents for their blessings, friends and everyone who has contributed directly or indirectly towards the completion of this research project.