ACKNOWLEDGEMENTS

My sincere gratitude and appreciation goes out to, Prof. Madya Dr. Mahani Zainal Abidin and Prof. Jomo Kwame Sundram, whose invaluable guidance, advice and reviews produced a less imperfect version of this study.

I am also indebted to those in the Malaysian Industrial Development Authority (MIDA) and management staffs of the responded local automobile companies for providing relevant information. I am also indebted to those who helped me produce a readable script and shaping my ideas and thoughts, especially my parents, husband, Mr. Veeveaganatha and Mr. Selvadass, from Resorts World Berhad. And to those who helped in one way or another, my sincere gratitude and thanks.