

**“IMPACT OF RETAIL SUPPLY CHAIN CHALLENGES ON PERFORMANCE:  
A STUDY WITH REFERENCE TO SPORTS GOODS INDUSTRY”**

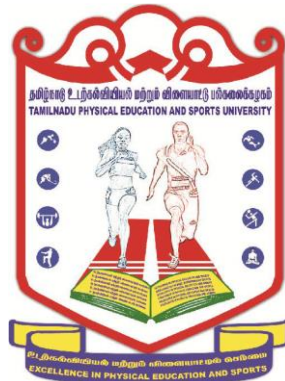
**THESIS**

**SUBMITTED TO THE TAMIL NADU PHYSICAL EDUCATION AND SPORTS  
UNIVERSITY, CHENNAI FOR THE FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF DEGREE OF**

**DOCTOR OF PHILOSOPHY  
IN  
SPORTS MANAGEMENT**

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**RESEARCH GUIDE  
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**DECEMBER -2024**