

Accounting and Finance:

1. Impact of digital technology on accounting practices in small businesses.
2. Financial literacy and its impact on personal financial management.
3. Analysis of corporate financial reporting practices in India.
4. Role of financial institutions in promoting entrepreneurship.
5. Sustainability reporting practices in corporate accounting.
6. Behavioral finance: Understanding investor decision-making processes.
7. Taxation policies and their impact on economic development.
8. Risk management strategies in the banking sector.
9. Impact of globalization on financial markets.
10. Corporate governance and its influence on financial performance.

Marketing and Consumer Behavior:

11. Effectiveness of social media marketing in reaching target audiences.
12. Consumer perception and purchase behavior in the FMCG sector.
13. Impact of celebrity endorsements on brand perception.
14. Sustainable marketing practices in the fashion industry.
15. Online shopping trends and preferences among millennials.
16. Brand loyalty and customer retention strategies.
17. Cross-cultural marketing: Adapting strategies for global markets.
18. Influencer marketing: Analysis of its effectiveness.
19. Green marketing strategies and consumer response.
20. Customer relationship management in e-commerce.

E-commerce and Digital Economy:

21. Adoption of e-commerce platforms by small businesses.
22. Digital payment systems and their impact on financial inclusion.
23. Cybersecurity challenges in online transactions.
24. Impact of AI and machine learning on e-commerce personalization.
25. Blockchain technology in supply chain management.
26. Mobile commerce trends and innovations.
27. Data privacy issues in the digital economy.
28. Regulatory challenges in the e-commerce sector.
29. The gig economy: Opportunities and challenges.

30. Digital transformation strategies for traditional businesses.

International Business and Trade:

31. Impact of trade agreements on global supply chains.
32. Cross-border investment trends in emerging markets.
33. Cultural factors influencing international business negotiations.
34. Export competitiveness of Indian industries.
35. Global outsourcing trends and their implications.
36. Trade liberalization policies and economic growth.
37. Foreign direct investment (FDI) inflows and outflows analysis.
38. Intellectual property rights protection in international trade.
39. Role of multinational corporations in developing economies.
40. Tariff policies and their impact on trade relations.

Entrepreneurship and Small Business Management:

41. Factors influencing entrepreneurial success in rural areas.
42. Women entrepreneurship and gender equality in business.
43. Impact of government policies on small business growth.
44. Innovation and technology adoption in small businesses.
45. Microfinance and its role in promoting entrepreneurship.
46. Family business succession planning strategies.
47. Social entrepreneurship: Models and impact assessment.
48. Access to finance for small and medium enterprises (SMEs).
49. Franchising as a business growth strategy.
50. Challenges faced by startups in scaling operations.

Human Resource Management:

51. Employee engagement strategies in multinational corporations.
52. Diversity and inclusion practices in the workplace.
53. Performance appraisal systems and employee motivation.
54. Talent acquisition trends in the digital age.
55. Training and development programs for employee skill enhancement.
56. Workplace culture and its impact on employee productivity.
57. HR analytics for decision-making in talent management.

- 58. Work-life balance initiatives and their effectiveness.
- 59. Employee turnover and retention strategies.
- 60. Leadership styles and their impact on organizational culture.

Supply Chain Management:

- 61. Green supply chain practices in the manufacturing sector.
- 62. Logistics optimization strategies for efficient supply chains.
- 63. Vendor management and strategic partnerships.
- 64. Role of technology in supply chain visibility and transparency.
- 65. Inventory management techniques for cost reduction.
- 66. Sustainable sourcing practices in global supply chains.
- 67. Supply chain resilience and risk management.
- 68. Outsourcing trends in supply chain operations.
- 69. Demand forecasting models and their accuracy.
- 70. Ethical sourcing and corporate social responsibility in supply chains.

Business Ethics and Corporate Social Responsibility (CSR):

- 71. Ethical dilemmas in corporate decision-making.
- 72. Corporate governance reforms and their impact on ethics.
- 73. CSR initiatives and community development outcomes.
- 74. Corporate sustainability reporting and transparency.
- 75. Whistleblowing policies and employee protection.
- 76. Ethical marketing practices and consumer trust.
- 77. Corporate social responsibility in supply chain management.
- 78. Sustainability practices in the oil and gas industry.
- 79. Ethical leadership in business organizations.
- 80. Environmental ethics and business regulations.

Strategic Management and Innovation:

- 81. Strategic planning models for business growth.
- 82. Competitive analysis and industry benchmarking.
- 83. Innovation management practices in technology firms.
- 84. Business model innovation and value creation.
- 85. Strategic alliances and partnership strategies.

86. Market entry strategies for international expansion.
87. Corporate restructuring and turnaround strategies.
88. Change management in organizations.
89. Strategic leadership in turbulent environments.
90. Scenario planning and risk assessment in strategic management.

Corporate Finance and Investment Analysis:

91. Capital budgeting techniques for investment appraisal.
92. Valuation methods for mergers and acquisitions.
93. Financial risk management in investment portfolios.
94. Portfolio diversification strategies for risk reduction.
95. Equity research and stock valuation analysis.
96. Fixed income securities analysis and bond pricing.
97. Alternative investment vehicles and their performance.
98. Behavioral biases in investment decision-making.
99. Investment banking trends and innovations.
100. Private equity investments and venture capital financing.

Management Information Systems (MIS) and Technology Management:

101. Digital transformation in healthcare management systems.
102. Cloud computing adoption and data security.
103. Big data analytics for business intelligence.
104. Information technology governance and compliance.
105. Cybersecurity risk assessment and management.
106. Enterprise resource planning (ERP) systems implementation.
107. Technology adoption challenges in small businesses.
108. IT project management and success factors.
109. Social media analytics for business insights.
110. Mobile app development trends and user experience design.

Organizational Behavior and Leadership:

111. Organizational culture assessment and change management.
112. Leadership styles and their impact on employee motivation.
113. Team dynamics and performance enhancement strategies.

114. Conflict resolution techniques in team environments.
115. Employee empowerment and participative management.
116. Organizational resilience and change adaptation.
117. Emotional intelligence in leadership effectiveness.
118. Employee satisfaction surveys and feedback mechanisms.
119. Workforce diversity management and inclusion strategies.
120. Organizational learning and knowledge management.

Retail Management and Consumer Insights:

121. Retail store layout optimization for customer experience.
122. Omnichannel retail strategies for seamless customer engagement.
123. Consumer behavior analysis in retail environments.
124. Pricing strategies and promotional tactics in retail.
125. Inventory management techniques for retail operations.
126. Retail branding and loyalty program effectiveness.
127. E-commerce integration with brick-and-mortar retail.
128. Retail merchandising trends and visual marketing.
129. Customer satisfaction measurement in retail outlets.
130. Retail supply chain management and logistics optimization.

Hospitality Management and Tourism:

131. Service quality assessment in hospitality establishments.
132. Sustainable tourism practices and destination management.
133. Hotel revenue management strategies for profitability.
134. Customer relationship management in hospitality.
135. Food and beverage management innovations.
136. Hospitality branding and online reputation management.
137. Tourism impact assessment on local communities.
138. Cultural heritage preservation in tourism destinations.
139. Event management and experiential marketing in hospitality.
140. Technology adoption in hotel operations and guest services.