

PROJECT TITLES FOR STUDENTS OF MBA,
MBAFM, MBAHM, MBAMM, MBAOM AND
MBF PROGRAMMES

(MMPP-001)

**PROJECT TITLES FOR STUDENTS OF MBA, MBAFM, MBAHM,
MBAMM, MBAOM AND MBF PROGRAMMES (MMPP-001)**

SL.NO.	MBA PROJECT TITLES
1.	Analyzing the Impact of Digital Transformation on Business Growth in the Retail Sector
2.	Customer Retention Strategies in Competitive Markets: A Case Study of E-Commerce Platforms
3.	Assessing the Role of Corporate Social Responsibility in Enhancing Brand Image
4.	Financial Risk Management Strategies in Multinational Corporations
5.	Employee Engagement and Its Effect on Organizational Productivity: A Comparative Analysis
6.	Exploring the Role of Big Data Analytics in Decision Making in the Banking Sector
7.	The Influence of Marketing Automation on Consumer Buying Behavior
8.	Impact of Leadership Styles on Team Performance in Start-Up Companies
9.	Evaluating Green Marketing Practices and Their Effect on Consumer Loyalty
10.	The Role of Artificial Intelligence in Revolutionizing Supply Chain Management
11.	Talent Acquisition and Retention Challenges in the IT Industry
12.	Impact of Corporate Culture on Employee Motivation and Job Satisfaction
13.	Analyzing the Role of Financial Planning in Start-Up Success
14.	Exploring the Effects of Product Innovation on Competitive Advantage

15.	Strategies for Managing Workforce Diversity in Multinational Companies
16.	The Influence of Social Media Marketing on Brand Loyalty Among Millennials
17.	Understanding the Impact of Economic Policies on Small and Medium Enterprises
18.	A Study on Consumer Perception of Sustainable Brands in the Fashion Industry
19.	Strategic Implications of Mergers and Acquisitions in the Telecom Sector
20.	The Role of Emotional Intelligence in Enhancing Leadership Effectiveness
21.	Assessing the Impact of Remote Work on Team Dynamics and Performance
22.	The Role of Blockchain Technology in Enhancing Transparency in Supply Chains
23.	Exploring Strategies for Effective Change Management in Organizations
24.	Analyzing the Effects of Brand Storytelling on Consumer Engagement
25.	Evaluating the Success Factors of Crowdfunding Campaigns in Start-Ups
26.	The Influence of Mobile Payment Systems on Consumer Spending Habits
27.	Examining the Relationship Between Corporate Governance and Firm Performance
28.	Strategies for Improving Customer Experience in the Hospitality Industry
29.	The Impact of Economic Recession on Consumer Behavior: A Post-COVID Study
30.	Investigating the Role of Influencer Marketing in Shaping Brand Perceptions

MBAFM FINANCE AND MANAGEMENT	
SL.NO.	PROJECT TITLES
1.	Impact of Financial Management Practices on Organizational Performance
2.	Financial Risk Management and its Influence on Strategic Decisions
3.	The Role of Financial Planning in Business Growth
4.	Analysis of the Financial Health of [Company Name]
5.	Investment Analysis and Portfolio Management Strategies
6.	The Effect of Corporate Governance on Financial Performance
7.	Financial Implications of Mergers and Acquisitions
8.	The Role of Financial Forecasting in Strategic Planning
9.	Financial Challenges in Startups and Their Management
10.	The Impact of Market Volatility on Investment Decisions
11.	Strategic Financial Management in the Retail Sector
12.	Financial Analysis of Corporate Social Responsibility Initiatives
13.	Managing Financial Crisis in Small and Medium Enterprises
14.	The Role of Financial Technology (FinTech) in Modern Financial Management
15.	Cost-Benefit Analysis of Business Expansion Projects
16.	Financial and Strategic Analysis of International Trade Practices
17.	Financial Performance Evaluation using Ratio Analysis
18.	Impact of Economic Policies on Corporate Financial Management

19.	Strategic Financial Planning in Non-Profit Organizations
20.	Analysis of Capital Budgeting Techniques in Project Management
21.	The Role of Financial Management in Enhancing Shareholder Value
22.	Financial Strategies for Managing Global Operations
23.	Corporate Finance and Its Impact on Business Strategy
24.	Evaluation of Financial Performance Post-IPO
25.	Risk Assessment and Management in Financial Institutions
26.	Strategic Management of Working Capital
27.	Financial and Strategic Implications of Outsourcing
28.	The Role of Financial Analytics in Business Decision Making
29.	Assessing the Financial Impact of Marketing Strategies
30.	Financial Management Practices in the Healthcare Industry

MBAHM/ MMPP-1	
SL.NO.	PROJECT TITLES
1.	Analyzing Customer Satisfaction in Luxury Hotels: Key Factors and Improvement Strategies
2.	The Role of Digital Marketing in Attracting International Tourists to Boutique Hotels
3.	Sustainable Practices in the Hospitality Industry: A Comparative Study of Green Hotels
4.	Impact of COVID-19 on the Global Hospitality Industry: Recovery Strategies for Hotels
5.	Customer Relationship Management (CRM) in Hotels: Enhancing Guest Loyalty and Retention
6.	Assessing the Role of Artificial Intelligence in Personalized Guest Services
7.	The Effect of Mobile Technology on the Guest Experience in Hospitality
8.	Exploring Food Safety and Hygiene Practices in the Restaurant Industry
9.	Strategies for Employee Retention in the Hospitality Industry: A Study of Luxury Resorts
10.	The Role of Branding in the Competitive Restaurant Sector
11.	Impact of Online Reviews on Hotel Booking Decisions: A Consumer Perspective
12.	The Role of Revenue Management in Maximizing Profitability in Hotels
13.	Assessing the Influence of Eco-Friendly Initiatives on Guest Choice in Hospitality
14.	Training and Development Practices for Enhancing Service Quality in Hotels

15.	The Impact of Cultural Sensitivity Training on International Hotel Staff Performance
16.	Exploring Customer Expectations and Service Delivery in High-End Spas
17.	The Role of Social Media Influencers in Shaping Hotel Brand Image
18.	Impact of Seasonal Demand on Pricing Strategies in the Tourism Industry
19.	Exploring the Future of Virtual Tourism and Its Impact on the Hospitality Industry
20.	Guest Satisfaction in Airline Services: An Analysis of In-Flight Experience
21.	Corporate Social Responsibility (CSR) Initiatives in the Hospitality Sector
22.	The Influence of Hospitality Design and Aesthetics on Guest Satisfaction
23.	Assessing the Demand for Wellness Tourism: Trends and Opportunities
24.	Digital Transformation in Hospitality: The Role of Automation in Hotel Operations
25.	Understanding Customer Preferences for Themed Restaurants
26.	Employee Stress Management in the Hospitality Industry: Strategies and Solutions
27.	The Role of Loyalty Programs in Enhancing Customer Retention in Hotels
28.	Exploring the Role of Local Cuisine in Promoting Tourism Destinations
29.	Evaluating the Effectiveness of Hotel Concierge Services in Enhancing Guest Experience
30.	The Impact of Global Events and Festivals on Hospitality Business Revenue

MBA MM PROJECT TOPICS MBAMM

SL.NO.	PROJECT TITLES
1.	Analyzing the Impact of Digital Marketing Strategies on Brand Awareness
2.	Customer Loyalty Programs and Their Influence on Consumer Retention in Retail
3.	Exploring the Role of Influencer Marketing in Shaping Brand Perception
4.	The Effectiveness of Content Marketing in Engaging Millennial Consumers
5.	Comparative Analysis of B2B vs. B2C Marketing Strategies in the Technology Sector
6.	Assessing the Impact of Personalization on Customer Experience in E-Commerce
7.	Brand Positioning Strategies and Their Impact on Consumer Loyalty
8.	Examining Consumer Buying Behavior in Response to Seasonal Discounts
9.	Social Media Marketing Tactics: A Study on User Engagement and Conversion
10.	The Role of Neuromarketing in Understanding Consumer Preferences
11.	Effectiveness of Viral Marketing Campaigns in Increasing Brand Reach
12.	Consumer Perception of Sustainability Initiatives in Fashion Brands
13.	The Influence of Corporate Social Responsibility (CSR) on Brand Equity
14.	Exploring the Impact of Product Packaging on Consumer Purchase Decisions
15.	Impact of Digital Transformation on Traditional Marketing Strategies
16.	The Role of Data Analytics in Enhancing Customer Segmentation and Targeting
17.	Examining the Effects of Mobile Marketing on Consumer Purchase Behavior

18.	Evaluating Customer Relationship Management (CRM) Tools in Retaining Clients
19.	Strategies for Rebranding: Case Studies of Successful and Unsuccessful Rebrands
20.	The Influence of Celebrity Endorsements on Brand Credibility
21.	Impact of Augmented Reality (AR) and Virtual Reality (VR) on Consumer Engagement
22.	Effectiveness of Omnichannel Marketing in Creating Seamless Customer Experiences
23.	Examining Brand Loyalty in the Age of Subscription-Based Services
24.	Analyzing the Role of Gamification in Increasing User Engagement in Apps
25.	Consumer Behavior Toward Health and Wellness Brands Post-Pandemic
26.	The Role of Emotional Branding in Building Long-Term Customer Loyalty
27.	Exploring the Impact of Geotargeted Advertising on Local Sales
28.	Effectiveness of Price Promotions and Discounts on Brand Perception
29.	Exploring the Impact of SEO and Content Marketing on Brand Visibility
30.	Ethics in Marketing: A Study on Consumer Reactions to Misleading Advertising

	MBAOM PROJECT TITLES
SL.NO.	PROJECT TITLES
1.	Lean Manufacturing Techniques and Their Impact on Operational Efficiency
2.	Optimizing Inventory Management in E-Commerce: A Case Study
3.	The Role of Artificial Intelligence in Predictive Maintenance for Manufacturing
4.	Evaluating the Effectiveness of Six Sigma in Reducing Process Variation
5.	Supply Chain Risk Management: Strategies for Handling Disruptions
6.	Impact of Real-Time Data Analytics on Supply Chain Decision Making
7.	Sustainable Supply Chain Practices: Reducing Carbon Footprint in Logistics
8.	Comparative Analysis of Just-in-Time (JIT) and Just-in-Case (JIC) Inventory Strategies
9.	Evaluating the Role of Blockchain Technology in Supply Chain Transparency
10.	The Impact of Automation on Productivity in the Warehousing Sector
11.	Demand Forecasting Techniques and Their Effectiveness in Retail Operations
12.	The Role of Vendor Management in Improving Supply Chain Performance
13.	Exploring the Impact of Logistics and Transportation Optimization on Cost Reduction
14.	Strategies for Managing Reverse Logistics in E-Commerce
15.	Impact of Total Quality Management (TQM) on Product Quality in Manufacturing
16.	Reducing Lead Time in Supply Chain Operations: A Case Study Approach
17.	Warehouse Management Systems (WMS) and Their Effect on Operational Efficiency
18.	Capacity Planning in Manufacturing: Techniques for Maximizing Output

19.	The Role of Quality Control Systems in Enhancing Customer Satisfaction
20.	Impact of Circular Economy Practices on Operations and Waste Management
21.	Inventory Optimization Using ABC and XYZ Analysis in Retail
22.	The Influence of Supplier Relationship Management on Procurement Efficiency
23.	Evaluating the Effectiveness of ERP Systems in Streamlining Business Processes
24.	Impact of Green Manufacturing Practices on Operational Cost Reduction
25.	Analyzing Process Automation in the Pharmaceutical Industry for Quality Assurance
26.	Role of IoT in Enhancing Real-Time Tracking and Visibility in Supply Chains
27.	Improving Production Line Efficiency through Workflow Re-engineering
28.	The Effect of Cross-Docking in Reducing Lead Times in Retail Distribution
29.	Demand Variability and Its Impact on Production Planning in FMCG Companies
30.	Exploring Workforce Scheduling and Its Impact on Productivity in Service Operations

	MBF PROJECT TITLES
SL.NO.	PROJECT TOPICS
1.	The Impact of Digital Banking on Customer Satisfaction and Retention
2.	Evaluating the Role of FinTech Innovations in Transforming Traditional Banking
3.	Risk Management Strategies in Commercial Banks: A Comparative Study
4.	The Influence of Monetary Policy Changes on the Banking Sector
5.	Analyzing the Effectiveness of Anti-Money Laundering (AML) Policies in Banks
6.	Impact of Artificial Intelligence on Credit Risk Assessment in Banking
7.	Financial Inclusion Through Mobile Banking: Challenges and Opportunities
8.	Comparative Analysis of Islamic Banking and Conventional Banking Models
9.	The Role of Big Data Analytics in Enhancing Decision Making in Investment Banking
10.	Assessing the Performance of Mutual Funds in Emerging Markets
11.	The Effect of Cryptocurrency Adoption on Traditional Financial Institutions
12.	Examining the Impact of Interest Rate Changes on Consumer Loan Demand
13.	Credit Risk Management and Its Impact on Bank Profitability
14.	Exploring the Influence of Blockchain on Transparency in Financial Transactions
15.	The Role of Venture Capital in Supporting Start-Up Growth
16.	Impact of Regulatory Frameworks on the Profitability of Microfinance Institutions
17.	Analyzing Factors Influencing Stock Market Volatility in Developing Economies
18.	Corporate Social Responsibility in Banking: Impact on Brand Reputation

19.	Evaluating the Effectiveness of Portfolio Diversification in Risk Reduction
20.	An Analysis of Exchange Rate Fluctuations and Their Impact on Exports
21.	The Role of Behavioral Finance in Investment Decision Making
22.	Exploring Asset Securitization as a Tool for Bank Capital Management
23.	Comparative Study of Public and Private Sector Banks in Credit Distribution
24.	Impact of Inflation on Household Savings and Investment Preferences
25.	Green Bonds and Sustainable Investment: Trends and Challenges
26.	Impact of Credit Scoring Models on Loan Approval Efficiency in Banks
27.	Analyzing the Role of Corporate Governance in Reducing Bank Frauds
28.	Role of Financial Derivatives in Hedging Against Market Risks
29.	Exploring the Impact of Corporate Debt on Capital Structure Decisions
30.	Effects of Financial Literacy Programs on Personal Investment Choices