Here are four topics that are designed to be applied to primary data collection (interviews, surveys, observations, etc.), and which would work well with the 10 week Extended Masters timeline:

1. **Customer Preferences and Buying Behavior in Local Online Businesses: A Survey-Based Study**
   * **Field:** Marketing & Business Management
   * The focus: Using direct survey feedback to find out how customers purchase decisions work.
2. **Employee Perspectives on Remote Work: Challenges and Productivity in Small and Medium Enterprises (SMEs)**
   * **Field:** Business Management
   * Objective: To understand the difference in productivity of employees because of the management practices using interviews or surveys.
3. **The Impact of Social Media Marketing on Customer Engagement: Insights from Small Businesses**
   * **Field:** Marketing & International Business
   * It focuses on evaluating how the digital marketing strategies motivate the customers to engage with the business through the business owner/customer interviews.
4. **Consumer Perception of Product Pricing Strategies in Local Markets**
   * **Field:** Marketing & Business Management
   * Problem: How pricing affects consumer decisions using local market survey.