



CHEVALIER T THOMAS ELIZABETH COLLEGE FOR WOMEN

## **M.Phil Commerce**

### • PROSPECTIVE RESEARCH AREAS



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# RESEARCH AREAS

### **Research areas:**

The following is the list of indicative and not comprehensive research studies which could be conducted by scholars:

### **Marketing:**

- Brands- how has it changed the perspective of an Indian consumer
- Assessing demand of a product or service
- Customer behaviour-Preference & Patterns
- Customer Relationship Management
- Trends in FMCG industry

### **Finance:**

- Impact of internet on banking
- Study of credit ratings in India
- Trends in working capital management
- Factors influencing users' choice of a bank
- Analysis of debt to equity ratio of selected group of companies
- Process innovation in retail banking
- Fixed asset management
- Risk management
- Reducing NPAs in banks

### **Human Resource Development:**

- Impact of training on employee performance
- Impact of downsizing
- Conflict management in the workplace
- Diversity of workforce contribution to organisational efficiency
- Factors affecting performance of employees
- Recruitment and Retention policies