**GUIDELINES FOR ACADEMIC RESEARCH WRITING PROJECT**

**Research Project Report**

**For MBA-4 Semester**

As per the syllabi of MBA IVth Semester, each student of MBA must work on Research Project selecting a topic from his/her specialization area.

 In preparing the Project, the students are required to follow the under mentioned guidelines:

1. The topic of Project should be related to the area of specialization from the broader field of management (HR/Marketing/Finance/Entrepreneurship/International business).

2. Page limit should be 15-20 pages.

3. Plagiarism should be less than 15%.

The contents of the final Project Report to be submitted should include:

**Contents of Project Report:**

1. Introduction and Rationale of the topic chosen.
2. Objectives of the study
3. Literature Review and problem formulation.
4. Research Methodology.
5. Analysis/discussion and interpretation of data.
6. Conclusions/findings and recommendations/suggestions.
7. References/Bibliography in specified format.
8. Appendix.
9. a) Questionnaire, if any
10. b) Interview schedule if any
11. c) List of the companies surveyed.
12. d) Raw data if the candidate wants to submit
13. e) Graphs/Diagrams etc.
14. f) Any other document relevant to the study

Each Research Project should be independent work of a candidate and the same should not be jointly prepared by more than one candidate.

**Sample topics: Academic research writing project.**

**Marketing:**

1. Consumer Behaviour in the Digital Age
2. Impact of Social Media on Brand Loyalty
3. Effectiveness of Influencer Marketing
4. Customer Relationship Management in E-commerce
5. Neuromarketing: Applications and Challenges
6. Green Marketing Strategies and Consumer Perception
7. Brand Equity and Market Performance
8. Impact of AI on Personalized Marketing
9. Content Marketing and Consumer Engagement
10. Cross-Cultural Marketing Strategies

**Human Resources (HR):**

1. Impact of Remote Work on Employee Productivity
2. Diversity and Inclusion Initiatives in the Workplace
3. Employee Engagement and Retention Strategies
4. The Role of HR Analytics in Decision-Making
5. Effectiveness of Employee Training and Development Programs
6. Work-Life Balance and Employee Satisfaction
7. Impact of Leadership Styles on Organizational Culture
8. Performance Appraisal Systems and Employee Motivation
9. Managing Change in Organizations: HR's Role
10. Talent Management in the Gig Economy

**Finance:**

1. Impact of Cryptocurrency on Financial Markets
2. Risk Management in Financial Institutions
3. Behavioral Finance: Investor Psychology
4. Corporate Governance and Firm Performance
5. Sustainable Finance and ESG Investing
6. Fintech Innovations and Financial Inclusion
7. Impact of Monetary Policy on Stock Markets
8. Financial Planning and Wealth Management
9. Private Equity and Venture Capital Trends
10. Impact of Global Financial Crises on Emerging Markets

**Entrepreneurship:**

1. Challenges and Opportunities in Social Entrepreneurship
2. Impact of Entrepreneurial Education on Start-Up Success
3. Innovation Management in Start-Ups
4. Role of Incubators and Accelerators in Start-Up Growth
5. Women Entrepreneurs: Barriers and Success Factors
6. Entrepreneurial Ecosystems in Developing Countries
7. Funding Strategies for New Ventures
8. Effect of Government Policies on Entrepreneurship
9. Scaling Strategies for Start-Ups
10. Impact of Technology on Entrepreneurship

**International Business:**

1. Global Supply Chain Management Post-COVID-19
2. Impact of Trade Wars on International Business
3. Cross-Cultural Negotiation Strategies
4. Foreign Direct Investment: Trends and Implications
5. Global Marketing Strategies for Emerging Markets
6. International Trade Policies and Economic Growth
7. Role of Multinational Corporations in Globalization
8. International Risk Management and Mitigation Strategies
9. Impact of Cultural Differences on International Business Operations
10. Strategies for Entering Foreign Markets