

Here is a **stream-wise curated list of popular and high-scoring IGNOU MCOM (MCOP-001) project topics and ideas**, aligned with IGNOU's research standards and current commerce trends. These topics are practical, researchable, and suitable for students preparing for **Semester 4 project work**.

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### ◆ Finance-Based Topics

1. **A Comparative Study on Performance of Mutual Funds in India (Public vs Private)**
  2. **Impact of Non-Performing Assets on Profitability of Indian Banks**
  3. **Analysis of Investment Behavior Among Millennials in Urban India**
  4. **Effect of GST Implementation on Financial Performance of SMEs**
  5. **Financial Literacy and Its Influence on Investment Decisions of Working Women**
  6. **Comparative Study of Credit Risk Management Practices in Public and Private Banks**
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### ◆ Marketing-Based Topics

1. **Role of Social Media Marketing in Consumer Buying Behavior**
  2. **Effectiveness of Digital Advertising on Brand Awareness in the FMCG Sector**
  3. **Impact of Customer Relationship Management on Customer Loyalty in Retail**
  4. **A Study on Green Marketing Practices and Consumer Perception**
  5. **Comparative Study on Consumer Preferences Between Online and Offline Retailing**
  6. **Brand Equity and Its Impact on Purchase Decisions: A Case Study of Smartphone Brands**
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### ◆ Human Resource Management (HRM) Topics

1. **Impact of Remote Work on Employee Productivity and Job Satisfaction**
  2. **Effectiveness of Employee Training and Development on Performance in the IT Sector**
  3. **A Study on Work-Life Balance Among Women Employees in the Banking Sector**
  4. **Employee Motivation and Its Effect on Organisational Commitment**
  5. **Role of HR Analytics in Talent Retention Strategies**
  6. **Impact of Organisational Culture on Employee Engagement**
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### ◆ International Business Topics

1. **Impact of Trade Policies on Indian Export-Oriented Businesses**
  2. **A Study on Foreign Direct Investment Trends in India's Retail Sector**
  3. **Export Competitiveness of Indian Pharmaceuticals in ASEAN Countries**
  4. **Analysis of Global Supply Chain Disruptions and Indian SME Exporters**
  5. **Effect of Exchange Rate Volatility on International Business Profitability**
  6. **Challenges Faced by Indian Startups Expanding Globally**
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## ◆ **Accounting & Taxation Topics**

1. **GST Awareness and Compliance Among Small Retailers**
  2. **A Study on the Impact of E-Filing on Taxpayer Satisfaction**
  3. **Cost-Benefit Analysis of Cloud Accounting in MSMEs**
  4. **Effectiveness of Tax Planning Strategies Among Salaried Employees**
  5. **Adoption of E-Invoicing Under GST in Indian SMEs**
  6. **Role of Forensic Accounting in Detecting Financial Irregularities**
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## ◆ **E-Commerce & Technology in Commerce**

1. **Adoption of Digital Payment Systems in Tier-II Cities**
  2. **Customer Satisfaction in Online Grocery Delivery Services**
  3. **A Study on User Trust and Security Perception in E-Wallet Usage**
  4. **Impact of Artificial Intelligence on Consumer Behaviour in E-Commerce**
  5. **Comparative Study of Customer Experience in Flipkart vs Amazon**
  6. **Role of Mobile Apps in Enhancing Retail Business Operations**
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## ◆ **General & Interdisciplinary Topics**

1. **Financial Inclusion Through Microfinance in Rural India**
  2. **A Study on Sustainable Business Practices in the Indian Manufacturing Sector**
  3. **Role of Women Entrepreneurs in India's Economic Development**
  4. **Corporate Social Responsibility and Its Impact on Brand Image**
  5. **Consumer Awareness Regarding Green Banking Initiatives**
  6. **Impact of Digital Literacy on Online Shopping Behaviour in Semi-Urban India**
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## ✓ **Topic Selection Tips:**

- Choose a topic related to your **M.Com specialization** (Finance, HRM, Marketing, etc.)
- Ensure **data accessibility** (surveys, financials, online sources)

- Avoid extremely technical or vague subjects
- Align your topic with **current trends or policy changes**
- Check for sufficient secondary literature for Chapter 2 (Review of Literature)

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