

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.

◆ **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

◆ **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

◆ **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

◆ **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

◆ 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

◆ 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

◆ 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

✓ 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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