



TILAK MAHARASHTRA VIDYAPEETH

Declared as Deemed to be University Under Section 3 of UGC Act 1956
Reaccredited by NAAC with 'B++' Grade
ISO 21001 : 2018 Certified



M.com Project Titles

ACCOUNTANCY

1. **Comparative Analysis of Indian GAAP and IFRS**
2. **Impact of GST on Small and Medium Enterprises (SMEs)**
3. **Financial Statement Analysis of Leading Companies**
4. **Forensic Accounting and Fraud Detection in Corporations**
5. **Role of Accounting Information in Managerial Decision Making**
6. **A Study on Creative Accounting Practices and Their Ethical Issues**
7. **Impact of IFRS Adoption on Financial Reporting**
8. **Revenue Recognition Policies and Their Impact on Financial Performance**
9. **E-Filing of Income Tax Returns: Awareness and Challenges**
10. **Accounting for E-Commerce Businesses: Issues and Challenges**
11. **A Study on Cost Accounting Techniques in Manufacturing Industries**
12. **The Role of Financial Accounting in Business Performance Measurement**
13. **Impact of Inflation on Financial Statements**
14. **Application of Artificial Intelligence in Accounting and Auditing**
15. **Corporate Governance and Financial Transparency in India**
16. **A Study on the Effectiveness of Internal Audit in Large Corporations**
17. **Social Accounting and Its Impact on Corporate Image**
18. **An Analysis of Capital Budgeting Techniques in the Corporate Sector**
19. **The Role of Accounting in Business Mergers and Acquisitions**
20. **Corporate Social Responsibility (CSR) Reporting and Accounting Standards**

MARKETING

21. **Impact of Digital Marketing on Consumer Buying Behavior**
22. **Effectiveness of Influencer Marketing on Brand Awareness**
23. **A Study on Consumer Satisfaction in Online Shopping**
24. **Customer Loyalty Programs and Their Effectiveness in Retaining Customers**
25. **Comparative Study of Traditional and Digital Marketing Strategies**
26. **Role of Social Media Marketing in the Growth of Startups**
27. **Impact of Brand Positioning on Consumer Perception**
28. **A Study on Consumer Buying Behavior in the FMCG Sector**
29. **Effect of Celebrity Endorsements on Brand Equity**
30. **Green Marketing and Consumer Awareness in India**
31. **Customer Relationship Management (CRM) in the Retail Sector**
32. **A Study on the Role of Artificial Intelligence in Marketing**



33. Influence of Packaging on Consumer Purchase Decisions
34. The Impact of Word-of-Mouth Marketing on Sales Performance
35. Marketing Strategies for Luxury Brands: A Case Study Approach
36. A Study on the Role of Personalization in Digital Marketing
37. Impact of Advertisements on Children's Buying Behavior
38. A Study on Customer Preferences for Online Food Delivery Services
39. Role of Content Marketing in Customer Engagement
40. The Effectiveness of Guerrilla Marketing in Brand Promotion

BANKING

41. A Study on Customer Satisfaction in Online Banking Services
42. The Impact of Digital Payment Systems on Traditional Banking
43. Effect of NPAs (Non-Performing Assets) on Indian Banks
44. A Study on Mobile Banking Adoption Among Rural Consumers
45. Role of FinTech Companies in Reshaping the Banking Sector
46. Impact of Artificial Intelligence in Banking Operations
47. Effectiveness of Cybersecurity Measures in Online Banking
48. A Study on the Role of Credit Rating Agencies in Banking
49. Risk Management Practices in Commercial Banks
50. Impact of Cryptocurrency on Traditional Banking Systems
51. Comparative Analysis of Public vs. Private Sector Banks in India
52. A Study on Consumer Awareness Regarding Digital Payment Frauds
53. An Analysis of the Effectiveness of RBI's Monetary Policy
54. Impact of Banking Mergers on Customer Service Quality
55. A Study on the Growth of Islamic Banking in India
56. Financial Inclusion and the Role of Banks in Rural India
57. The Future of Cashless Transactions: Trends and Challenges
58. Role of AI-Powered Chatbots in Enhancing Customer Banking Experience
59. Impact of Microfinance on Small Business Growth
60. Banking Sector Reforms and Their Impact on the Indian Economy

- Rules and Guide lines :