Titles For Thesis

June 2013
Category 1: Business Management & Strategy

- Business Strategy and Policy
- Marketing and HR management
- Quality Management
- Marketing and Innovation
- Marketing Knowledge Management
- Social Marketing and Corporate Social Responsibility
- National competitiveness
- Organizational business performance
- Strategy and Strategic management
- Marketing, innovation and product development
- E-Business, E-commerce & E-marketing
- Privatization
- Global opportunities
- Marketing and Intellectual capital
- Marketing and Organization changes
- Business and market intelligence
- Effectiveness of board member on business and market performance
- Executive leadership through internal marketing
- The role and contribution of external (non-executive) directors
- The growing importance of governance in the wake of ever-greater corporate scandals
- Redefinitions and reassessments of corporate governance models
- The role of business in society
- The changing nature of the relationship and responsibilities of the firm towards various stakeholders
- Co-Creation
- Business sustainability
- Emerging economies and markets
- Business ethics
- Export and export performance
- Internationalization business
- Small to medium-sized enterprises marketing
- Invisible marketing communication
- Business relationship behavior
- Deinternationaliation & coevolution
- Competition & Business strategy in different contexts
- Anatomy of value and value-driven processes in business organizations
- Value proposition and value creation, capture, develop, and etc.
- International business
- Organizational behavior in market
- Entrepreneurial marketing
- Business policy and strategy
- Marketing and communications
- Foreign Direct Investment
- Industry analysis
- Market structure
- Marketing in Iran
- Globalization of Iranian companies
- The Iranian consumer market
- Market orientation
- Business culture and ethics
- Innovation and R & D in Indian business
- Managing enterprise growth and change
- Corporate governance
- Corporate social responsibility
- Low cost sustainable business models for emerging markets

- Service quality and quality management
- Value creation through services and service competition
- Complaints management, service recovery and service guarantees
- Customer involvement and customer focus in service organizations
- Customer satisfaction, loyalty and profitability
- New service development and service design
- Service innovation, Service productivity, and Service culture
- Service strategy and service excellence
- Dynamics in service relationships
- Service management, service leadership, and Service operations management
- Service networks and service outsourcing
- Services in manufacturing companies

- Strategic decision making
- Competition, Competitiveness and Revisiting the concept of competitive advantage
- Alliances, partnering and Networks
- Mergers and acquisition
- Joint ventures, New ventures and globalization
- Creativity, innovation and resource leverage
- Entrepreneurship and leadership
- Environment and sustainability
- Corporate social responsibility
- Managing in uncertain times
- Business co-creativity
- Behavioral strategy
- Coopetition
- Leadership practices & strategic thinking

- Strategic management tools and their application within social enterprises
- Entrepreneurship in social enterprises
- Governance systems for social enterprise
- Value creation and competition based on social resources
- Stakeholder management theory in social enterprises
- Strategic marketing in social enterprises
- Ethical marketing and ethical consumerism
- Values based marketing
- Network theory within the social sector
- Social business and enterprise

- Corporate governance and CSR
- Stakeholder interactions
- Corporate activity and behavior
- Transparency and disclosure; Ethics and morality
- Individuals and corporate citizenship
- Consumption and its consequences

- Business and politics; Geo-Politics of business
- Business ethics and values
- International dimensions of business and society relationships
- Societal change, Environmental impact and Business and government relations
- Corporate governance, Corporate social performance and Global social responsibility

- Sport, and business and management; strategy; marketing; supply chain management and international business
• Corporate social responsibility and ethics; entrepreneurship and governance; organizational behavior in the sport industry
• Sport business and marketing:
  o Fans and customers; athletes and coaches; clubs and teams
  o Leagues and competitions; events and tournaments; stadiums and venues
  o Commercial and non-commercial partners; governing bodies and representative associations; intermediaries and athlete representatives
  o Suppliers, retailers and other outlets for sport
  o Traditional and new media outlets
• Competitive position for an organization
• Adapting strategies in the light of market change
• Reassessing current strategies based on practical insights into how other organizations have structured and managed change for a success
• New theories that could reshape current thinking and create future success
• Experiences of leading CEOs and the pitfalls that they have encountered
• How to stay one step ahead of the competition - both internally and externally
• Gaining an insight into competitors’ strategies
• Keeping abreast of the latest trends in strategic planning
• Implementing successful strategies for your organisation
• Role of business, management and entrepreneurship in achieving Sustainable Development
• Business incubators, entrepreneurship and innovation
• Change management
• Ecotourism and sustainable tourism development
• Aviation management and transport studies
• The impact of travel, transportation and tourism on sustainability
• Sustainable Development business policies and strategies
• The role of the informal sector and social marketing in sustainable economic growth
• Islamic business & marketing
• Retail & Distribution Management
• Business excellence
• Strategic Direction & weapon
• Market orientation, competitor orientation, and customer orientation
• The strategic entrepreneurship process – new avenues for research
• Strategic positioning and leadership
• Competitiveness
• Markets and Marketing
• Strategic Marketing
Category 2: Marketing

- Marketing strategy
- Relationship marketing
- Consumer markets and buying behavior
- Managing marketing channels
- Supply chain management and marketing
- Branding issues markets
- Segmentation and targeting
- Marketing theory
- New product development (NPD)
- Integrated marketing communications (IMC)
- CUSTOMER INVOLVEMENT
  - Brand Personality, Brand experience, Brand credibility and Brand extension
  - Rebranding
  - Islamic marketing & Muslim consumers’ behavior
  - Mobile marketing
  - Customer loyalty and the role of religious orientation
  - Consumer-based retailer equity
  - In-store marketing
  - Marketing effectiveness
  - Prior product knowledge
- Franchise
- Islamic Marketing
- Cause-related marketing: business-nonprofit collaboration
- Brand Association
- Knowledge Sharing Behaviours
- Drivers of Customer Loyalty
- Word-of-mouth and viral marketing
- Electronic Word of Mouth
- In-Group and Out-Group Electronic Word-of-Mouth (EWOM)
- in-store customer experiences
- Marketing performance
- Brandise
- Mental marketplace
- strategic orientation
- Integrated service recovery system (ISRS)
- customer knowledge
- consumer discourse
- corporate identity and corporate strategy dynamic
- Consuming spirituality
- CEO brands
- emotional intelligence
- Brand communities
- Corporate Associations in Marketing
- Brand orientation
- Brand-building
- Sensory description labels
- Consumer product choice
- Marketing-orientation & Internal marketing
- Brand attitudes
- Advergames
- Marketing and flexibility: Strategic flexibility
- Co-creation & market-focused strategic flexibility
- Flexible business models
• Brand alliances & brand concept consistency
• Destination & national brands
• Brand emotion
• Consumer brand name equity
• Brand value
• Brand leadership
• Public-private collaborations: branded public services
• Building brand value: relationships between company and city brands
• Strategic corporate brand alignment
• Reverse product placement: Branding in fictional and virtual environments
• Brand-centered HRM
• Brand psychological ownership
• Brand citizenship behaviors
• Relationship identity
• Corporate branding & corporate branding strategy
• Perceived value & experiential consumption
• Brand image
• Entrepreneurial marketing
• Cause-brand fit
• Visual merchandising
• Internal branding
• Consumption & Non-consumption
• Anti-consumption and consumer resistance
• Business to business branding
• Political brand equity
• Political marketing
• E-consumer behavior
• Store atmosphere in web retailing
• E-retailing
• E-service quality
• E-shopping excitement
• Sales coaching
• Key account management
• Sales performance
• History of Marketing, Marketing thought, Consumption, Advertising, and Retailing

• Competition from non-banking institutions
• Corporate attitudes towards bank services
• Corporate banking requirements
• Development of marketing audits
• Financial service marketing
• Marketing communications and bank services
• Measurement of in-branch customer service
• Personal selling and sales professionals
• Customer value-in-use in retail banking
• INTERNET BANKING
• Online banking customers
• Determinants of bank selection
• Market orientation
• Customer loyalty
• Customer value
• Private Banking
• Halal banking & Islamic banking
• Building trust in financial services
• Integrated service quality
• cross-buying intentions in banking services
• Consumer-based brand equity in banking
• effectiveness of customer relationship management in bank
- customer switching intentions
- Share of wallet in retail banking
- Public attitudes towards the banking industry
- Value through combined offerings of bank and insurance
- consumer confidence
- Banking without the banks
- Mobile banking
- Offline and online banking
- Buyer seller relations

- Export market exploitation and exploration and performance
- Misuse and misinterpretation of dimensions of national culture
- SME internationalization
- Emerging market entry mode
- Internationalization patterns of SMEs
- Internationalization pathways among family-owned SMEs
- Export decision-making orientation
- Aligning strategic orientation with local market conditions
- Export market orientation
- Strategic orientations and export market success
- International advertising strategies
- Cross-national segmentation
- International market selection
- Export market opportunity analysis
- Assessing international marketing opportunities
- Nation branding and integrated marketing communications
- Social identities of a nation’s brand
- The determinants and measurement of a country brand
- How to Brand Nations, Cities and Destinations
- Internationalization of emerging market firms
- Marketing strategies of MNCs from emerging markets
- Country image
- Internationalization of emerging market business groups
- International outsourcing of information technology services
- Global branding

- Competition
- Distribution channels
- New Product Development: NPD
- Organizing for international growth
- Relationship marketing
- Sales force
- The buying culture
- Customer Life Time Value
- Make-to-Order Manufacturing
- Customer knowledge
- Green marketing
- Natural-resource-based view of the firm
- Salesperson Coachability
- Brand switching
- Sales Support Structure
- Dynamic Innovation Capabilities and Marketing
- Retailer-supplier relationships
- Coopetition strategy
- Branding vs. contract manufacturing
- Customer-oriented selling
- Offshore Outsourcing of Services
- Portfolios of interconnected customers
- Inter-firm relationships
• SME clusters marketing  
• Value chain  
• Knowledge-intensive business services  
• Project marketing  
• Product development performance  
• Inter-firm opportunism  
• New product post-adoption behavior  
• Buyer-supplier relationship & integration  
• Marketing in markets with asymmetric information  
• Value of service-based offerings  
• Marketing & resource-advantage theory  
• Marketing in a time of crisis  
• Marketing accountability  
• Marketing metrics  
• Return on relationships & Reciprocal return on relationships  
• Value-in-use  
• Customer intimacy  
• Clusters or un-clustered industries? inter-firm marketing cooperation  
• Customer perceived value (CPV) in Relationship marketing (RM)  
• Episodal value, Relationship value and Total relationship value  
• Competitive intelligence  
• Stakeholder approach to marketing  
• Sponsorship-linked marketing  
• Dynamics of relationship marketing  
• Value added, Value quantification, and Value-based selling  
• Business customers’ value network  
• Networking and collaborative relationships  
• Business-to-business marketing  
• Quality function deployment and marketing  
• Networked business model & Strategic business net  
• Transaction cost perspective and marketing  
• Model of product-to-service brand extension  
• Strategic audit & Bond audit  
• Optimizing distribution strategy through Radio frequency identification (RFID) technology  
• Marketing, marketing channel and Radio frequency identification (RFID) technology  
• CRM 2.0 on customer insight  
• Inter-organizational network collaboration  
• Networks, learning organizations and marketing knowledge  
• Strategic sales organizations  
• Marketing intelligence  
• Brand knowledge  
• Marketing in asymmetric business-to-business context  
• Visitor experiences at trade shows  
• Return on trade show information (RTSI):  
• Virtual trade fairs & relationship value creation  
• Many-to-many marketing  
• Purchasing orientation  
• Competence-based risk perception  
• Corporate communications, Workforce communications & Internal communications  
• Public relations & Public affairs  
• Customer relations, Investor relations & Environmental and community relations  
• Corporate brand management, Corporate social responsibility, & Corporate Crisis and risk management  
• Communication managers & Dominant coalition  
• Marketing Relationship stresses  
• ROI of organizations’ internal communication  
• integrated model of communication  
• image repair: Managing political crisis  
• Corporate and organizational diplomacy: an alternative paradigm to PR
• Authentic dialogue; Authentic Communication; & Authentic Enterprise

• Consumer behavior
• Customer policy and service
• Marketing planning
• Marketing of services worldwide
• THE BRAND RECALL INDEX: A METRIC FOR ASSESSING VALUE
• Real-Time Marketing & PR
• Preference-Inconsistent Information and Cognitive Discomfort
• The Role of Marketer’s Information Provision in Changes of Expectations and Attitudes
• Shopping Behavior
• Marketing Semiotics
• Brand love
• Consumer-brand relationships
• Consumer animosity
• Unbranding
• Price-to-value
• Social persuasion and social influencers
• Consumer decision making styles
• Precision Marketing: Maximizing Revenue through Relevance
• Marketing at the bottom of pyramid (BOP)
• purchase decision making at the bottom of the pyramid
• Brandwashed
• Customer Centricity
• Locavores
• purchase intention & willingness to pay
• Green Marketing
• Buzz Marketing
• Mobile Marketing
• Shopper Marketing: How to Increase Purchase Decisions at the Point of Sale
• Consumer marketing
• Consumer landscape
• Creative consumers behavior
• Hedonic shopping value
• Consumption processes
• Cultural pluralism & culturally plural consumer
• Emergent consumption & Emergent consumption behavior
• Glocalization: Globalization & Localization

• Brand loyalty & Product image
• Consumer decisions and shopping behavior
• Market positioning & Perceptions in the marketplace
• Merchandising & Pricing structures
• Quality and performance measurement
• Product Label Worth
• fast versus slow fashion consumers decision making
• Hedonic customer responses
• Merchandising competencies, and financial performance
• Analysis of counterfeit product purchase behavior
• Sensory shopping/experience
• Luxury customer value
• Marketing relationship quality

• Islamic Marketing
• Muslim Consumers
• Islamic Markets
• Commercializing Islam
• Islamic Marketing Ideals
• Islamic Marketing Mix
- Islamic Business Ethics
- Marketing Islamic Financial Products
- Halal Market
- Islamic Hospitality
- Islamic Branding
- Islamic products’ global image positioning
- Advertisements and promotions to Muslims
- Islamic pricing practices
- Islamic franchising practices
- Islamic market segmentation
- The Muslim consumption pattern
- Islamic e-market
- Islamic Fashion and Clothing Industry
- Islamic Pharmaceuticals, Cosmetics & Toiletry
- Islamic Law and Marketing Practices
- Selling to Islamic Markets
- Buying from Islamic Markets
- Religiosity and Muslim consumers’ decision-making process
- Consumer religio-centrism
- Religious commitment
- Emerging Islamic market
- Stakeholders’ brand perception
- Brand trust
- Halal supply chain management
- Transformational Islamic marketing
- Brand preference
- Market share
- Value brand portfolio
- Target marketing
- Customer retention
- Buying process
- Risks of a new product launch
- Winning customer loyalty
- Product Planning
- Consumer-Based Brand Equity
- Cause Related Marketing
- Uprising: How to build a brand
- Brand Together: co-creation
- Brand alliances
- Signalling theory & interpersonal communication
- Hedonic consumption & Hedonic value
- Top-of-mind awareness
- Private label brands
- Brand mergers
- Branded Mind
- Country-of-origin (COO)
- Brand commitment
- Impulse buying
- Brand name substitution and brand equity transfer
- Optimal pricing, bundled price, partitioned price
- Brand-driven Innovation
- Reference price, External reference price, Internal reference price, Market-based reference price, Reference price utilization
- Fair price & Price unfairness
- Price dispersion, Price perception, Price positioning, Pricing models, Pricing strategies
- Decimal prices, No-decimal prices, Price endings
- Brand heritage
- Behavioral aspects of pricing
• Value-relevance
• Image-in-use
• Accidental Branding: How Ordinary People Build Extraordinary Brands
• Non-customer
• Internal branding
• Intra-brand knowledge

• Direct/multi-channel marketing activities across different markets and market regions
• Effectiveness of interactive marketing activities
• Interactive marketing activities across varying organizations and industries
• Interactive/Multi-channel marketing in the public sector/non-profit realm
• Ethical/legal issues in interactive marketing
• Organizational competencies in an interactive marketing context
• Applying interactive/multi-channel marketing to gain competitive advantage
• Establishing and maintaining customer relationships through interactive marketing channels
• Using interactive marketing channels to expand market scope and customer base
• Professionalism in interactive/multi-channel marketing activities
• Digital piracy and consumer digital piracy behavior
• Online collaborative customer co-design
• Time-to-expiration purchase decisions
• E-WOM communication
• Online product presentation
• Customer churn, Customer commitment, and Customer uncertainty
• E-service quality perceptions
• Multi-level marketing (MLM), pyramid selling, network marketing, and referral marketing

• Entrepreneurial enterprise
• SMEs and micro businesses marketing
• Intrapreneurship
• Entrepreneurial marketing, and interface between marketing and entrepreneurship
• Competencies necessary for the successful entrepreneur
• The role of entrepreneurship (and, as appropriate, intrapreneurship) in the development of organizations
• Life cycles of organizations & Opportunity recognition
• Relationships between SMEs and larger firms
• Strategic and management issues pertain to marketing
• Cultural and sociological perspectives of the entrepreneur
• Entrepreneurialism
• Entrepreneurial orientation
• Contextual marketing
• Entrepreneurial burnout
• Market creation

• Customer policy and service
• Marketing of services & Marketing planning
• Service quality & Service marketing abroad
• INTERNAL MARKET ORIENTATION
• Knowledge-intensive service firms
• Servicescape
• Stimulus-organism-response* (SOR) theory
• Signage Management Quality (SMQ)
• CUSTOMER MISBEHAVIOR
• Fortitude: Beyond Loyalty
• SERV*OR: Service orientation
• Credence services
• Call center services
• Off shore investments
• Not always co-creation but co-destruction of value
• Shoplifting
• Service branding, Service brand value, and Service profit chain
• Service recovery
• Brand innovativeness and Brand quality

• Social marketing, Behavior/Attitudes and Social and cultural issues
• Advertising and Communication
• Pricing and Taxes
• Commercial marketing & Social marketing
• Critical marketing
• Total market approach
• Critical social marketing
• Macro-social marketing & Social engineering
• Theory of planned behavior

• Advertising effectiveness, concept testing and Technological forecasting
• Essential management skills & Strategic planning
• Sales management & Understanding buyer behavior
• Dynamic capabilities & strategic fit
• Business-to-business marketing
• Me-too brands
• Switching costs
• Niche marketing
• RELQUAL: Relationship quality & META-RELQUAL construct
• Interfirm cooperation
• Value Discipline Strategy (VDS)
• After sales service
• Hybrid business models
• First-mover advantage
• Brand building in start-ups
• Crisis brand management
• Cross-channel behavior
• Cognitive mapping, Integrative thinking, Strategic thinking, critical thinking, and temporal modes of thinking
• Branding in Emerging Markets
• Marketing empowerment
• Experiential values of shopping
• Managing Market Relationships
• SERVQUAL
• Brand image assessment

• Customer experience
• Consumption experience
• Experiential brand
• Corporate images
• Ethnoconsumerism
• Market-driven & market-driving
• Eco-packaging
• Customer density
• Social influence
• Value orientation
• Consumer behavior change
• Consumer-brand relationship
• Performance related pay & Reward pay structures
• in-role and extra-role performance of retail sales
• Mobile communication systems
• Marketing opportunities

• Youth trends, media, consumer behavior, Ethical and regulatory issues and Responsible marketing
• Branding, New product development and Industry initiatives
• Climate change risk perceptions
• Environmentally conscious behavior
- Branded product placement
- Financial socialization
- Consumer socialization
- Social learning theory
- Diffusion of Innovation Theory
- Parent-child purchase relationship
- Social constructionism
- Compulsive buying
- Family buying process
- Peer influence, Purchase decision, Reference group
- Consumption practices, Finland, Necessity consumption
- Brand character
- Consumer learning
- Suppressor effect
- Consumer decision-making styles
- Consumer psychology
- Internet shopping