



## **SCHOOL OF COMMERCE AND MANAGEMENT**

### **Potential Research Areas**

- ❖ Business Intelligence
- ❖ Industry 4.0 framework
- ❖ Artificial Intelligence
- ❖ Online Business models
- ❖ Human Capital Management
- ❖ Talent Management
- ❖ Business Analytics
- ❖ Governance and Leadership
- ❖ Corporate Social Responsibility
- ❖ Educational Revolution
- ❖ Technology and Acceptance
- ❖ Banking practices
- ❖ Entrepreneurship Development
- ❖ Supply Chain Management
- ❖ Modern Marketing Methods
- ❖ 21<sup>st</sup> Century Consumer Behaviour