



Academic Departments Innovation Focus Areas

SCHOOL OF COMMERCE AND MANAGEMENT, DEPARTMENT OF COMMERCE AND MANAGEMENT

- ❖ Innovation in Digital Marketing
- ❖ Innovation in Brand Management
- ❖ Innovation in Business Analytics
- ❖ Innovation in Management
- ❖ Innovation in Financial Management
- ❖ Innovation in Operations Management
- ❖ Innovation in Accounting Tools Management
- ❖ Innovation in Business Management
- ❖ Innovation in Risk Management
- ❖ Innovation in Business Environment