



GCU Academic Department Research Centres

SCHOOL OF COMMERCE AND MANAGEMENT, DEPARTMENT OF COMMERCE AND MANAGEMENT

- ❖ Financial Management Research Centre
- ❖ Accounting Research Center
- ❖ Digital Marketing Research Center
- ❖ Brand Management
- ❖ Human Resources Management Research Center
- ❖ Organization Behaviour Research Center
- ❖ Operations Management Research Center
- ❖ Event Management Research Center
- ❖ Quantitative Decisions Research Center
- ❖ Strategic Management research Center
- ❖ Business communication Research Center
- ❖ Business Analytics Research Center