

Finance Project Topics

1. Impact of Digital Banking on Customer Satisfaction

Research Objectives

- To study customer satisfaction with digital banking services.
- To identify factors influencing the adoption of digital banking.

Suggested Methodology: Survey

Primary Variables: Customer Satisfaction, Digital Banking Usage, Service Quality

Suitable For: MBA Finance Students

2. Consumer Adoption of UPI Payment Systems

Research Objectives

- To analyze the factors affecting UPI payment adoption.
- To examine customer preferences for digital payment methods.

Suggested Methodology: Survey

Primary Variables: UPI Usage, Consumer Behaviour, Convenience

Suitable For: MBA Finance Students

3. Credit Risk Analysis of Personal Loans

Research Objectives

- To evaluate factors influencing personal loan approval.
- To study methods used by banks to assess credit risk.

Suggested Methodology: Case Study / Secondary Data

Primary Variables: Credit Score, Loan Approval, Default Risk

Suitable For: MBA Finance Students

4. Mutual Fund Investment Behaviour Among Salaried Employees

Research Objectives

- To examine investment preferences of salaried individuals.
- To identify factors influencing mutual fund investments.

Suggested Methodology: Survey

Primary Variables: Investment Behaviour, Risk Appetite, Income Level

Suitable For: MBA Finance Students

5. Financial Literacy Among College Students

Research Objectives

- To measure financial awareness among students.
- To analyze the impact of financial education on investment decisions.

Suggested Methodology: Survey

Primary Variables: Financial Literacy, Investment Awareness, Saving Habits

Suitable For: MBA Finance Students

6. Customer Perception Towards Mobile Banking

Research Objectives

- To study customer satisfaction with mobile banking applications.
- To identify challenges faced while using mobile banking.

Suggested Methodology: Survey

Primary Variables: Customer Satisfaction, Ease of Use, Security

Suitable For: MBA Finance Students

7. Impact of Artificial Intelligence in Banking Operations

Research Objectives

- To understand the role of AI in banking services.
- To analyze the benefits of AI for operational efficiency.

Suggested Methodology: Secondary Data / Case Study

Primary Variables: AI Adoption, Operational Efficiency, Customer Experience

Suitable For: MBA Finance Students

8. Green Finance and Sustainable Investments

Research Objectives

- To study investor awareness of green finance.
- To identify factors promoting sustainable investment.

Suggested Methodology: Survey

Primary Variables: ESG Awareness, Sustainable Investment, Investor Preference

Suitable For: MBA Finance Students

9. Investment Behaviour in the Indian Stock Market

Research Objectives

- To examine investor decision-making behaviour.
- To identify factors affecting stock market investments.

Suggested Methodology: Survey

Primary Variables: Investment Behaviour, Risk Tolerance, Market Knowledge

Suitable For: MBA Finance Students

10. Cryptocurrency Awareness Among Young Investors

Research Objectives

- To measure awareness of cryptocurrency investments.
- To analyze perceived risks and opportunities.

Suggested Methodology: Survey

Primary Variables: Cryptocurrency Awareness, Risk Perception, Investment Intention

Suitable For: MBA Finance Students

11. Working Capital Management in Small Businesses

Research Objectives

- To evaluate working capital practices in SMEs.
- To study the relationship between working capital and profitability.

Suggested Methodology: Secondary Data

Primary Variables: Working Capital, Liquidity, Profitability

Suitable For: MBA Finance Students

12. Impact of Inflation on Household Savings

Research Objectives

- To study the effect of inflation on saving habits.
- To identify changes in household financial planning.

Suggested Methodology: Survey

Primary Variables: Inflation, Savings, Household Income

Suitable For: MBA Finance Students

13. Financial Performance Analysis of Commercial Banks

Research Objectives

- To evaluate profitability and efficiency of banks.
- To compare financial performance using key ratios.

Suggested Methodology: Secondary Data

Primary Variables: ROA, ROE, Net Profit, Capital Adequacy

Suitable For: MBA Finance Students

14. Customer Satisfaction Towards Insurance Services

Research Objectives

- To measure customer satisfaction with insurance providers.
- To identify service quality factors affecting customer loyalty.

Suggested Methodology: Survey

Primary Variables: Customer Satisfaction, Service Quality, Trust

Suitable For: MBA Finance Students

15. Comparative Study of Public and Private Sector Banks

Research Objectives

- To compare customer satisfaction levels.
- To evaluate differences in banking services.

Suggested Methodology: Survey / Secondary Data

Primary Variables: Service Quality, Customer Satisfaction, Bank Type

Suitable For: MBA Finance Students

16. Digital Wallet Usage Among Consumers

Research Objectives

- To study consumer preferences for digital wallets.
- To analyze factors affecting usage frequency.

Suggested Methodology: Survey

Primary Variables: Digital Wallet Usage, Convenience, Security

Suitable For: MBA Finance Students

17. Impact of Financial Technology (FinTech) on Banking

Research Objectives

- To examine the influence of FinTech innovations.
- To study customer acceptance of FinTech services.

Suggested Methodology: Case Study / Survey

Primary Variables: FinTech Adoption, Customer Acceptance, Innovation

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18. Investment Preferences of Young Professionals

Research Objectives

- To identify preferred investment options.
- To analyze factors influencing investment decisions.

Suggested Methodology: Survey

Primary Variables: Investment Preference, Income, Financial Goals

Suitable For: MBA Finance Students

19. Effectiveness of Tax Planning Among Salaried Employees

Research Objectives

- To study tax-saving investment practices.
- To evaluate awareness of tax planning strategies.

Suggested Methodology: Survey

Primary Variables: Tax Planning, Tax Awareness, Investment Choices

Suitable For: MBA Finance Students

20. Role of Microfinance in Rural Development

Research Objectives

- To analyze the contribution of microfinance institutions.
- To study the impact on rural entrepreneurship.

Suggested Methodology: Case Study / Survey

Primary Variables: Microfinance Access, Rural Development, Entrepreneurship

Suitable For: MBA Finance Students

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