

30 MBA Capstone Paper Topics



- Attitude management: 4 dimension approach
- Personal involvement impact on brand store selection
- Brand extension impact on brand personality
- Congruity impact between brand image and self-concept on brand preference
- Factors that influence health care services customer satisfaction
- Understanding consumer towards fast food sales promotion industry
- Purchase behavior of consumers in retail outlets
- Factors behind telecom industry brand switching
- Decision making of consumes in automobile industry
- Opinion leadership about consumer buying respecting high and low product categories
- Competition on shelf spacing: Analysis of international and local brand
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- Trial ability effect and new product adoption innovativeness
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- Relationship between internal usage practices and internal advertising
- Unethical retailer behavior: consumer response
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