

## Potential UGMP Topics

The potential research topics provided below are intended to inspire your thinking and help you identify an area of interest for your UGMP. However, you are not restricted to these suggestions—if you have a topic idea of your own, you are encouraged to explore it.

Whichever topic you choose, you must be able to justify its relevance and clearly explain, ensuring it is realistic and achievable:

- Why this topic matters in today's business environment.
- How your research will contribute to business understanding.
- That your data will be sourced from publicly available secondary data only.

These examples are not intended to be copied or treated as final, ready-made topics, but rather as starting points to guide your own thoughtful topic development.

### **Adoption of New Technologies:**

The Impact of Artificial Intelligence on Business Operations in the UK Retail Sector

Evaluating the Impact of Artificial Intelligence on Business Operations in the UK Retail Sector: A Case Study of [Insert Company Name]

Evaluating the Effectiveness of Digital Payment Systems in Enhancing Customer Experience: A Case Study of [Insert Company Name]

Assessing the Influence of Social Media Platforms on Consumer Purchase Decisions Among UK Young Adults

Evaluating the Impact of Social Media on Body Image and Mental Health in Young Adults: A Review of UK Trends

The **impact** of Social Media Influencers in Shaping Brand Loyalty and Buying Habits Among UK Consumers

### **Shifts in Customer Behaviour:**

Analysing Changing Consumer Preferences Towards Sustainable Fashion in the UK

The Rise of Subscription-Based Services in the UK TV Streaming Sector: Evaluating the Impact on Customer Loyalty and Retention

The Growth of Subscription-Based TV Streaming Services in the UK: Assessing the Impact on Customer Loyalty and Retention

Evaluating the Impact of Subscription Models on Customer Retention in the UK Online Grocery and Supermarket Sector (e.g., Tesco Delivery Saver, Ocado Smart Pass)

The Influence of Subscription-Based Fashion Services on Consumer Loyalty in the UK Clothing Industry (e.g., Stitch Fix, Lookiero, rental fashion platforms)

Assessing the Effectiveness of Subscription Services in Enhancing Customer Retention in the UK Beauty and Personal Care Industry (e.g., Birchbox, Glossybox)

The impact of Subscription-Based Meal Kit Services in Shaping Consumer Loyalty in the UK Food Sector (e.g., HelloFresh, Gousto, Mindful Chef)

Exploring the Impact of Subscription-Based Software Models on User Retention in the UK Business Technology Sector (e.g., Microsoft 365, Adobe Creative Cloud)

The Shift to Subscription Models in the UK Automotive Sector: Evaluating the Effect on Customer Retention and Brand Loyalty (e.g., Care by Volvo, electric vehicle subscriptions)

The Impact of Subscription Models on Customer Engagement and Loyalty in the UK Packaging and Sustainable Product Industry (e.g., Loop, sustainable household goods subscriptions)

Assessing the Influence of Subscription-Based Online Fitness Platforms on Long-Term User Retention in the UK (e.g., Peloton, Fiiit, Les Mills On Demand)

Evaluating the Success of Subscription Models in Building Customer Loyalty in the UK Digital News and Media Sector (e.g., The Times, Financial Times, The Guardian Premium)

Assessing the Impact of Influencer Marketing on Millennial and Gen Z Purchasing Behaviour in the UK Retail Sector.

Evaluating the Growth and Operational Challenges of Online Grocery Shopping in the UK Post-COVID Market.

## **Emerging Business Challenges:**

Evaluating the Impact of Sustainability Practices on Consumer Brand Loyalty in the UK Fashion Industry.

Assessing the Effectiveness of Eco-Friendly Packaging on Consumer Purchasing Behaviour in the UK Food Sector.

Evaluating the Business Impact of Plastic Waste Reduction Policies on UK Supermarkets.

The Effect of Sustainable Product Lines on Sales Performance in the UK Beauty and Cosmetics Industry.

The Rise of Second-Hand and Resale Platforms: Impact on UK Clothing Retailers' Growth and Strategy.

Assessing the Financial Benefits of Waste Reduction Initiatives in UK Food Retail Chains.

The Impact of Sustainability Performance on Brand Reputation in the UK Retail Sector.

## Final Reminder:

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## More potential topics for your UGMP

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1. Studying the spread of fake news and disinformation on social media platforms and its impact on a specific society or a specific demographic group in [name of the country]

Specific example:

- Studying the spread of fake news and disinformation on social media platforms and its impact on children age between 5-11 years old in the UK.

2. Assessing the Impact of Social Media Influencers on Healthy Eating Habits Among Young Adults in a specific country (e.g. UK, Canada, Australia, India, China, Japan, etc.) or continental region (e.g. Europe, North America, Asia, Southeast Asia, Africa, etc.)

Specific example:

- Investigate the Effect of YouTube Misinformation on Public Perceptions of Health Advice Among Young Adults in a specific country (e.g. UK, USA, etc.)

3. The Impact of Artificial Intelligence (AI) on Accounting and Finance Practices of [type of firms/businesses] based in [name of the country]

Specific example:

- Evaluating the Impact of Artificial Intelligence on Cost Reduction and Efficiency in the Accounting Practices of Large UK Retail Chains

4. The Impact of Big Data Analytics in Enhancing Financial Decision-Making [type of firms/businesses] based in [name of the country]

Specific example:

- The Impact of Big Data Analytics in Enhancing Financial Decision-Making in UK Banking Institutions Post-COVID.

5. Corporate Social Responsibility (CSR) Reporting and its Effects on Financial Performance of [type of firms/businesses] based in [name of the country]

Specific example:

- The Impact of CSR Reporting on the Financial Performance of Supermarkets in the UK: A Case Study of [insert one or two company/ies] (focus on issues such as food waste reduction or carbon footprint reduction, or etc.)
- Sustainable Fashion and CSR Reporting: How Ethical Practices Influence Financial Performance in UK Clothing Retailers: A Case of [insert one or two company/ies] (focus on issues such as sustainable fashion or fair wages or etc.)
- The Impact of CSR in the Financial Performance of Electronics Retailers in the UK: A Case of [insert one or two company/ies] (focus on issues such as E-waste recycling or energy-efficient products, or etc.)
- CSR and Financial Viability in the Health & Beauty Industry: The Case of [insert one or two company/ies] (focus on issues such as Cruelty-free products or sustainable packaging, or etc.)
- The Financial Impact of CSR in Sports Retail: A Study on Sustainable Manufacturing in [insert one or two company/ies] (focus on issues such as Fair labour practices or sustainable materials in sportswear, or etc.)

6. The Influence of International Financial Reporting Standards (IFRS) Adoption on Financial Reporting Quality of [type of firms/business] based in [name of the country]

Specific example:

- The Influence of International Financial Reporting Standards (IFRS) Adoption on Financial Transparency in UK Real Estate Firms.

7. Examining the Link between Corporate Responsibility and Employee Well-being and Satisfaction of [type of firms/businesses] based in [name of the country]

Specific example:

- Exploring the Relationship Between Corporate Social Responsibility (CSR) Initiatives and Employee Job Satisfaction in Large UK Supermarket Chains.

8. An investigation into how the implementation of renewable energy sources, such as solar and wind power, affects the social, economic, and environmental aspects in [name of the country]

Specific example:

- Evaluating the Financial and Operational Impacts of Renewable Energy Adoption in UK Hotel Chains.

9. A study on the adoption and effectiveness on waste reduction, resource efficiency, and sustainable consumption patterns in [name of the country]

Specific example:

- The Effectiveness of Waste Reduction Strategies in Enhancing Cost Efficiency in UK Food Retailers.

10. A study on consumer attitudes and behaviours towards sustainable products, examining factors influencing purchasing decisions and potential strategies for promoting more eco-friendly choices of [type of firms/industries/companies/businesses/organisations] based in [name of the country]

Specific example:

- Consumer Preferences for Sustainable Fashion: Exploring the Purchasing Behaviour of UK High Street Clothing Shoppers.

11. Investigating the relationship between corporate sustainability initiatives (e.g., environmental, social, and governance practices) and their impact on a company's financial performance and long-term viability of [type of firms/industries/companies/businesses/organisations] based in [name of the country]

Specific example:

- Investigating the Relationship Between Environmental Sustainability Strategies and Profitability in UK Construction Firms.