**The list of topics for seminar papers**

1 The power of brands

2 Promotional campaigns

3 Promotional activities

4 Launching a product

5 Advertising for the small business

(without marketing departments or advertising agencies, tight budget, media choice, campaigns with creative content, etc.)

6 Buying into a franchise

7 What keeps customers loyal?

8 Emerging markets

9 New technologies in business

10 Third-world economics and how it can be boosted

11 Cultural economics: the importance of preserving the heritage of the world

12 Overexploitation in the modern world economics

13 [Does Consumerism Lead To Happiness?](https://edubirdie.com/examples/does-consumerism-lead-to-happiness/)

14 Advertising Effects on Consumerism: The Ways to Avoid Manipulation

15 Current Trends in Marketing

16 Online Marketing: Impact on society

17 Impact of Artificial Intelligence (AI) on Marketing

18 The return of Ambush Marketing

19 Green Marketing (Eco-friendly marketing)

20 Network Marketing

21 Guerrilla marketing

22 Uses of the Internet as a marketing medium

23 Traditional Marketing Vs. Digital Marketing

24 Effectiveness of Digital Marketing in the Challenging Age

25 Emerging trends in digital marketing

26 Cloud technology and its implications for entrepreneurship

27 The employee performance: the effect of corporate enterprise training initiatives

28 Identifying the major drivers of entrepreneurial growth

29 The most common ways entrepreneurs finance their business ideas

30 Technological advancements and their impact on entrepreneurship

31 Branding: Its Effect on Consumer Behavior

32 Global Economic Crises: Possible Precautions to prevent Global Financial crisis.

33 Electronic Banking: The Effect of e-Banking on Consumer Satisfaction.

34 The evolution of banking and its operations.

35 How HR helps companies remain competitive in a global market.

36 Managing part-time, full time, and freelancing employees.

37 The benefits of a diverse and inclusive workplace.

38 Best practices for training interns.

39 How does active professional development affect productivity?

40 Must-have training and development for all employees.