**SOME COMMONLY RESEARCHED AREAS IN BUSINESS**

**1.** Employee behaviours such as performance, absenteeism, and turnover.

**2.** Employee attitudes such as job satisfaction, loyalty, and organizational commitment.

**3.** Supervisory performance, managerial leadership style, and performance appraisal systems.

**4.** Employee selection, recruitment, training, and retention.

**5.** Validation of performance appraisal systems.

**6.** Human resource management choices and organizational strategy.

**7.** Evaluation of assessment centres.

**8.** The dynamics of rating and rating errors in the judgment of human performance.

**9.** Strategy formulation and implementation.

**10.** Just‐in‐time systems, continuous‐improvement strategies, and production efficiencies.

**11.** Updating policies and procedures in keeping with latest government regulations and organizational

changes.

**12.** Organizational outcomes such as increased sales, market share, profits, growth, and effectiveness.

**13.** Consumer decision making.

**14.** Customer relationship management.

**15.** Consumer satisfaction, complaints, customer loyalty, and word‐of‐mouth communication.

**16.** Complaint handling.

**17.** Delivering and performing service.

**18.** Product life cycle, new product development, and product innovation.

**19.** Market segmentation, targeting, and positioning.

**20.** Product image, corporate image.

**21.** Cost of capital, valuation of firms, dividend policies, and investment decisions.

**22.** Risk assessment, exchange rate fluctuations, and foreign investment.

**23.** Tax implications of reorganization of firms or acquisition of companies.

**24.** Market efficiency.

**25.** Banking strategies.

**26.** Behavioural finance: overconfidence, bounded rationality, home‐bias.

**27.** Executive compensation.

**28.** Mergers and acquisitions.

**29.** Portfolio and asset management.

**30.** Financial reporting.

**31.** Cash flow accounting.

**32.** Accounting standards.

**33.** Outsourcing of accounting.

**34.** Sustainability reporting.

**35.** The implications of social networks on the capital markets.

**36.** Corporate governance.

**37.** Development of effective cost accounting procedures.

**38.** Installation of effective management information systems.

**39.** Advanced manufacturing technologies and information systems.

**40.** Auditor behaviour.

**41.** Approaches and techniques of auditing.

**42.** The use of technology in auditing.

**43.** Decision making in auditing.

**44.** Installation, adaptation, and updating of computer networks and software suitable for creating

effective information systems for organizations.

**45.** Installation of an effective data warehouse and data mining system for the organization.

**46.** The acceptance of new computer programs.

**47.** Tax audits.

**48.** Internal auditing.

**49.** Accounting fraud and auditor liability.

**50.** The quality of audit reports.