

## **TOPICS FOR DEVELOPING THE BACHELOR THESIS BUSINESS ADMINISTRATION (BA)**

**Assoc. Prof. PhD. IONELA GAVRILĂ-PAVEN**

### **European Economy**

1. Foreign direct investments – manifestation of globalization (*case study of a company with foreign capital*)
2. Romanian business environment in the context of the single European space (*case study at county or region level*)
3. The role of small and medium-sized enterprises in the development of economic activity (*case study at county or region level*)
4. Development of *Company (name of the organization)* through the implementation of projects with non-reimbursable financing
5. Supporting entrepreneurial initiatives by accessing non-refundable funds (*case study*)

### **European Business Environment**

1. Romanian companies on external market – Challenges and opportunities
2. Characteristics of the business environment in the country ..... / trends on the international market in the field of .....
3. The competitiveness of Romanian products for export
4. The impact of foreign direct investments on the host country
5. Analysis of American/German/French/Dutch/Austrian direct investments, etc. in Romania

### **Communication and Public Relations**

1. The efficiency of the communication system at the level of the organization/society .....
2. The role of communication in the dynamics of work groups. Case study: Society .....
3. Public relations within public administration institutions
4. Strategies and methods of communication in public relations within public institutions
5. Improving external communication – Identifying communication difficulties and related solutions.

**Assoc. Prof. PhD. IULIA IUGA**

**Banks and Banking Operations**

1. The Impact of Digital Transformation on Retail Banking: A Comparative Study of Traditional vs. Neobanks
2. Risk Management Strategies in Commercial Banks: A Case Study on Credit Risk
3. The Role of Central Banks in Financial Stability during Economic Crises: Lessons from Recent Events
4. Customer Loyalty and Satisfaction in Digital Banking Services: Key Factors and Trends
5. Sustainability and Green Banking: The Role of Banks in Financing Sustainable Development

**Evaluating & financing Investments**

1. The Effect of ESG Criteria on Investment Performance: A Comparative Analysis of Sustainable vs. Traditional Investments
2. Behavioral Finance: How Investor Psychology Influences Market Trends
3. The Role of Private Equity in Corporate Growth: Case Studies from Emerging Markets
4. Impact of Monetary Policy on Stock Market Returns: A Study of Developed vs. Emerging Markets
5. Cryptocurrencies as an Investment Asset: Opportunities, Risks, and Regulatory Challenges

**Prof.PhD. CARMEN ADINA PASTIU**

1. The study of the marketing mix at SC.....
2. Analysis of promotional techniques at SC...
3. The study of the marketing mix at SC
4. The marketing plan.

**Lecturer. PhD. RUXANDRA LAZEA**

1. Studying consumer preferences for a company's product/service .....
2. Methods for promoting a brand .....
3. Analysis of the company's distribution policy.....
4. Analysis of consumer preferences in different international markets for .....
5. Researching consumer preferences regarding an international brand/product/service....

**Lecturer. PhD. MĂLINA DĂRJA**

**Discipline: Management**

Management of hotel activity. Study case:

Organisational culture. Study case: .....

Crisis management in organisations. Study case:

Management methods used in companies. Study case.

Management of a team in obtaining performance in a company.

**Lecturer PhD. ANCA NICHITA**

**Business Negotiation Techniques**

1. Role of communication skills in business negotiation
2. Trust in business negotiations
3. Challenges in deal-making. Case study on company Y
4. Efficient techniques for salary negotiations
5. The impact of cultural differences in business negotiation
6. Success stories in international business negotiations. Case study on company Y

*The suggested topics are indicative. The student can also propose other topics in the field of business negotiation techniques.*

**Human Resources Management**

1. Gen Z versus Millennials in the workplace: Similarities and differences
2. Improving employee retention rate. Case study on company Y
3. Strategies to motivate employees in a digital economy
4. Opportunities and challenges of digital nomads
5. Strategies to build effective teams
6. The impact of artificial intelligence for human resource management

*The suggested topics are indicative. The student can also propose other topics in the field of human resources management.*

**Assistant, PhD. ALINA PUTAN**

- Measuring the performance of economic entities using the variable cost method
- Measuring the performance of economic entities using the dashboard.
- The implementation of managerial accounting methods and their impact on the functioning of the business environment in Romania

- Control tools in the development of economic activity
- Accounting practices in the faithful presentation of the economic activity

**Assistant, PhD. IOANA-ANDREEA CIOLOMIC**

**Strategic Management:**

1. Analysis of competitive strategies in a specific industry

Example: "Analysis of competitive strategies in the food retail industry in Romania: The case of Lidl vs. Kaufland"

Objective: To study differentiation strategies and cost leadership, analyzing the long-term competitive advantages of companies.

2. Implementation of sustainability strategies in multinational companies

Example: "Sustainability Strategies in Multinational Corporations: Coca-Cola Case Study"

Objective: Analysis of green and corporate social responsibility strategies and their impact on financial performance and reputation.

3. International market entry strategies for Romanian companies

Example: "International expansion strategies for Romanian SMEs: challenges and opportunities"

Objective: Identifying and evaluating effective strategies for entering foreign markets for small and medium-sized Romanian companies.

4. Analysis of innovation strategies in a technology company

Example: "Innovation Strategies in the IT Industry: Google Case Study"

Objective: To investigate how continuous innovation supports the competitive advantage and growth strategies of technology companies.

5. Evaluation of diversification strategies in a large company

• Example: "Diversification strategies and their impact on company success: Samsung case study"

• Objective: To study the benefits and risks associated with diversification into multiple markets or industries.

6. Cost reduction strategies in the context of economic crises

• Example: "Cost-cutting strategies adopted by airlines during the COVID-19 pandemic"

• Objective: To evaluate how companies adopt efficiency strategies in crisis contexts and their long-term effects.

*The suggested topics are indicative. The student can also propose other topics in the field of strategic management.*

**Business Ethics:**

1. Corporate Social Responsibility (CSR) and its impact on brand reputation
  - Example: Compare the CSR efforts of brands like Ben & Jerry's or Unilever with those that have limited or no CSR initiatives.
  - Aim: To evaluate how CSR initiatives influence consumer trust, brand loyalty, and long-term profitability.
2. The role of ethics in corporate governance
  - Example: Use corporate scandals like Volkswagen's emissions scandal or Wells Fargo's fraud case to assess governance failures.
  - Aim: To explore how ethical corporate governance can prevent scandals and enhance stakeholder trust.
3. Ethical Challenges in Supply Chain Management
  - Example: Analyze how Apple or Nike manage their global supply chains, especially regarding labor conditions and environmental sustainability.
  - Aim: To understand the ethical obligations companies have towards ensuring ethical supply chain practices.
4. The Ethics of Artificial Intelligence (AI) in Business Decision-Making
  - Example: Investigate the ethical implications of AI use in recruitment (e.g., Amazon's AI hiring tool that showed bias).
  - Aim: To assess whether AI can make ethical decisions and how businesses should address bias and accountability in AI systems.
5. Ethical Investing and the Rise of Socially Responsible Investment (SRI)
  - Example: Investigate how investment firms like BlackRock incorporate Environmental, Social, and Governance (ESG) factors into their portfolios.
  - Aim: To evaluate the role of ethics in investment decision-making and the impact of socially responsible investment on company performance.

**Asocc. PhD. MIREL GLEVITZKY**

1. Study on implementing instruments for signalling, managing and solving inconsistencies within the organization...
2. Ongoing improvement of quality by applying the Kaizen principles to the material flow (Gemba Manufacturing) and the informational flow (Gemba Services) in an organization

**Director Departament**

**Assoc. Prof. PhD. SILVIA MAICAN**