

## **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**

**Management**

1. Management of hotel activity. Study case:
2. Organisational culture. Study case: .....
3. Crisis management in organisations.

**Entrepreneurship**

1. Entrepreneurial culture. Study case....
2. Initiation and business development. Study case....
3. Typology of Romanian entrepreneurs

**Strategic management**

1. Strategies and politics of a company.
2. Development strategies for 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.*



**Asoc. 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**