

**TOPICS FOR DEVELOPING THE DISSERTATION THESIS
MASTER BUSINESS ADMINISTRATION**

PhD. Assoc. Prof. SILVIA MAICAN

Business Ethics and CSR

1. CSR from a business ethics perspective
2. Business ethics, CSR and brands
3. Corporate social responsibility and business ethics in marketing
4. Corporate social responsibility and business ethics in different industries
5. Ethical dilemmas in different industries
6. CSR – good practices around the world / Romania / other country
7. The Role of Artificial Intelligence in shaping ethical C S R Practices
8. Ethical Implications of AI-Driven Decision Making in CSR

E-Business

1. The Impact of Digital Transformation on Small and Medium Enterprises (SMEs): A Case Study of E-Business Adoption
2. Exploring the Role of Artificial Intelligence in Enhancing E-Business Customer Experience
3. Sustainability in E-Business: A Study on the Environmental and Social Impacts of E-Commerce Platforms
4. Omnichannel Strategies in E-Business: A Comparative Study of Consumer Behavior in Physical and Digital Retail

PhD.Assoc. Prof. IONELA GAVRILĂ-PAVEN

Business Communication and Negotiation

1. Public-private partnership – Method of development of services at the level of local communities (Partnership Institution ... – Company ...)
2. Analysis of the implementation of the public relations campaign at the level of the organization
3. Analysis of communication at the level of work groups within the organization

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4. Analysis of organizational conflicts and their resolution methods at the level of the organization
5. Involvement of non-governmental organizations in the development of local communities

International Affairs and Globalization

1. The content, characteristics and evolution of the labor market in Romania in the process of integration into the European Union. Environmental policy at the level of the European Union - Constraints and opportunities for the future.
2. The European Union and globalization - Sustainable development strategy. Case study: Region/County/Town

PhD. Assoc. Prof. IULIA IUGA

Global Affairs Management:

1. Managing Global Supply Chain Disruptions: Lessons from the COVID-19 Pandemic
2. Cross-Cultural Leadership in Multinational Corporations: Challenges and Best Practices
3. The Role of International Organizations in Shaping Global Trade Policies: A Critical Analysis
4. Global Risk Management in Business: Strategic Approaches to Political and Economic Uncertainty
5. Sustainability in Global Business: The Integration of ESG Practices in Multinational Enterprises
6. Digital Diplomacy and Its Impact on Global Business Strategies

Lecturer PhD. MĂLINA DĂRJA

Discipline: Business strategies and models,

1. Business differences in developing countries. Study case:.....
2. Strategies to increase motivation among employees. Study case:.....
3. Networking between business and companies. Study case:.....
4. Technological innovations and their role in management practices. Study case:.....
5. Business models. Study case:.....
6. Business strategies. Study case:.....

Discipline: Conflict management

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1. Managing conflict in a team. Study case:.....
2. Organizational crisis management. Study case....
Management approaches in different cultural places. Study case:.....

Lecturer PhD. RUXANDRA LAZEA

1. Marketing research regarding the image/ popularity, impact of a product/brand on the market
2. Analyze consumer preferences regarding online promotion methods
3. Compare the popularity of different social media platforms.

Lecturer PhD. ANCA NICHITA

Taxation, Investments and Acquisitions

1. Similarities and differences between various tax systems in the European Union/around the world
2. Main drivers of tax compliance: Empirical study.
3. Tax heavens and the Base Erosion and Profit-Shifting (BEPS) initiative
4. Risks associated with capital investment. Case study on company Y
5. Methods of financing investments for companies

Organization Change and Innovation Management

1. Internal and external factors driving organizational change. Case study on company Y
2. Innovation in small businesses
3. Relevant technological innovations. Case study on company Y
4. The impact of blockchain technology on businesses and public institutions
5. Innovation and sustainability strategies

Entrepreneurial Culture and Business Development

1. Factors influencing entrepreneurial culture
2. Steps in developing an entrepreneurial culture. Case study on company Y
3. Challenges in business development
4. Profile of a business development manager
5. Efficient strategies of expansion to new markets. Case study on company Y

Director Departament
PhD. Assoc. Prof. Maican Silvia Ștefania