

**Teme disertație pentru sesiunea iulie 2025
valabile pentru programul de studii masterale
M.S.D.A.**

1. How to Create a Sales Strategy for B2	Conf. univ. dr. Mădălina Brutu
2. Use the Balanced Scorecard to Boost Sales Performance	Conf. univ. dr. Mădălina Brutu
3. Quantitative research for customer satisfaction measurement	Conf. univ. dr. Amalia Duțu
4. The use of quantitative research to analyze the positioning of brands on the market	Conf. univ. dr. Amalia Duțu
5. Qualitative research to identify purchasing and consumption behavior among the Alpha generation	Conf. univ. dr. Amalia Duțu
6. Experimental research to measure the impact of brand image on consumer preferences	Conf. univ. dr. Amalia Duțu
7. Developing a promotion campaign for repositioning the brand	Conf. univ. dr. Amalia Duțu
8. The use of deterministic/probabilistic models in the process of optimizing managerial decisions at the company	Conf. univ. dr. Daniela Mihai
9. Analysis of specific market characteristics and the offer for the company Simulation on the influence of their change on the business	Conf. univ. dr. Daniela Mihai
10. Influences of the competitive environment on the competitiveness of the company	Conf. univ. dr. Daniela Mihai
11. The importance of Sales Planning in helping companies to achieve the sales goals.	Prof. univ. dr. habil. Elena Jianu
12. International business rivalries. Case Study (ex. Coca Cola vs Pepsi; McDonald's vs. Burger King; Visa vs. MasterCard etc.)	Prof. univ. dr. habil. Elena Jianu
13. How to optimize the competitiveness of the company. Case study.	Prof. univ. dr. habil. Elena Jianu
14. Official documents – ethics security features and effects of misuse in business and administration. Study case	Conf. dr. habil. Crenguța Sinisi
15. Ethics in production of medicines counterfeiting of medicines. Study case	Conf. dr. habil. Crenguța Sinisi
16. New trends in technology transfer. Study case	Conf. dr. habil. Crenguța Sinisi
17. Why ethics and integrity matter in business communication. Study case	Conf. dr. habil. Crenguța Sinisi
18. Impact of academic integrity on workplace ethical behaviour. Study case....	Conf. dr. habil. Crenguța Sinisi
19. Training and Development of Employees in Today Companies. (Formarea și dezvoltarea angajaților în organizațiile actuale).	Lect. univ. dr. Eliza Antoniu
20. Human Resource Management in Japan – a contemporary analysis. (Managementul resurselor umane în Japonia – o analiză a contextului actual)	Lect. univ. dr. Eliza Antoniu
21. Managing Conflict in Organizations – a contemporary analysis (Managementul conflictelor în cadrul organizațiilor – o analiză de actualitate)	Lect. univ. dr. Eliza Antoniu
22. Analysis of Career Management Activities in Today Companies. (Analiza activităților de managementul carierelor în organizațiile actuale)	Lect. univ. dr. Eliza Antoniu
23. Onboarding employees – a process analysis (Integrarea angajaților – o analiză a procesului)	Lect. univ. dr. Eliza Antoniu
24. The Role of Strategic Planning in the Long-Term Success of Companies. Case study: Company.....	Lect. univ. dr. Olimpia Oancea
25. Evaluating the effectiveness of business diversification strategies. Analysis of the impact of diversification on the financial and operational performance of a company	Lect. univ. dr. Olimpia Oancea
26. The impact of globalization on companies' business strategies. Comparative study: global companies vs. local companies.	Lect. univ. dr. Olimpia Oancea
27. The impact of branding strategy on business growth. Case study: Company	Lect. univ. dr. Olimpia Oancea
28. Business negotiation. Theory and practice. Case study at	Lect. univ. dr. Claudia Stanciu
29. Patterns of change (Case studies for tuning, adaptation, reorientation and re-creation)	Lect. univ. dr. Smaranda Toma
30. Leading change: a process perspective	Lect. univ. dr. Smaranda Toma
31. Modes of intervening to facilitate change: advising (prescriptive), supporting, theorizing, challenging and information gathering (collaborative modes) – case study	Lect. univ. dr. Smaranda Toma
32. Models used for diagnosing the need or opportunity for change (Case studies for Kotter's integrative model of organizational dynamics/ McKinsey 7S model/ Weisbord's six-box model/ Burke-Litwin causal model of organizational performance and change/ Klossfeldt's business platform model).	Lect. univ. dr. Smaranda Toma
33. Strategies and tools to incorporate the principle of sustainability into business activities	Lect. univ. dr. Smaranda Toma

Notă: Temele propuse pentru realizarea lucrării de licență sunt orientative, existând posibilitatea ca, de comun acord cu profesorul coordonator și cu avizul Comisiei de Activitate Didactică a departamentului, să fie adaptate unele teme la specificul agentului economic și al preocupărilor de cercetare ale studentului.

Director departament

Conf. univ. dr. Daniela-Melania Mihai