

PROPUNERI
TEMATICA LUCRĂRILOR DE LICENȚĂ* (seria de engleză)
pentru anul universitar 2018-2019

Coordonator: Prof. univ. dr. Mariana DRĂGUȘIN

Building Senior Entrepreneurship Eco-systems: the case of Romania

Business models innovation

Creativity as variable in Entrepreneurship

Cross-generational entrepreneurial teams: case study

Drivers and Inhibitors of online entrepreneurial growth

Eco-Entrepreneurship - major trend in business

Effective Business Plan Design: the case of... company

Emerging online business models

Entrepreneurial ecosystems in Romanian rural areas

Financing the new venture - a real challenge for the entrepreneur

IT sourced entrepreneurial opportunities

Romanian Silver Economy - source of entrepreneurial opportunities

Senior Entrepreneurship: the case of Romania

Small business sector's dynamic: comparative analysis

Social Entrepreneurship and social innovation

Coordonator: Prof. univ. dr. Doru PLEȘEA

A comparative analysis of digital cameras sold in Romania

A comparative analysis of smartphones marketed in Romania

A quality analysis of laptops sold on Romanian market

A study of the TV sets (LED, LCD, plasma) marketed in Romania

Coordonator: Prof. univ. dr. Laurențiu TĂCHICIU

Business failure in Romania (statistical analysis at the national economy level, in a particular region or a particular industry, or a case study)

Commercialization in Romania/the European Union ... etc. of ... products (please specify the product or product category): monographic study.

Comparative analysis of economic and/or financial performance of enterprises/units in ... (mention the chosen sector or field of activity, or group of enterprises (cluster) of consumer industries (trade, light industry and other industries manufacturing consumer goods or services mainly rendered to the population))

Contributions to the study of commercial occupations.

*** Temele pot fi modificate cu acordul profesorului îndrumător!**

Globalization and the answer of the industry ... (please specify the area covered in commerce, light industry and other industries manufacturing consumer goods, services mainly rendered to the population, etc.) in Romania
New business models: ... (mention the business model that is analyzed in the paper)
New challenges on the professional qualification of graduates of the Faculty of Business and Tourism (research among companies' executives)
Occupations of graduates of the Faculty of Business and Tourism (research among graduates)
Recent innovations in ... (please specify the sub-sector) in Romania – the case of ... (please specify the enterprise or the nature of innovation, as appropriate)
Research on the profile of the entrepreneur (in Romania, the ... region or locality...)
Role of services in the contemporary economy – the case of ... services. (please specify the service industry concerned)
Romanian business environment: study of barriers to entry
Romanian business environment: study of barriers to exit
Romanian businesses: monographic study of... (please specify the selected enterprise)
Tradition and modernity in consumer industries in Romania: the case of the ... industry (please specify the area covered in commerce, light industry and other industries manufacturing consumer goods, services mainly rendered to the population, etc.)
Coordonator: Conf. univ. dr. Lelia VOINEA
Designing a strategy for the food assortment diversification (a food category at choice)
Fast food products – study on the relationship between efficiency and alimentary risk
Organic foods versus conventionally grown foods – study on the nutritional benefits – safety – price relationship
Research regarding the consumer perception on the efficiency of nutrition labeling in healthy food choice
The influence of sensory quality on consumer's food choice. Case study on (a food category at choice)
Coordonator: Lect. univ. dr. Mihaela BUCUR
Comparative analysis of hypermarkets / supermarkets in Romania
E- merchandising techniques
E-commerce logistics system
Negotiation - business optimization tool
Negotiation styles in intercultural context
Online consumer behavior
Specific e-commerce sales techniques
Traditional commerce versus e-commerce in Romania
Coordonator: Lect. univ. dr. Răzvan DINA
Business Models using collaborative consumption
Business opportunities in virtual space
Customization of business sites. Case study
Impact assessment of data protection and privacy in business activities
The influence of social media on business activities
The influence of social media on consumer behavior
Using social media in business administration

Coordonator: Lect. univ. dr. Smaranda GIUȘCĂ

"Demand-pull" innovation. Case study company ...

"Science-push" innovation. Case study company ...

Design of the invisible: the use of design in the sale of services

Influence of contemporary technologies on product design ...

Product X design in relation to product quality

Reflecting company values through decisions about product design. Case study company ...

Social media as a way of expressing design and aesthetic values. Case study company ...

The company X website - adapting design and aesthetics to the company's needs in the online environment

The evolution of design for product X in response to market needs

Coordonator: Lect. univ. dr. Raluca GROSU

Entrepreneurship education in Romania. Current approaches and future perspectives

The entrepreneurial intentions of ...

Entrepreneurship among ...

Business models in ...

The analysis of different businesses active in ... in order to develop a best practices guide

Analysis of the Romanian entrepreneurial environment in order to develop a guide for future entrepreneurs

Trends in retail business

Trends in nonstore retailers

Coordonator: Lect. univ. dr. Irina MAIORESCU

A comparative analysis of online websites selling/presenting the same types of products/services

Consumer behaviour analysis in online environment

Creating a database for processes' management specific to the company.....

Implementing a business excellence model in the company.....

Implementing a quality costs management system in the company.....

Methods and instruments for improving e-learning systems

Methods for assessing and improving the quality of the products/services offered by the company.....

Planning and implementing a Quality Management System for the company....., according to the international standard ISO 9001

Quality culture assessment inside company.....

Quality Management System processes performance evaluation inside company.....

The audit and certification of processes/Quality Management System belonging to the company.....

The influence of websites design and aesthetics upon consumer buying behaviour

Using the tools and techniques for continuous improvement inside the company.....