

PROPUNERI
TEMATICA LUCRĂRILOR DE LICENȚĂ* (seria de engleză)
pentru anul universitar 2023-2024

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-Alexandru 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.

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)

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

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: Prof. univ. dr. Simona-Lelia VOINEA
Benefits and risks of genetically modified foods
Convenience food products – nutrition profile assessment
Designing a nutrition education guideline for Romanian new generation of consumers
Designing a strategy for food assortment diversification. Case-study company...
Designing a strategy for supporting traditional Romanian foods
Fast food products – study on the relationship between efficiency and alimentary risk
Functional foods – study on nutritional and health benefits
Organic food – study on the relationship between nutritional benefits and price
Slow-food – values, vision and tools for supporting tradition and biodiversity
Sustainable emerging trends shaping the future of food (edible insects, plant-based meat substitutes, sustainable packaging, etc.)
The influence of "nutritional claims" on healthy food choices
The influence of FOP (Front-of-Package) nutrition labels on food healthiness perception
The influence of nutrition label on food purchasing decision
The influence of sensory quality of...(one food group at choice) on consumer behavior
The relationship between sensory quality and nutritional quality in case of ... (one food group at choice)
Using nutrient profiling to improve the nutritional quality of ... (one food group at choice)
Coordonator: Conf. univ. dr. Mihaela BUCUR
Analysis of the logistic system of the company....
Comparative analysis of hypermarkets / supermarkets in Romania
Design and implementation of a virtual store
E- merchandising techniques
E-commerce logistics system
Electronic payment systems in the field of electronic commerce
Methods of promoting in the online environment
Negotiation - business optimization tool
Negotiation styles in intercultural context
Online consumer behavior
Organizing a supermarket / hypermarket / shopping center
Specific e-commerce sales techniques
Study on design of e-commerce sites in Romania
The evolution of business in the field of e-commerce in Romania
The influence of social media on the organization
The particularities of the logistics system for an online store

Traditional commerce versus e-commerce in Romania
Coordonator: Conf. 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: Conf. univ. dr. Raluca-Mariana GROSU
Business models in ...
Entrepreneurship among ...
Entrepreneurship education in Romania. Current approaches and future perspectives
The analysis of different businesses active in ... in order to develop a best practices guide
The entrepreneurial intentions of ...
Trends in nonstore retailers
Trends in retail business
Coordonator: Conf. univ. dr. Irina Gabriela MAIORESCU
Comparative analysis of sites that sell/present the same types of products/services
Audit and certification quality management systems within the company.....
Consumer behaviour in the online environment for the products/services.....
Evaluation of the quality culture within the organization.....
Evaluation of the quality management system processes performance within the organization.....
Implementation of a cost management system related to quality within the organization.....
The influence of website design and aesthetics on the consumer of products/services.....
Methods of evaluating and improving the quality of the products offered by the company.....
Specific methods and techniques for E-learning
Assessment and quality improvement models in a service provider company
Business excellence models implementation in the company.....
The design and implementation of a quality management system in accordance with international standards, within the organization.....
Creation of a database for the management of activities in a company
The use of continuous improvement techniques and tools within the company....
Coordonator: Conf. univ. dr. Smaranda GIUȘCĂ Lect. univ. dr. Robert BUMBAC
“Demand-pull” innovation. Case study company ...
“Science-push” innovation. Case study company ...
Creating value through design and aesthetics
Design of the invisible: the use of design in the sale of services
Design thinking in business and strategy / Understanding design and how it affects business
Generating creative ideas and encouraging problem solving through design
Human-centered design / Designing a product to meet consumer needs
Improving usability and user experience through design / User experience design
Influence of contemporary technologies on product design ...

Product X design in relation to product quality
Recognizing opportunities through design and aesthetics
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
The importance of creativity in design / Enhancing individual and organizational creativity through design
The process of design. Developing new products and services
Using Material Design to create intuitive products
Coordonator: Lect. univ. dr. Alina-Elena IOSIF
(Service) innovation as result of the alliances between organizations
Challenges involved by the digitalization of services in business
Collaborative entrepreneurial actions in Romania
Comparative analysis between entrepreneurial ecosystems from different regions/countries
Current sales techniques applied in... (a certain domain/area) from Romania
Sales techniques responding to the challenges of digital era
The impact of the (collaborative) entrepreneurial actions on the community
The innovation networks acting as a support for entrepreneurs