

**PROPUNERI**  
**TEMATICA LUCRĂRILOR DE LICENȚĂ\* (seria de engleză)**  
**pentru anul universitar 2024-2025**

**Coordonator: Prof. univ. dr. Mariana DRĂGUȘIN**

Business models innovation driven by Gen AI
Creativity as variable in Entrepreneurship
Cross-generational entrepreneurial teams: case study
Digital entrepreneurship ecosystems. The case of Romania
Eco-Entrepreneurship - major trend in business
Effective Business Plan Design: the case of... company
Emerging online business models
Enhancing the entrepreneurial attitude of sustainability-oriented creativity. The case of Business and Tourism Faculty's students
Entrepreneurial ecosystems in Romanian rural areas
Entrepreneurial opportunities and generative artificial intelligence
Financing the new venture - a real challenge for the entrepreneur
Fostering sustainable entrepreneurship within the Gen AI era
Gen AI driven entrepreneurial opportunities
Romanian Silver Economy - source of entrepreneurial opportunities
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. 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

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

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)
<b>Coordonator: Conf. univ. dr. Mihaela BUCUR</b>
Analysis of a company's logistics system...
Comparative analysis of hypermarkets/supermarkets in Romania
Customer loyalty techniques in the e-commerce sector
Designing and implementing an online shop
E-commerce specific selling techniques
Electronic payment systems in e-commerce
E-merchandising techniques
Green logistics: sustainable transport, packaging and operations
Impact of e-commerce on supply chains
Influence of social media on the organization
Innovations in logistics: applying artificial intelligence to transport route optimization and inventory planning
Inventory management strategies in a fluctuating demand environment: A case study in industry.....
Online business opportunities
Online consumer behaviour
Online promotion methods
Organisation of a supermarket/hypermarket/shopping centre
Reverse logistics: returns management and product recycling/disposal
Study on the design of e-commerce websites in Romania
Sustainability in logistics: Integrating green practices into supply chains
Technology and innovation in retail
The market for ridesharing applications and services in Romania
The particularities of the logistics system for an online shop
Traditional versus e-commerce in Romania
<b>Coordonator: Conf. univ. dr. Răzvan DINA</b>
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
<b>Coordonator: Conf. univ. dr. Raluca-Mariana GROSU</b>
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
<b>Coordonator: Conf. univ. dr. Irina Gabriela MAIORESCU</b>
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....
<b>Coordonator: Conf. univ. dr. Smaranda GIUȘCĂ Lect. univ. dr. Robert BUMBAC</b>
“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