



MINISTERUL EDUCAȚIEI
UNIVERSITATEA "VALAHIA" DIN TÂRGOVIȘTE
FACULTATEA DE ȘTIINȚE ECONOMICE
DEPARTAMENTUL MANAGEMENT MARKETING

Aleea Sinaia, nr. 13, 130004, Târgoviște, România
email: fsc@valahia.ro, web: www.valahia.ro <https://economice.valahia.ro>

Topics for bachelor theses for BUSINESS ADMINISTRATION Academic year 2024-2025

Coordonator: conf. univ. dr. Laura MARCU	
1.	Use of retailer brands. Study case in the company /field ...
2.	Study of Customer Satisfaction of the Company....
3.	Buying Behavior of Tourist/Banking/Transport... Services...
4.	Particularities of the Promotion of Banking/Tourism/Medical/Cultural/Distribution Services
5.	The role of Social Responsibility in Improving the Image of the Organization. Case Study.
6.	Promotion techniques of the recruitment offer in the field of
7.	Promotion through events in the case of a tourist destination/shopping centre.
8.	Loyalty methods used by companies in the field
9.	Using the premium collection technique in promoting a company's offer
10.	Using contests as a sales promotion technique in the online communication
Coordonator: Prof. univ. dr. Valentina Ofelia ROBESCU	
1.	Designing an effective business plan: the company's case
2.	Analyzing problems for SMEs (Small and Medium Enterprises) face in the first few months of life
3.	An analysis of the business management practices in the global world reviewing the opportunities and challenges
4.	A literature review on different innovative business models and their impact
5.	Evaluation of the entrepreneurial skills and growth of SMEs: a comparative analysis
Coordonator: Asist. univ. dr. Alina Iuliana TĂBÎRCĂ / Prof. univ. dr. Valentina Ofelia ROBESCU	
1.	Recent trends in Romanian social entrepreneurship (or other country, at your choice)
2.	Business ethics issues in Romanian SMEs (or other country, at your choice)
Coordonator: Prof. univ. dr. Mircea Constantin DUICĂ	
1.	Strategy for modernizing the production system at
2.	The use of modern methods of operational management to increase the economic efficiency at
3.	The use of ICT in operational management at
4.	Improving the maintenance activities of the equipment at
5.	Improving the management of the activities of programming, launching and following of production at
6.	Planning and designing an industrial business. Case study at
Coordonator: Conf. univ. dr. habil. Nicoleta FLOREA	
1.	Analyzing customer satisfaction and loyalty using Net Promoter Score
2.	Improving the relationship with customers using Schuttler's Law of Communication
3.	The relationship between the company's performance and the efficient management of customer complaints



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4.	Methods of recruitment and selection of human resources used in the organization ...
5.	Employee motivation techniques used in the organization ...
Coordonator: Lect. univ. dr. Violeta-Andreea ANDREIANA	
1.	Possibilities of entering foreign markets with traditional products X.
2.	Comparative study of the retail market in Romania and France/Germany/Spain.
3.	Consumers' reasons for choosing private health services
4.	The importance of tourism in the lifestyle of individuals.
Coordonator: Asist. univ. dr. Alina Iuliana TĂBÎRCĂ / Conf. univ. dr. Laura MARCU	
1.	Analysis of the evolution of the main statistical indicators in the field of education/health / tourism / agriculture/trade ... in Romania versus the EU situation.
2.	Use of statistical indicators in the analysis of the education/health/tourism/agriculture/trade sector in Romania
3.	Evolution of commercial/tourist exchanges (etc.) in Europe/Asia
4.	Analysis of inflation rates in the European Union
5.	Analysis of European area annual inflation rate and its main components
Coordonator: Lect. univ. dr. Denisa Cornelia IVAN	
1.	The analysis of the company's customers on the market...
2.	The strategies of customer`s loyalty. Case Study ...
3.	The role / the importance of brand on the market
4.	Product market in Romania. Trends and perspectives (e.g.: cosmetics market, wine market, etc.)
5.	Analysis of the marketing environment of the enterprise / organization ...
6.	Analysis of the marketing mix at the enterprise / organization...
7.	The marketing of a point of sale - case study... / benchmarking
8.	The buying and consumption behavior of the products.... during...

NOTES:

- The students will opt for a certain topic (theme), that will remain final, but only after approval of Professor Coordinator (supervisor) and the Dean of Faculty;
- The topic may be changed with the agreement of coordinator (supervisor) within a maximum one month after the first choice;
- Other topics may be proposed other than those mentioned above, and will become final after all the approvals mentioned before.

**The applications will be sent to the coordinating teacher,
until November 30, 2024**

Display date: 07.10.2024

**DIRECTOR OF DEPARTMENT
PhD. Lect. Violeta-Andreea Andreiana**



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