



## TOPICS FOR BACHELOR THESES FOR BUSINESS ADMINISTRATION ACADEMIC YEAR 2025-2026

| <b>Coordonator: Conf. univ. dr. Laura MARCU</b>                     |  |
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| 1.  | Use statistical indicators in the analysis education/health/tourism/agriculture/trade sector in country/region   |
| 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 through events in the case of a tourist destination/shopping centre.   |
| 7.  | Loyalty methos used by companies in the field ...  |
| 8.  | Using the premium collection technique in promoting a company's offer  |
| <b>Coordonator: Prof. univ. dr. habil. Valentina Ofelia ROBESCU</b> |  |
| 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  |
| <b>Coordonator: Prof. univ. dr. habil. Mircea Constantin DUICĂ</b>  |  |
| 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 .....   |
| <b>Coordonator: Conf. univ. dr. habil. Nicoleta FLOREA</b>          |  |
| 1.  | Analyzing customer satisfaction and loyalty using Net Promoter Score model   |
| 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   |
| 4.  | Methods of recruitment and selection of human resources used in the organization ...   |
| 5.  | Employee motivation techniques used in the organization ...  |
| <b>Coordonator: Lect. univ. dr. Alina Iuliana TĂBÎRCĂ</b>           |  |
| 1.  | Analysis of the evolution of the main statistical indicators in the field of education/health / tourism / agriculture/trade in Romania or other country. |





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| 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.   | The Impact of Fiscal Policy on Economic Growth in Romania Between 2010 and 2023  |
| 6.   | Inflation and Consumer Confidence in Romania from a Macroeconomic Perspective  |
| 7.   | The Effects of Exchange Rate Volatility on Romanian Export Performance   |
| 8.   | Youth Unemployment in Romania and Its Macroeconomic Determinants   |
| 9.   | The Relationship Between Inflation and Household Purchasing Behavior in Romania  |
| 10.  | The Impact of CSR on Consumer Trust in Romanian Retail Chains  |
| 11.  | Case Study of ABCD (company) Community Engagement Programs (eg. OMV, Cargill Romania, Transilvania Bank etc.)          |
| 12.  | Ethical Leadership in Romanian Family-Owned Enterprises: Values, Challenges, and Successes                             |
| 13.  | The Influence of Organizational Ethics on Employee Satisfaction in Romania's IT Sector or other sector at your choice. |
| 14.  | Business Ethics and Anti-Corruption Strategies in Romanian Public Procurement  |
| <b>Coordonator: Lect. univ. dr. Denisa Cornelia IVAN</b> |  |
| 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, 2025**

Display date: 20.10.2025

**DIRECTOR OF DEPARTMENT  
Assoc. Prof. Violeta-Andreea ANDREIANA**



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