UNIVERSITATEA "VALAHIA" DIN TÂRGOVIȘTE
FACULTATEA DE ȘTIINȚE ECONOMICE
DEPARTAMENTUL MANAGEMENT MARKETING
Aleea Sinaia, nr. 13, 130004, Târgoviște, România
email: fse@valahia.ro, web: www.valahia.ro http://economice.valahia.ro

TOPICS FOR BACHELOR THESES FOR BUSINESS ADMINISTRATION ACADEMIC YEAR 2026-2027

Coordonator: Conf. univ. dr. Laura MARCU	
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.	Promotion through events in the case of a tourist destination/shopping centre.
6.	Loyalty methos used by companies in the field ....
7.	Using the premium collection technique in promoting a company's offer
Coordonator: Prof. univ. dr. habil. 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: Prof. univ. dr. habil. 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 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 ...
Coordonator: Lect. univ. dr. Alina Iuliana TĂBÎRCĂ	
1.	Analysis of the evolution of the main statistical indicators in the field of education/health / tourism / agriculture/trade in UE or other country.
2.	Economic Growth and Income Inequality in Romania (or other country): Trends and Statistical Evidence.
3.	The Impact of Minimum Wage Changes on Employment and Business Costs in Romania.
4.	The Evolution of Labour Productivity in Romania and Its Main Determinants.

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5.	Foreign Direct Investment and Economic Growth in Romania.
6.	The Impact of Energy Prices on Inflation and Household Consumption.
7.	The Effects of Economic Crises on Business Activity in Romania.
8.	Statistical Analysis of Regional Economic Disparities in Romania.
9.	Market Structure and Competition in the Romanian Retail / Banking / Telecommunications Sector.
10.	The Role of Competition in Pricing Strategies: A Case Study of the Romanian Market.
11.	The Impact of Income Changes on Consumer Behaviour.
12.	Price Elasticity of Demand: A Case Study of Selected Products or Services.
13.	The Influence of Digitalisation on Consumer Purchasing Behaviour.
14.	The Impact of Online Retail Development on Traditional Retail Businesses.
15.	Statistical Analysis of Consumer Satisfaction in a Selected Company or Sector.
16.	The Impact of CSR on Consumer Trust in Romanian Companies.
17.	Corporate Social Responsibility and Company Reputation: A Case Study of a Romanian Company.
18.	Community Engagement Programs and Corporate Reputation: A Case Study of OMV Petrom / Banca Transilvania / Lidl / Kaufland / Other Company.
19.	Ethical Leadership in Romanian Companies: Values, Challenges and Organisational Outcomes.
20.	The Influence of Organisational Ethics on Employee Satisfaction in the IT / Banking / Retail / Tourism Sector.
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 October 15, 2026

DIRECTOR OF DEPARTMENT

Assoc. Prof. Violeta-Andreea ANDREIANA