

**Teme disertație pentru sesiunea iulie 2018
valabile pentru programul de studii masterale
M.S.D.A.**

1. Marketing research to identify consumer behavior in the market	Conf. univ. dr. Amalia Duțu
2. Marketing research to identify the influence of advertising on the decision to purchase products / services on the market	Conf. univ. dr. Amalia Duțu
3. Strategic analysis of a company. Case study S.C.	Conf. univ. dr. Puiu Grădinaru
4. Effective management using specific methods and techniques. Case study S.C.	Conf. univ. dr. Puiu Grădinaru
5. The use of linear programming in the practical solution of transport problems in the logistics of enterprise. Case study	Conf. univ. dr. Doruleț Grădinaru
6. The use of ordering theory in the managing an organisation's activities. Case study.	Conf. univ. dr. Doruleț Grădinaru
7. Six Sigma – a technique to redesign the sales system	Conf. univ. dr. Mădălina Brutu
8. Developing some modern types of sales: direct sales and Internet sales	Conf. univ. dr. Mădălina Brutu
9. Competitive advantages of the services companies in the european context	Lect. univ. dr. Elena Jianu
10. Analysis of the career management system in „X” company. (Analiza sistemului de management al carierei în firma X).	Lect. univ. dr. Eliza Antoniu
11. Aspects regarding the organizational behavior in „X” company. (Aspecte caracteristice comportamentului organizational în cadrul firmei „X”)	Lect. univ. dr. Eliza Antoniu
12. Analysis of consumer satisfaction regarding the products of a company	Lect. univ. dr. Nicoleta Isac
13. Development of business plan within organization	Lect. univ. dr. Nicoleta Isac
14. Integrated quality systems and total quality management influences within	Lect. univ. dr. Cren guța Sinisi
15. The Impact of Globalization and Technology Transfer on	Lect. univ. dr. Cren guța Sinisi
16. Communication and its contribution to the success of a business	Lect. univ. dr. Claudia Stanciu

Notă: Temele propuse pentru realizarea lucrării de licență sunt orientative, existând posibilitatea ca, de comun acord cu profesorul coordonator și cu avizul Comisiei de Activitate Didactică a departamentului, să fie adaptate unele teme la specificul agentului economic și al preocupărilor de cercetare ale studentului.

Director departament

Conf. univ. dr. Daniela Mihai