

**Teme disertație pentru sesiunea iulie 2019  
valabile pentru programul de studii masterale  
M.S.D.A.**

|   |                                   |
|---|-----------------------------------|
| 1. Possibilities to diversify the techniques and tools used in Benchmarking. Case study at S.C. ....  | Conf. univ. dr. Puiu Grădinaru    |
| 2. Managerial tool analysis. Case study at S.C. ....  | Conf. univ. dr. Puiu Grădinaru    |
| 3. Study on the strategic management practices used at S.C. ....  | Conf. univ. dr. Puiu Grădinaru    |
| 4. Environmental, competitiveness and business analysis. Case study at S.C. ....  | Conf. univ. dr. Puiu Grădinaru    |
| 5. Study on the strategic management of S.C. ....   | Conf. univ. dr. Puiu Grădinaru    |
| 6. Analyzing and implementing strategies for improving the technologies in the company using PERT method with case study at SC.....                         | Conf. univ. dr. Doruleț Grădinaru |
| 7. Analysis and implementation of R&D strategies within the company using the CPM method with case study at SC.....   | Conf. univ. dr. Doruleț Grădinaru |
| 8. Analysis and implementation of the company specific competition strategies using the MPM method with case study at SC.....                               | Conf. univ. dr. Doruleț Grădinaru |
| 9. Analysis and implementation of the company development strategies using the CPM method Analysis with case study at SC.....                               | Conf. univ. dr. Doruleț Grădinaru |
| 10. Methods and techniques used in developing sales strategies  | Conf. univ. dr. Mădălina Brutu    |
| 11. Developing and improving sales activity by the method Total Performance Scorecard   | Conf. univ. dr. Mădălina Brutu    |
| 12. Analysis of the marketing strategy adopted by the company .....   | Conf. univ. dr. Amalia Duțu       |
| 13. Market strategy. Case Study .....   | Conf. univ. dr. Amalia Duțu       |
| 14. Market segmentation process: Marketing research to identify consumer segments in the market .....   | Conf. univ. dr. Amalia Duțu       |
| 15. Study on measuring customer satisfaction .....  | Conf. univ. dr. Amalia Duțu       |
| 16. Developing a customer loyalty program for the company .....   | Conf. univ. dr. Amalia Duțu       |
| 17. Competitive strategies applied by a company. (Strategii concurențiale aplicate de S.C. ... S.A.)  | Lect. univ. dr. Elena Jianu       |
| 18. Competitiveness and competitive advantage of a company. Case study. (Competitivitatea firmei și avantajul competitiv. Studiu de caz.)                   | Lect. univ. dr. Elena Jianu       |
| 19. An analysis of HR Management in Japan. (Analiza managementului resurselor umane în Japonia).  | Lect. univ. dr. Eliza Antoniu     |
| 20. Performance appraisal – a premise in the foundation of career management. (Evaluarea performanțelor – premiză în fundamentarea managementului carierei) | Lect. univ. dr. Eliza Antoniu     |
| 21. Talent management în multinational companies. (Managementul talentelor în companiile multinaționale)  | Lect. univ. dr. Eliza Antoniu     |
| 22. Organizational culture - the premise of a performing organization (Cultura organizațională – premisă a unei organizații performante)                    | Lect. univ. dr. Eliza Antoniu     |
| 23. Power and politics in organizations. Case study. (Puterea și politicile organizaționale)  | Lect. univ. dr. Eliza Antoniu     |
| 24. Approaches and implications for compliance certification of integrated management systems...  | Lect. univ. dr. Cren guța Sinisi  |
| 25. The Impact of Globalization and Technology Transfer in....  | Lect. univ. dr. Cren guța Sinisi  |
| 26. Implementation of an integrated system of quality-environment-security-social responsibility within the organization ...                                | Lect. univ. dr. Cren guța Sinisi  |
| 27. Comparative models of technology transfer between two companies ...   | Lect. univ. dr. Cren guța Sinisi  |
| 28. Contribution of communication to maintaining the competitiveness of an organization. Case study at S.C. ....  | Lect. univ. dr. Claudia Stanciu   |
| 29. Strategies of communication and negotiation in the process of concluding partnerships with the organization .....                                       | 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