

**Teme disertație pentru sesiunea iulie 2020
valabile pentru programul de studii masterale
M.S.D.A.**

1. Using Game Theory in Management (Utilizarea teoriei jocurilor in management)	Conf. univ. dr. Puiu Grădinaru
2. Determining the strategy of change within companies. Case study at SC (Determinarea strategiei schimbarii in cadrul firmelor. Studiu de caz la SC.....)	Conf. univ. dr. Puiu Grădinaru
3. Means and techniques that can be used in the company's flagship performance. Case study at SC (Mijloace si tehnici care pot fi utilizate in pilotajul performant al intreprinderii. Studiu de caz la SC.....)	Conf. univ. dr. Puiu Grădinaru
4. Competitive strategies of the firm. Case study at SC(Strategii competitive ale firmei. Studiu de caz la SC.....)	Conf. univ. dr. Puiu Grădinaru
5. Study on the development and promotion of research – development and innovation strategies within the company with case study at SC.....	Conf. univ. dr. Doruleț Grădinaru
6. Study on the development and promotion of technology improvement strategies within the company with case study at SC.....	Conf. univ. dr. Doruleț Grădinaru
7. Study on development and promotion of quality strategies within the company with case study at SC.....	Conf. univ. dr. Doruleț Grădinaru
8. Study on the analysis of the development of a project using graphs – network (PERT method) with case study at SC.....	Conf. univ. dr. Doruleț Grădinaru
9. Study for analyzing consumer profile into themarket,	Conf. univ. dr. Amalia Duțu
10. The development of the consumption profile for two generations - X vs.Y	Conf. univ. dr. Amalia Duțu
11. Marketing research for identification of the factors that contribute to brand loyalty	Conf. univ. dr. Amalia Duțu
12. Marketing research for analyzing brand preference forming	Conf. univ. dr. Amalia Duțu
13. Marketing research for measuring the advertising impact over consumer behavior into market	Conf. univ. dr. Amalia Duțu
14. Consumer orientation - a success business philosophy. Case study.....	Conf. univ. dr. Amalia Duțu
15. SWOT analysis and analysis of competitive external environment - methods and techniques used in developing sales strategies. Case study	Conf. univ. dr. Mădălina Brutu
16. The philosophy of strategic management of sales. Case study	Conf. univ. dr. Mădălina Brutu
17. Developing sales by the method of diagnosing the managerial resources of the sale subsystem. Case study	Conf. univ. dr. Mădălina Brutu
18. HR Management in European organizations. Case study. (Managementul resurselor umane în organizațiile europene. Studiu de caz)	Lect. univ. dr. Eliza Antoniu
19. Leadership styles and models. (Stiluri și modele de leadership)	Lect. univ. dr. Eliza Antoniu
20. Human Capital management strategy. Case study. (Strategia de management a capitalului uman. Case study)	Lect. univ. dr. Eliza Antoniu
21. Strategic management in engineering organizations. Case study (Managementul strategic în organizațiile productive. Studiu de caz).	Lect. univ. dr. Eliza Antoniu
22. Organizational behavior in today organizations. Case studies.(Comportamentul organizațional în firmele contemporane. Studii de caz).	Lect. univ. dr. Eliza Antoniu
23. Competitiveness and competitive advantage of a company. Case study. (Competitivitatea firmei și avantajul competitiv. Studiu de caz.)	Lect. univ. dr. Elena Jianu
24. An analysis of HR Management in UE (Analiza managementului resurselor umane în UE-legislație europeană).	Lect. univ. dr. Elena Jianu
25. Integrated Quality Systems and Influence of Total Quality Management inside of organization.	Lect. univ. dr. Cren guța Sinisi
26. Current trends in technology transfer in the context of globalization.	Lect. univ. dr. Cren guța Sinisi
27. Implementing the Social Responsibility standard within the organization.	Lect. univ. dr. Cren guța Sinisi
28. Changing technology within the organization.	Lect. univ. dr. Cren guța Sinisi
29. EN ISO 14000 series of standards certification of the environmental management system within the organization.	Lect. univ. dr. Cren guța Sinisi
30. Business model and business plan - structure and content	Lect. univ. dr. Smaranda Toma
31. The social responsibility strategy of enterprises in the field of ... (tourism, energy, agriculture, etc.)	Lect. univ. dr. Smaranda Toma
32. Cercetare de marketing privind impactul publicității asupra comportamentului de cumpărare al consumatorilor	Lect. univ. dr. Olimpia Diaconescu
33. Cercetare calitativă privind influența rețelelor de socializare asupra gradului de angajabilitate în domeniul privat	Lect. univ. dr. Olimpia Diaconescu

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