
Dissertation Topics

The Bucharest University of Economic Studies - Master in International Business Management

These are examples of topics.

Choose a coordinating professor from the teachers you have encountered during your master studies, based on your preference of a topic.

We suggest you propose a topic agreed with the coordinating professor, better suited to your research interests.



Prof. Valentin Cojanu

1. The role of territorial capital in the pattern of specialization and international competition.
2. Agglomerations, productive networks and competitive advantages in international competition.
3. Clusters, business strategy and economic development.
4. The competitive advantage of locations.

Prof. Luminița Nicolescu

1. Brand policy in international marketing.
2. Cultural diversity and international marketing policy of the company.
3. Culture and its influence on promotion in international marketing.
4. Direct marketing: international experiences.
5. Environmental marketing policy.
6. Global advertising. Its role in international marketing communication.
7. Influence of international environment on marketing.
8. International distribution of products and / or services on the European market.
9. International marketing and culture.
10. International price strategy (Case Study).
11. Internet marketing.
12. Local marketing. Comparative analysis at international level.
13. Marketing strategies of international firms and their presence on the Romanian market.
14. Model of international marketing strategy development at the firm level. Case Studies.
15. Organizing and conducting the international marketing study.
16. Product strategy for the international market (products and markets of choice).
17. Program for launching product ... on the market ... Case Studies (markets and products of choice).
18. Promotion policy at international level.
19. Role of environment in establishing the international marketing strategy in the context of globalization.
20. Selecting external markets in the context of the internationalization strategy of the company.
21. Selecting external markets. Case Study.
22. Strategies for entering international markets. Case Studies.

Prof. Alexandra Horobet

1. Macroeconomic factors for financial market performance (developed countries, emerging countries)
2. Local, regional and global factors for financial markets performance
3. Testing the validity of international parity conditions in a high volatility framework in financial markets
4. The relevance of international parity conditions in developed and emerging financial markets - a comparative analysis
5. The exchange rate regime in Central and Eastern Europe countries and the prospects of Euro adoption
6. Modelling the link between exchange rates and financial markets
7. Currency risk hedging relevance for financial markets performance
8. Currency risk exposure of non-financial companies - case study
9. Currency risk exposure of financial institutions - case study

Assoc.Prof. Ana Bobircă

1. The challenges of the intangible economy. The impact of intangibles on national economic wealth.
2. The new theory of the firm in the intangible economy; the virtual company.
3. International trade with intangible assets. Valuation and economic benefits.
4. Conceptualizing and measuring brand equity.
5. Intangible capital in global value chains
6. Intangible assets and value creation: new corporate values, enterprise configuration and management approach
7. The servitization of manufacturing firms: evidence from Europe
8. Designing and configuring the value creation network for servitization: a service provider's perspective
9. Intangibles and the Challenge of Measuring the value of information
10. Selling the Intangible Company: capturing the value of a growth company
11. Research and development as a source of competitive advantage in the intangible economy.
12. Productivity in services. Theoretical approaches and practical applications: capital-intensive services versus labour intensive services.
13. Intellectual capital and corporate performance in knowledge-intensive services firms
14. Offshoring and outsourcing: implications for productivity of business services

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15. Contribution of services to economic development. The case of: developing countries, EU countries, newly industrialized countries.
 16. The intangible globalisation: patterns and trends in international services trade
 17. International trade in services: the case of financial services/ telecommunications services/ audio-visual/ information services/ air transportation/ construction services.
 18. The internationalisation of services: trends and barriers
 19. Assessing the impact of trade liberalisation on the financial/telecom/professional/ health/educational/air transportation/energy services market
 20. Romania's international trade with services - development, characteristics, structure
 21. Labour and the transformation of service work
 22. Understanding services trades competitiveness: issues and current debates
 23. Analysis of Romania 's competitive advantage on the international services market (financial, telecommunications, audio-visual, distribution, professional, etc).
 24. International transactions with advertising services. The globalization of advertising.
 25. International transactions with educational services. The world market of "university degrees".
 26. The health services market. Product and transactions specificities, international regulations, market functioning.
 27. The internationalization of professional services: specificities, transactions, regulations.
 28. The international music industry: specificities, transactions, regulations.
 29. The emergence of the international film market. Market characteristics, trade policies.
 30. International trade in television programmes: the US dominance
 31. International transactions on the art market. Product definition, transactions specificities, pricing, marketing techniques.
 32. The creative economy: creative industries, market organization, international transactions.
 33. Globalization and the City: the advantage of FDI location in services.
 34. Competitive strategies on the global market for air transport services
 35. The transnational corporation on the tourism market: the international hotel chain.

Assoc.Prof. Alina Drăghici

1. Cash flow estimation techniques in foreign direct investment projects.
2. Analysis of the relationship between capital structure and increase shareholder wealth. Applications on the case of transnational corporations.
3. Study on capital budgeting techniques used by transnational corporations.
4. Sources of risk and return in international investment projects.

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5. Cost of capital from the perspective of investment decision and growth opportunities as a transnational company operator.

Assoc.Prof. Radu Filip

1. International dimension of human resources management.
2. Human resource management in an international context: a comparative approach.
3. Analysis and planning of personnel needs in a multinational company.
4. Recruitment and selection process.
5. Evaluation of personnel performance.
6. Preparation programs for expatriates.
7. Economic approaches of motivation.
8. Influence of culture in motivation.
9. Theories of motivation in management.
10. Methods of rewarding employees in multinational companies.

Assoc.Prof. Cosmin Joldes

1. From vision to results - strategic instruments
2. Strategies for business internationalization (emphasis on the markets, industries)
3. Business environment analysis (emphasis on the markets, industries)
4. Competitive advantage of firms
5. Strategic options at company level
6. Definition of company's strategy
7. Implement of company's strategy
8. Training and consultancy market in Romania
9. Financial services market in Romania
10. Development of company's employees
11. Organizational culture - measuring and development
12. Company's sales strategy
13. Sales force development - corporate vs. retail
14. Win-win negotiation strategies
15. Business models - their role in international business development
16. Leadership models
17. Leadership vs. management
18. Management of financial -banking companies

Assoc.Prof. Roxana Voicu-Dorobanțu

1. Innovation in international business
2. Sustainability in international business
3. Digital Transformation in international business
4. Blockchain in international business
5. Entrepreneurial endeavors - a risk management approach
6. Entrepreneurial endeavors - a project management approach
7. Industry 4.0 in international business
8. Operational risk management in national or multinational companies
9. Operational risk management in financial institutions
10. ERM - Enterprise Risk Management - management and analysis tool
11. Integrated risk management in international business. Global risk management in a national or multinational company
12. Analysis and risk management of foreign direct investment projects
13. Analysis and risk management in an international project of a national or multinational company
14. Importance of time management in the management of international projects - comparative analysis
15. Importance of human resource management in international project management - comparative analysis
16. Importance of financial resources management in International project management - comparative analysis
17. PQM - Project Quality Management in international projects
18. EPM - Enterprise Project Management - concepts and challenges
19. Management of international projects using Six Sigma
20. Management of research and development / highly innovative international projects
21. Cultural challenges in the management of international projects
22. European funded project management in Romania - cases of good practices
23. The management of projects financed from EU funds in Romania - critical analysis
24. Organization as multi-project system - a practical approach

Assoc.Prof. Cezar Cojocariu

1. Second party (2nd party) logistics providers: case study.
2. Third party (3rd party) logistics providers: case study.
3. Fourth party (4th party) logistics providers: case study.
4. Logistics providers. Parallel between 2nd party / 3rd party: case study.
5. Logistics providers. Parallel between 3rd party / 4th party: case study.

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6. 5th party logistics providers – key to success in e-commerce.
 7. Supply chain management; case study.
 8. Retrologistics – an answer to the XXIth century's commandemnts.
 9. Mergers and takeovers in the logistics services market: case study.
 10. Mergers and takeovers in the logistics services market: Cosco taking over China Shipping. How does it affect the Chinese trade with EU countries – case study.
 11. Mergers and takeovers in the logistics services market: FedEx taking over TNT: case study.
 12. "Peer no. 1, Constanta South, Agigea" terminal – vital logitics knot for the DB Schenker's logistics and forwarding activities in Romania.
 13. Pan European Corridors: opportunities for Romania to become the East European turntable in logistics activities.
 14. Green logistics – key necessity of the world globalized economy.
 15. Parallel between inbound and outbound logistics.
 16. Transport, forwarding and international logistics, vectors of promoting Romania's foreign trade.
 17. Logistics responses to the new social-economic commandments generated by the current pandemic situation.
 18. Retailoring logistics services based on the new AI / IT technologies.
 19. The growth of e-commerce and the influences generated in the fast courier services market.

Lecturer Bogdan Cernat

1. The global M&A market – analyses and factors
2. M&A valuation
3. Mergers and acquisitions – deal structure and case study
4. Quantitative forecasting methods for M&As
5. Business innovation – spillover and market effects
6. Business innovation – a quantitative outlook
7. Relationships between inbound/ outbound M&As and the stock market
8. Cross-section studies of the M&A market