

**ACADEMIC YEAR 2018-2019**
**DISERTATION TOPICS FOR  
MANAGEMENT OF BUSINESS ORGANISATIONS**

<b>N<sup>o</sup></b>	<b>Coordinator</b>	<b>Topic</b>
1	<i>Assistant Professor Ph. D. Miruna Năchescu</i>	Cultural clashes in M&A
		Financing the company through bank credit
2	<i>Lecturer Ph.D. Alexandru Roja</i>	Organizational competitive advantage. Case study using Michael Porter Five Forces Model
		Strategic management and competitive advantage using portfolio analysis with BCG model
3	<i>Assistant Professor Ph. D. Diana Sala</i>	Managerial methods for a better management in business organisations
		Modern managerial methods used to improve organisational management
4	<i>Assistant Professor Ph. D. Diana Gligor Cimpoiu</i>	The importance of a strategic approach of corporate social responsibility
		The analysis of the HR dimension of corporate social responsibility in a strategic approach
5	<i>Assistant Professor Ph. D. Laura Brancu</i>	Motivation for MNC location in Romania
		Strategies of MNC location in host countries
		Cultural intelligence and the expatriates
6	<i>Professor Ph. D. Nicolae Bibu</i>	Improvement of the company's managerial system. Case study....
		Managing multiple stakeholders in the company..... Case study...
		Agile management as a solution for a volatile, uncertain, complex and ambiguous (VUCA) environment.
7	<i>Lecturer Ph.D. Roxana Bucurean</i>	Forces driving change within organizations
		Analysis of a change process
		Mistakes made during the change process implementation.
8	<i>Assistant Professor Ph. D. Luminița Hurbean</i>	Business Processes Optimization with ERP systems
		e-Supply Chain Management systems
		Redefining Business Information Systems with new Information Technology (e.g. Cloud Computing, Big Data, Internet of Things etc.)
9	<i>Assistant Professor Ph. D. Cristian Duțu</i>	The role of loyalty programs on customer lifetime value
		The impact of marketing mix on customer attraction