

**Study Program –**  
**MBA (MASTER BUSINESS ADMINISTRATION)**

*Cycle II, Master's Degree*  
**Master's Thesis Topics**  
*Academic Year 2026-2027*

*Department of Management  
and Entrepreneurship  
Approved  
at the Departmental Meeting*

1. The current use of various models of organisational change in enterprises in the Republic of Moldova
2. A comparative analysis of leadership and coaching: areas of application
3. Analysis of the impact of the digitalisation of business processes on human resource management
4. Applying the 'transportation problem' to economic decision-making within a company – case study
5. The application of the 'minimum cost' method to economic decision-making within a company – case study
6. Application of Porter's five forces model – case study
7. Applying diversification strategies to secure the firm's competitive advantage – case study
8. Applying functional strategies to ensure the company's success – case study
9. Applying generational theory in the workplace – values, expectations and motivations
10. Ensuring the company's competitiveness through the application of functional strategies – case study
11. Ensuring the company's competitiveness through the application of diversification strategies – case study
12. Ensuring success through the application of a low-cost leadership strategy – case study
13. Analysis of the advantages and disadvantages of implementing Kaizen systems
14. Organisational behaviour in modern companies – case study
15. Increasing the company's sales with chatbots
16. Design Thinking and creativity for business
17. Determining competitive advantage through strategic analysis of the company's resource management (based on the example of an SRL)
18. Developing the skills of an emotionally intelligent leader
19. Innovative development of the company – case study
20. Developing domestic tourism, using the example of a selected region/destination
21. Developing a Lean Startup business model for an online business; applying the Theory of Constraints (Goldratt, TOC) in business processes – case study

22. The stages of team formation and the combination of roles in effective teams
23. Business ethics – a must for a modern enterprise
24. Outsourcing – an option for greater flexibility in industrial enterprises (or service providers)
25. Business process outsourcing as a phenomenon
26. Building the skill set for an effective manager
27. Improving customer service through the introduction of chatbots
28. Improving the organisation's business process management system
29. Improving the organisation's staff motivation system
30. The impact of applying the Blue Ocean Strategy on competitive advantage – case study
31. The impact of changing environmental factors on the sustainability of various business activities
32. The impact of leadership style on the organisational climate
33. Implementation of the Lean Production concept
34. Implementation of Total Quality Management systems within the organisation: challenges and stages
35. Implementation of international quality management systems and standards
36. Implementation of the 5S system within the organisation – case study
37. Implementation of the focus strategy – case study
38. The impact of environmental factors on business processes (analysis based on different types of activity: manufacturing, trade, service provision, exports, etc.)
39. Diagnostic tools used in the process of implementing organisational change
40. Modern tools and methods for quality optimisation – case study
41. Integrating environmental aspects into SMEs in the context of implementing sustainable development goals in the Republic of Moldova
42. Integrating sustainability into business operations
43. Emotional intelligence and leadership styles
44. Emotional intelligence and success in management
45. The interdependence between organisational, team and personal changes
46. KPIs for company growth
47. Leadership and management styles
48. Managing the company's sales operations
49. Sustainable development management in enterprises in the Republic of Moldova
50. Team management as a modern approach to maximising employee productivity
51. Management of self-managed teams
52. Customer relationship management – case study
53. Supply chain risk management
54. Change management as a strategic option for commercial enterprises
55. Managing Organisational Change
56. Strategic Management of Organisations in a Competitive Environment
57. [Title not legible in the source document]

58. Talent management in the context of globalisation. The experience of the Republic of Moldova
59. Time management: ways to improve the efficiency of working time utilisation within an organisation
60. Management of commercial transactions and public procurement
61. Management of the country's tourism potential through the diversification of tourism services
62. The Boston Consulting Group Matrix – a strategic analysis technique – case study
63. Methods for automating repetitive decisions within the company – case study
64. Group decision-making methods – the effectiveness of collective decisions – case study
65. Mathematical methods applied to the company's decision-making process – case study
66. Ways of improving the decision-making process using quantitative methods – case study
67. Employee motivation during periods of organisational change
68. Motivation within organisations in the Republic of Moldova
69. Negotiation – a tool for business optimisation
70. Business opportunities in the online environment
71. Optimising group decision-making within the company – case study
72. Optimising managerial decisions through structural methods – case study
73. Tax havens and their role in the operation of commercial enterprises
74. The characteristics of female entrepreneurship: a comparative analysis across various developing and developed countries
75. Characteristics of corporate investment strategy – case study
76. Workflow planning and workforce optimisation in outsourcing companies
77. Strategic planning – an integral part of the company's planning system – case study
78. The business plan – a strategic management tool
79. Challenges in implementing organisational change and techniques for overcoming them
80. The qualitative analysis process for management decision-making – case study
81. The quantitative analysis process for management decision-making – case study
82. The decision-making process within the company – case study
83. The strategic process – a method for ensuring the company's success – case study
84. Designing the company's decision-making system – case study
85. Resistance to change in a technology-oriented organisation – case study
86. Risks associated with organisational change
87. The role of coaching in personal development and achieving results
88. The role of emotional intelligence in achieving managerial performance indicators
89. The role of visual management in implementing organisational change – case study
90. The role of manipulation in conflict resolution
91. The role of negotiation in resolving conflict
92. Increasing the level of organisational commitment within companies
93. Increasing job satisfaction within organisations
94. Negotiation styles in an intercultural context

95. Strategies for motivating employees and increasing their job satisfaction
96. Functional technical strategy: characteristics, implementation conditions – case study
97. The scorecard – a business decision-making tool
98. Corporate time management
99. Translating a business idea into a Business Model Canvas
100. Using models for economic decision-making within the company – case study
101. Using information technology in the economic decision-making process – case study
102. The relevance of applying various organisational change models in enterprises in the Republic of Moldova
103. Analysis of the effectiveness of various leadership models within an organisation
104. Business process outsourcing as a phenomenon: pros and cons
105. The business model as a strategic management tool
106. The interrelationship between organisational, team and personal changes
107. Implementation of a comprehensive system of continuous improvement (Kaizen) within an enterprise
108. Implementation of the Lean Production concept
109. Implementation of international quality management systems and standards
110. Implementation of TQM systems within an organisation: challenges and stages
111. Implementation of the 5S system
112. The use of lean production methods
113. The use of UBER technologies in public transport
114. Team-based leadership as a model for a high-performing company in the context of today's reality
115. The corporate culture of high-performing companies as a management model in conditions of uncertainty
116. Intercultural competence of business leaders: significance and development in the context of diverse business cultures
117. A model of organisational transformation: the nature and significance of its practical implementation in business organisations
118. The process-oriented organisation model: strategic significance and practical application in the context of innovation-driven change
119. Employee motivation during periods of organisational change
120. Workflow planning and labour standards in outsourcing companies
121. Improving customer service through the implementation of chatbots
122. The development of domestic tourism, using the example of a selected region/destination
123. The role of coaching in personal development and achieving results
124. Improving the staff motivation system within an organisation
125. Modern tools and methods for quality optimisation and practical examples of their use
126. Establishing a training centre in the field of security systems
127. A comparative analysis of leadership and coaching: areas of application

- 128. Strategic management of an organisation in a competitive environment
- 129. The 'Lean Manufacturing and Six Sigma' strategy as a methodology for gaining strategic advantages in various fields of activity
- 130. Time management: ways to improve the efficiency of working time within an organisation
- 131. Increasing sales using chatbots
- 132. Factors in creating positive motivation and a model for talent development within an organisation
- 133. Stages of team formation and the combination of roles in effective teams

**NOTE:** The topics proposed for the preparation of the Master's thesis are indicative. Based on their research interests and in consultation with the academic supervisor, students may propose other topics.