



Aprobat la
la ședința Consiliului FȘE
din 25.05. 2026, proces-verbal nr. 10
Adriana BUZDUGAN, dr., conf. univ.

Aprobat la
Departamentului Administrarea Afacerilor
din 18.05.2026, proces-verbal nr. 10
Șef interimar al departamentului Administrarea Afacerilor
Adriana BUZDUGAN, dr., conf. univ

DEPARTAMENTUL ADMINISTRAREA AFACERILOR
Tematica tezelor de licență și a proiectelor de cercetare propuse de
coordonatori pentru anul de studii 2026-2027
pentru specialitatea Business și administrare (engleză)

Nr.	Tematica tezei de licență	Tema proiectului de cercetare (denumirea primului capitol din teză)
1	The Role of Small and Medium-Sized Enterprises in Stimulating Economic Growth and Reducing Unemployment in the Republic of Moldova	Theoretical Framework on the Impact of SMEs on the National Economy and Emerging Markets
2	Entrepreneurial Competencies and Their Impact on Startup Performance in the Context of Moldova's Digital Economy	Theoretical Approaches to Entrepreneurial Competencies and Their Role in the Contemporary Business Environment
3	Corporate Social Responsibility among SMEs in the Republic of Moldova: Current Practices and Trends in the Adoption of ESG Standards	The Conceptual Framework of Corporate Social Responsibility and the Integration of ESG Principles into SME Strategy
4	Identifying and Validating Innovative Business Opportunities in the Information Technology Sector of the Republic of Moldova	Modern Methods for Generating and Evaluating Business Ideas in the Knowledge-Based Economy
5	Green Entrepreneurship: Identifying and Capitalizing on Sustainable Business Opportunities in Moldova's Agri-Food Sector	The Concept of Green Entrepreneurship and Business Models Aligned with the Circular Economy
6	Administrative and Regulatory Barriers to the Registration and Operation of Startups in the Republic of Moldova: A Comparative Analysis with EU Countries	The Legal and Institutional Framework for Regulating Entrepreneurial Activity in the Context of European Integration
7	Optimizing the process of establishing digital businesses (e-business) in accordance with Moldovan law and European directives	Legal and tax aspects of digital businesses: the national and European regulatory framework
8	Strategic Planning in Conditions of Uncertainty: Adapting Business Plan Models for Startups in the Republic of Moldova	Theoretical Foundations of Business Planning and Modern Tools for Anticipating Strategic Risks
9	Integrating the Sustainable Development Goals (SDGs) into the	The principles of sustainable development and their incorporation into the

	business plans of Moldovan SMEs	operational strategies of small businesses
10	The Application of SWOT Analysis in Strategic Planning for Rural Tourism Businesses in the Republic of Moldova	Strategic Planning Methodology and Tools for Analyzing a Company's Internal and External Environment
11	Digital Project Management in SMEs in the Republic of Moldova	Fundamentals of Digital Project Management and SME Context
12	Digital Transformation of Business Models in Emerging Economies	The Concept of Digital Business and Competitive Advantage
13	Quality Management in E-commerce Platforms	Principles of Quality Management in Digital Environments
14	Artificial Intelligence in Business Management: Opportunities and Challenges	The Role of Artificial Intelligence in Managerial Processes
15	Sustainable Project Management and ESG Integration in Organizations	Sustainability and ESG Frameworks in Business Management
16	Business Process Digitalization in Moldovan Enterprises	Digitalization Models and Tools for Business Development
17	Quality Management in the Tourism Sector	Theoretical Approaches to Service Quality Management
18	Risk Management in Digital Entrepreneurial Projects	Risk Typology in Digital Business Projects
19	The Impact of Digital Platforms on Consumer Behavior	Fundamentals of Digital Consumer Behavior
20	Innovation Management in Startups	The Concept of Innovation in Business Development
21	Service quality and customer satisfaction in the banking sector: methods of assessment and improvement	Theoretical foundations of service quality and customer satisfaction in the banking sector
22	Customer Relationship Management (CRM) as a loyalty-building tool in the hospitality industry	Theoretical approaches to Customer Relationship Management and customer loyalty in the hospitality industry
23	Quality standards in service management (one service type of your choice): challenges and opportunities for implementation	Theoretical aspects of quality standards in service management
24	Strategic management in the service sector	Theoretical foundations of strategic management in the service sector
25	Capacity and waiting time management in the service sector	Theoretical approaches to capacity and waiting time management in the service sector
26	The influence of organizational culture on service performance in consulting companies in Moldova	Theoretical perspectives on organizational culture and service performance in consulting companies
27	Assessing the sustainability of rural tourism services in the context of local economic development	Theoretical framework of sustainable rural tourism and local economic development