

APROB
Ședința Departamentului
Economie, Marketing și Turism
PV 11 din 22.05.2026



Universitatea de Stat din Moldova
Facultatea de Științe Economice
Departamentul Economie, Marketing și Turism
Tematica temelor tezelor de licență propusă de coordonatori pentru
Specialitatea Marketing și Logistică pentru a.s 2026-2027
Grupele cu predare în limba engleză

1. Enhancing logistics performance through the integration of digital marketing strategies in modern enterprises
2. Strategic management of inventory systems and its influence on marketing efficiency in competitive markets
3. Optimization of last mile delivery processes and their impact on customer satisfaction and marketing outcomes
4. Improving strategic positioning of a company in conditions of intensified competition in global markets: the case of a company "X"
5. Development and justification of a marketing strategy based on comprehensive internal and external environment analysis
6. Improving market segmentation and selection of effective target segments in strategic marketing
7. Formation and evaluation of the effectiveness of a competitive strategy in contemporary conditions
8. Integration of sustainable development and ESG factors into strategic marketing and their impact on competitiveness
9. Omnichannel consumer behavior and its impact on marketing strategy:
10. Impulse buying behavior in the digital environment and development of marketing tools
11. The role of trust and brand reputation in consumer behavior in the digital economy
12. Application of behavioral economics (nudging) in managing consumer behavior
13. Behavioral economics and consumer decision-making in digital environments: examining psychological and economic determinants of consumer choices
14. Using digital marketing tools to promote enterprise services in the online environment.
15. Improving an enterprise's logistics system as a factor in enhancing competitiveness.
16. Analysis of team leaders' role in motivating and managing high-performing sales teams.
17. The evolution of content marketing in the digital era: adapting strategies and techniques to the changing digital landscape
18. Social media marketing: developing and maintaining a strong online presence
19. The role of video content in contemporary marketing strategies.
20. Digital marketing and the role of social media in customer engagement.

21. Consumer behavior as an aspect of marketing research.
22. Consumer behavior as a key aspect of marketing research.
23. The impact of artificial intelligence on modern marketing strategies and consumer engagement
24. The role of artificial intelligence in personalizing customer experiences
25. The role of influencer marketing in shaping consumer attitudes and purchase intentions
26. The impact of short-form video content on consumer engagement and brand awareness
27. The influence of online reviews on consumer purchase decisions
28. Personalized digital advertising and its impact on consumer purchase intention
29. The role of customer data analytics in developing effective marketing strategies
30. The impact of brand authenticity on consumer trust and loyalty in digital markets
31. Sustainable marketing and its influence on environmentally conscious consumer behavior
32. The impact of personalization on customer satisfaction in e-commerce
33. The role of digital marketing in increasing customer retention and brand loyalty
34. The role of artificial intelligence in improving logistics efficiency and supply chain performance
35. Digital transformation of logistics processes as a source of competitive advantage
36. The impact of sustainable logistics practices on enterprise competitiveness
37. The role of logistics automation in improving operational efficiency
38. The impact of e-commerce growth on modern logistics and delivery systems
39. The role of technology in optimizing transportation and distribution processes
40. Green logistics as a strategic approach to reducing the environmental impact of supply chains
41. The role of reverse logistics in supporting sustainable business practices
42. The impact of experiential marketing on consumer engagement and brand perception
43. The influence of ethical marketing practices on consumer trust and purchasing behavior
44. The impact of green marketing communication on consumer attitudes toward sustainable products
45. The role of emotional marketing in influencing consumer attitudes and brand preferences
46. The impact of brand storytelling on consumer engagement and long-term brand value
47. The effectiveness of advertising campaigns across digital and traditional media channels
48. The role of loyalty programs in influencing consumer purchasing behavior
49. The role of market research in developing effective marketing strategies
50. The influence of packaging design on consumer perception and purchase decisions