



## MARKETING DEPARTMENT

### DIPLOMA PROJECT SAMPLE TOPICS FOR “INTERNATIONAL BUSINESS”<sup>1</sup>

#### **Modules “International Brand Management”**

1. Investigation of customer attitudes towards brand "X"
2. Factors, shaping the choice of airconditioners bearing the brand "X"
3. The impact of brand awareness on the choice of insurance brand "X"
4. Investigation of the degree of awareness of brand "X"
5. Impact of brand image on customer loyalty of brand "X"
6. Design plan for brand "X"
7. Influence of the Cristiano Ronaldo brand over purchases of football boots
8. Brand positioning practices in the ..... industry: comparison and critical analysis of the brand positioning practices of ...../companies/
9. Analysis/investigation of the brand image of /brand “X”/
10. Measuring the brand image effects over....
11. Customer loyalty based on brand image
12. Brand resonance as a factor in consumer behavior
13. Raising brand equity through integrated marketing communications /by the example of brand “X”/
14. Investigation of the secondary brand associations as a source of brand equity /by the example of brand “X” /

<sup>1</sup> Additional tutorials are possible in case of different curriculum/individual studies/personal preferences. For more information contact markconsult@ue-varna.bg.

15. Building brand image through celebrity endorsement /by the example of brand “X”

### **Modules “International Economics”**

16. Mode of entry of Bulgarian companies into foreign markets

17. Financial aspects of firm internationalisation

18. Intra-industry patterns of Bulgarian foreign trade

19. Impacts of migration on the labour market

20. Participation of Bulgarian companies in European and global supply chains

### **Modules “International Marketing”**

21. Analysis of international marketing environment

22. Analysis of international markets

23. Cultural dynamics in international marketing

24. Cross-cultural management and negotiations

25. International competitiveness analysis

26. Global competitive strategies

27. International market segmentation and positioning strategies

28. International market entry strategies

29. Product decisions for international markets

30. International marketing channels strategies

31. Pricing for international markets.

32. Strategies for international marketing communications

33. Marketing strategies for emerging markets

34. Global competences and leadership

## **Modules “Management Theory”**

35. Analysis of the manifestation in practice of one or more theories of firm internationalization.
36. Analysis of the notion of Stopford and Strage hypothesis that successful entry of small and poorly developed economies into the global industrial market is becoming more and more challenging, because of its occupation by powerful economic entities.
37. Analysis of events of political and economic uncertainty of present days that negatively influence the international business environment and create barriers to international business operations.
38. Analysis of the role which TNCs are playing in the World Economy. The data must be from the period 2008 -2017.
39. Analysis of the character and directions of FDI outflows and inflows in the World economy since 2008. What are the changes?
40. Analysis on how the information technologies can stimulate the fast development of international business transactions.
41. Analysis of the international entry strategies of some companies from a same or similar industry sectors.
42. Analysis on the formation of strategic alliances in present days.
43. Analysis of the organizational structures of several international companies from a same industry sector.
44. Analysis of human resources policies of several companies from a same industry sector.

## **Modules “International Tourism”**

45. Evaluation of tourist resources for developing a certain region (on international level).

46. Opportunities for enhancement of sustainable tourism development of a tourist region on international level.
47. Evaluation of the supply of a tourist destination and its position on the international tourist market
48. Evaluation of the international tourist demand for summer holiday travels to destination Bulgaria
49. Opportunities for cross border /transborder development of international tourist destinations.
50. Management of a certain tourist destination.
51. Opportunities for developing HR management (process) in an international tourist company (Travel agent, Tour operator, Hotel chain ....).
52. Marketing strategy for developing business activities of an international tourist company (Travel agent, Tour operator, Hotel chain).
53. Managing customer satisfaction and loyalty in an international tourism business of ... (Travel agent, Tour operator, Hotel chain....)
54. Opportunities for developing relationship marketing activities for an international tourism company Travel agent, Tour operator, Hotel chain....)
55. Opportunities for developing CRM strategy for an international tourism company Travel agent, Tour operator, Hotel chain....)

### **Modules “TNC and FDI”**

56. Globalization of the economy: the theoretical and empirical discourse
57. The Effects of the global crisis on FDI in the global economy
58. The effects of the last global crisis on TNCs Activity and their response
59. Theoretical Approaches to the analysis of TNC
60. Global Value Chains (GVC): modern trends and development
61. Analysis of the export of FDI from a particular country (USA, Germany, Italy, Japan etc.)

- 62. Analysis of the activity of TNC in a particular branch of the economy (automobile, pharmaceutical, electronics etc.)
- 63. Intra-firm trade in TNC
- 64. Transfer Pricing in TNC
- 65. FDI in the Bulgarian economy

### **Modules “Research Methods for Business”**

- 66. Research on consumer attitudes towards the introduction of ... (a new product/service, new packaging, new payment modalities, etc.).
- 67. Research on employee satisfaction in .... company.
- 68. Study of consumer loyalty to the brand ...
- 69. The quality service gap in European public sector services.
- 70. Factors affecting the level of impulse buying on international markets.
- 71. Consumer awareness and usage of e-payment options through mobile phones.
- 72. Factors influencing customer retention in international hotel chains.
- 73. Comparative study on consumer buying behaviour in Bulgaria and ...

### **Modules “Corporate Social Responsibility”**

- 74. The Nature of Corporations: Origin, Evolution and Perspectives
- 75. Impact of Board Composition on Corporate Governance
- 76. Corporate Governance: An International Perspective
- 77. Ownership Structure and Shareholder Rights in Publicly Listed Companies /or in Company X
- 78. Stakeholder Management in Publicly Listed Companies /or in Company X
- 79. Corporate Governance Practices in Company X
- 80. Comparative analyses of Corporate Governance Practices in ....
- 81. The Link between Corporate governance and CSR
- 82. Socially Responsible Investing Practices

### 83. Corporate Social Responsibility Practices in Company X

#### **Modules “International HR and Quality Management”**

84. Challenges in front of multicultural management of HRM in Bulgaria: the case study of ... company;

85. The negative aspects of violating the psychological contract between the company and its human resources on the performance quality: the case study of ... company;

86. Challenges of employee resourcing in ... company;

87. Reflection of the quality of job-descriptions and personal specifications on the recruitment and selection process in ... company.

88. Training and development systems in ... company: analysis and suggestions for improvement.

89. Employee reward systems as motivator for performance improvement /or, job satisfaction/ or, organizational commitment/: the case study of ... company.

90. Health, safety and welfare plans in ... company: tools for improving HR motivation /or, performance /or, job satisfaction /or, organizational commitment/.

#### **Modules “Corporate Finance”**

91. Interest rate sensitivity and interest rate -risk of bonds

92. Current changes in term structure of interest rates - evidence from global bond market

93. The Fisher effect - measuring real and nominal returns

94. Determinants of trading at over-the-counter bond market

95. Common versus preferred stocks

96. Capital gains versus income of stocks

- 97. The relationship between industry average and company's price-earnings ratios
- 98. Dealing with mutually exclusive investments – NPV versus IRR
- 99. The evaluation of relevant incremental cash flows – the stand-alone principle
- 100. The effect of changes in net working capital in developing cash flows of investment projects
- 101. The bottom-up, top-down and tax shield approaches in calculating operating cash flows – comparative profile

### **Modules “International Marketing Planning”**

- 102. Marketing research of a product ..... on the basis of (company name);
- 103. Product strategy of .... (company name);
- 104. New product strategy development of ... (company name);
- 105. Pricing strategy of ... (company name);
- 106. Distribution strategy of ... (company name);
- 107. Unconventional distribution strategy development;
- 108. Communication strategy of... (company name);
- 109. Opportunity assessment of advertising and / or PR agency for.... (company name);
- 110. Marketing strategy development for ... (company name);
- 111. Marketing strategy assessment for ... (company name);
- 112. Marketing audit of ... (company name);
- 113. Marketing diagnostics of ... (company name);
- 114. Segmentation strategy of ... (company name);
- 115. Positioning strategy of ... (company name);
- 116. Marketing plan development;

## **Modules “Project Management”**

117. Economic effects of absorption of EU funds through Operational programs in the municipality of “...”
118. Internationalization of economic activity of “...” company through “...” operational program in Bulgaria
119. Effects from the EU Cohesion policy in the municipality of “...”
120. EU programs in the scope of (transport, agriculture, ecology ...etc.) in Bulgaria for the period ....

## **International logistics**

121. Impact of international organizations for logistics activities
122. Evaluating the risk for logistics security in EU countries
123. Assessing of logistics costs in “... “company
124. Sustainability strategies for international logistics
125. Development of greener vehicles in country/region/city
126. Green logistics and corporate social responsibility in Bulgaria
127. The role of Bulgarian government in promoting transport logistics

Other topics are also acceptable after consultation with the supervisor.

09.03.2023 Г.