

MINISTERUL EDUCAȚIEI NAȚIONALE
INSTITUTUL DE ADMINISTRARE A AFACERILOR DIN MUNICIPIUL
BUCUREȘTI

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Tematica lucrărilor de Disertație – sesiunea iulie/septembrie 2019
- Program Administrarea afacerilor – Executive MBA –

Nr.crt.	T e m a t i c a	Coordonator științific
1	„NORIEL WHOLESALE – TURNAROUND STRATEGY IN A CHANGING ENVIRONMENT”	Prof. Dr. Lavinia Rașcă
2	„KIDS Marketplace”	Prof. Dr. Lavinia Rașcă
3	„INFLUENCE OF DIGITALIZATION ON GAMBLING BUSINESS MODEL”	Lect. Dr. Ovidiu Dîmbean-Creța
4	„Transformation of Executive MBA School into a Self-Sustaining Business”	Lect. Dr. Ovidiu Dîmbean-Creța
5	„Strategic Plan for Ursus Breweries in Modern Trade Channel for 2020”	Lect. Dr. Ovidiu Dîmbean-Creța
6	„Managing Growth at Sincron Performance SRL”	Prof. Dr. Lavinia Rașcă
7	“PKF Romania – Strategical Management Dilemma”	Prof. Dr. Lavinia Rașcă
8	“To be or not to be an entrepreneur – CareerBuddy start-up”	Prof. Dr. Lavinia Rașcă
9	Redefine the Business of Azuga Turism	Lect. Dr. Ovidiu Dîmbean-Creța
10	Managing a growing activity in Implenla Baugesellschaft m.b.H. Wien - Voluntari	Consultant expert Simona Podgoreanu; Lect. Dr. Angela Bilețcaia
11	Lead Management process – Can it align Sales and Marketing?	Lect. Dr. Alexandru Crăciun
12	From ART to SCIENCE – how the most creative and talented people rely on operations to scale their businesses	Lect. Dr. Alexandru Crăciun
13	How HR strategy could successfully sustain new business strategy for Class IT Outsourcing	Consultant expert Simona Podgoreanu; Lect. Dr. Angela Bilețcaia

14	Implementing Lean Operations at Libra Internet Bank	Lect. Dr. Alexandru Crăciun
15	Evolve capabilities and return to growth: a continuous challenge for AstraZeneca CVRM Business Unit	Consultant expert Simona Podgoreanu; Lect. Dr. Angela Bilețcaia
16	Transforming SABS through HR	Prof. Dr. Lavinia Rașcă
17	Use of ROE financial indicators and sustainable growth g^* to analyze the results of the budget execution of the year 2018	Lect. Dr. Ovidiu Dîmbean-Creța
18	HOW a paediatric flu immunization became successful on a market shared between pros and cons	Lect. Dr. Ovidiu Dîmbean-Creța
19	THINKING LEAN IN HEALTHCARE	Lect. Dr. Alexandru Crăciun
20	The Management of Change in Public Primary Education	Prof. Dr. Marcel Duhăneanu
21	Artificial Intelligence Driven Consumer Insights and Segmentation: A Strategic Advantage	Prof. Dr. Carmen Bălan, Lect. Dr. Ovidiu Dîmbean-Creța

Tematica lucrărilor de Disertație – sesiunea iunie/septembrie 2019
- Program Administrarea afacerilor – Master of Business Administration –

Nr.crt.	T e m a t i c a	Coordonator științific
1	Webcam Studio Business Plan	Prof. Dr. Lavinia Rașcă
2	Hotel Training & Co Start-up = a business simulation based on Romanian tourism market =	Prof. Dr. Lavinia Rașcă
3	Covering Temporary Financing Needs for Store Fish & Seafood SRL	Lect. Dr. Ovidiu Dîmbean-Creța
4	Brexit: Good or Bad for Business?	Lect. Dr. Florin Marin
5	Building teams in the context of staff turnover. Managing change in PharmaCare	Consultant expert Simona Podgoreanu; Lect. Dr. Angela Bilețcaia
6	Managing growth at Aero Part Expert	Prof. Dr. Lavinia Rașcă
7	THE EXPANSION OF NATURAL NUTRITION COSMETICS INTO FOREIGN MARKETS	Lect. Dr. Florin Marin

