

## PROPOSALS OF TOPICS FOR BACHELOR THESIS

**Coordinator:** *Prof. univ. dr. Nicodim Liliana*

**Subject:** *Business Ethics*

**Study program:** *Business Administration*

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| 1  | Ethics in business relations   |
| 2  | Social responsibility – case study   |
| 3  | Business ethics: codes of conduct for companies  |
| 4  | Sustainable economic development: Trends and challenges  |
| 5  | Business ethics – a requirement for the development of the enterprise. Case study                      |
| 6  | Implementing a code of ethics at plc. ...  |
| 7  | Cross-cultural comparative study on CSR perception in different cultural environments                  |
| 8  | CSR – government task-force in quantifying the CSR impact index on profit                              |
| 9  | The cultural and gender impact in clarifying ethical dilemmas in the international commercial activity |
| 10 | Social responsibility within the entrepreneurial system  |
| 11 | Ethics and social responsibility of entrepreneurs  |
| 12 | Relevant processes for conducting negotiations   |
| 13 | Use of sales techniques in commercial negotiation  |
| 14 | Forms, processes and techniques of communication in negotiation  |
| 15 | Behaviour and interpersonal relationship in the negotiation process                                    |
| 16 | Negotiation – a business optimization tool   |
| 17 | International negotiation strategies   |
| 18 | The impact of cultural differences on international affairs  |
| 19 | Global negotiation strategies and techniques – case study  |
| 20 | International trade negotiation: preparation for negotiation; initiation of negotiations               |

**NOTE:** The topics mentioned above are indicative. Depending on the student's option, the topics can be reformulated with the coordinator's consent, based on the specifics of the study program in which the student is enrolled and the coordinator's own area of competence.