

ÓE KGK VMI

angol nyelvű szakdolgozat témái

Dr. Kolnhofer-Derecskei Anita

Human Resource Management related topics (Labour market, HR functions, performance, rewards and motivations, employee engagement)

Economic psychology (perceptions, heuristics and biases, socialpsychology problems, behavior economics)

Business plan, market analysis, management and leadership, organization

Dr. Kóczy László

Market concentration and profitability (of a chosen market)

The regulation of a natural monopoly in Hungary (or another country, of a chosen monopoly)

Advertising strategies from an informational point of view

Price discrimination strategies

Loyalty programs as means of product differentiation

Case study of a merger or acquisition

Voting power in the German Bundestag (or another national parliament with a minority/coalitional government)

Generalised voting power (in a voting body with a slight majority)

Strategic games among candidates in the 2018 Hungarian elections - a partition function form approach

Dr. László Gábor

The Role of Information Management in Public Administration

Security Issues in E-business

Dr. Nagy Viktor

Innovation (product, service, organization)

ERP, DSS

Research topics in Statistics

Decision making: risk-taking

HRM: motivation, recruitment, etc.

Dr. Piricz Noémi

Actual management and logistic question of supply chains

Agile supply chains

Sectorial specialities of supply chain management

Supply chain management in the FMCG market

Pull and push strategies in supply chains

Role of trust in business relationships and business networks

Different dilemmas of business ethics

Dr. Reicher Regina

ERP implementation strategies in the SME sector

Realization possibilities of the CRM IT system

Data management and data security issues when using CRM (GDPR)

Production strategies

Dr. habil. Velencei Jolán

Supporting business decision-makers: building knowledge-bases

The impact of technology on the future of work: examination of the required skills