**THESIS TOPICS**

**For graduating students**

**Commerce and Marketing (BSc)**

**Supervisor: Nikolett Balsa-Budai**

**Contact:**

E-Mail:budai.nikolett@econ.unideb.hu

* *Vegan consumer behaviour in food marketing*

**Supervisor: Dr. Pál Czeglédi**

**Contact:**

E-Mail: [czegledi.pal@econ.unideb.hu](mailto:czegledi.pal@econ.unideb.hu)

* *Analysis of a country’s macroeconomic policy and its effects*
* *Analysis of various macroeconomic issues (economic development, inflation, unemployment, etc.)*

**Supervisor: Dr. Tünde Csapóné Riskó**

**Contact:**

E-mail: risko.tunde@econ.unideb.hu

* *Corporate Social Responsibility (CSR)*
* *„Dark side” of International Trade (sweatshops, child labour, …)*
* *Impacts of National Cultures on Business Life*

**Supervisor: Dr. Ildikó Dékán Tamásné Orbán**

**Contact:**

E-mail: [orban.ildiko@econ.unideb.hu](mailto:orban.ildiko@econ.unideb.hu)

* *Analysis of a chosen company's IFRS financial report*
* *Comparative analysis of IFRS financial reports' of companies operating in similar industrial segments*
* *Acquisitions, holding structure in a consolidated IFRS reports*

**Supervisor: Dr. László Erdey**

**Contact:**

E-Mail:[erdey.laszlo@econ.unideb.hu](mailto:erdey.laszlo@econ.unideb.hu)

* *Various issues within international business, international economics (international trade, foreign direct investment) and world economy.*

**Supervisor: Noémi Dóra Farkas**

**Contact:**

E-mail: farkas.noemi@econ.unideb.hu

* *The presence of health awareness in relation to nutrition*
* *Consumer perception of organic foods*

**Supervisor: Dr. Balázs Fazekas**

**Contact:**

E-mail: [fazekas.balazs@econ.unideb.hu](mailto:fazekas.balazs@econ.unideb.hu)

* *Venture capital financing and its special aspects*
* *Specific issues related to financial markets*

**Supervisor: Dr. Tamás Fézer**

**Contact:**

E-Mail:[fezer.tamas@law.unideb.hu](mailto:fezer.tamas@law.unideb.hu)

* *Protection of foreign direct investment in international business law*
* *Carriage of goods by the sea in international commerce (transportation law)*
* *Financial transactions in the European Union*

**Supervisor: Dr. András Fehér**

**Contact:**

E-Mail: feher.andras@econ.unideb.hu

* *Online marketing opportunities in the food market*
* *Exploiting sports marketing opportunities in various sports and sports associations*
* *Online and offline information searching about healthy nutrition*

**Supervisor: Dr. Tímea Gál**

**Contact:**

E-Mail: [gal.timea@econ.unideb.hu](mailto:gal.timea@econ.unideb.hu)

* *Commerce of small and medium-sized businesses*
* *Analysis of e-commerce of small and medium-sized businesses*
* *Analysis of a new product's or service's concept*

**Supervisor: Dr. Marietta Kiss**

**Contact:**

E-Mail: [kiss.marietta@econ.unideb.hu](mailto:kiss.marietta@econ.unideb.hu)

* *Health oriented nutrition and consumer behaviour*

**Supervisor: Bence Kovács**

**Contact:**

E-Mail: kovacs.bence@econ.unideb.hu

* *Market orientation (empirical examination of MARKOR and MKTOR scales)*

**Supervisor: Dr. Enikő Kontor**

**Contact:**

E-Mail:[kontor.eniko@econ.unideb.hu](mailto:kontor.eniko@econ.unideb.hu)

* *Various aspects of consumer behaviour in food marketing*
* *Health oriented nutrition and consumer behaviour*

**Supervisor: Dr. István Kovács**

**Contact:**

E-Mail: [kovacs.istvan@econ.unideb.hu](mailto:kovacs.istvan@econ.unideb.hu)

* *Various issues within Industrial Organization (industry analysis, pricing strategy of a company, etc.)*
* *Various issues within the economics of regulation (the effects of antitrust policy, deregulation in the EU, competition policy, etc.)*

**Supervisor: Dr. Krisztián Kovács**

**Contact:**

E-Mail: [kovacs.krisztian@econ.unideb.hu](mailto:kovacs.krisztian@econ.unideb.hu)

* *Economic Efficiency Assessment of Dairy Farms*
* *Economic Efficiency Assessment of Beef Farms*

**Supervisor: Dr. Vilmos Lakatos**

**Contact:**

E-Mail: [lakatos.vilmos@econ.unideb.hu](mailto:lakatos.vilmos@econ.unideb.hu)

* *Analysis of a company with financial indicators in a given sector*
* *Controlling in the practice of the SME's*

**Supervisor: Dr. Ádám Márkus**

**Contact:**

E-Mail: [markus.adam@econ.unideb.hu](mailto:markus.adam@econ.unideb.hu)

* + *International trade theory and policy*
  + *Regional Economic Integrations*
  + *Regional policy of the EU*

**Supervisor: Dr. Zsófia Ildikó Nábrádi**

**Contact:**

E-Mail: nabradi.zsofia.ildiko@med.unideb.hu

* *Consumer behavior and purchase intention for dietary supplements*

**Supervisor: Dr. Levente Nádasi**

**Contact:**

**E-Mail:** [nadasi.levente@econ.unideb.hu](mailto:nadasi.levente@econ.unideb.hu)

* *Comparative analysis of countries’ aggregated indicators (GDP growth, inflation, unemployment).*
* *Analysis of the role of government and its effects on aggregated indicators (GDP growth, inflation, unemployment).*

**Supervisor: Dr. Miklós Pakurár**

**Contact:**

E-Mail:[pakurar.miklos@econ.unideb.hu](mailto:pakurar.miklos@econ.unideb.hu)

*•    Improving business processes with lean tools  
•    Efficient procurement management*

**Supervisor: Dr. Zsolt Polereczki**

**Contact:**

E-Mail:polereczki.zsolt@econ.unideb.hu

* *Market orientation among SMEs working in the health industry*

**Supervisor: Dr. Mihály Soós**

**Contact:**

E-Mail: [soos.mihaly@econ.unideb.hu](mailto:soos.mihaly@econ.unideb.hu)

* *Examining the consumer behavior related to a chosen product*

**Supervisor: Márk Zoltán Szakály**

**Contact:**

E-Mail: szakaly.mark@econ.unideb.hu

* *Examining consumer behavior related to certain diets and dietary patterns*

**Supervisor: Dr. Zoltán Szakály**

**Contact:**

E-Mail: szakaly.zoltan@econ.unideb.hu

* *Various aspects of consumer behaviour in food marketing*

**Supervisor: Eszter Tóth**

**Contact:**

E-Mail:[toth.eszter@econ.unideb.hu](mailto:toth.eszter@econ.unideb.hu)

* *International institutions*
* *Regional policy in the European Union*
* *The Fair Trade movement*

**Supervisor: Dr. Zsuzsanna Trón**

**Contact:**

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* *Economic development*