**THESIS TOPICS**

**For graduating students**

**Commerce and Marketing (BSc)**

**Supervisor: Virág Ágnes Bakosné Kiss**

**Contact:**

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* *Examination of sustainable consumption (chosen) patterns or products*
* *Examination of service marketing chosen aspect/possibilities*
* *Marketing plan making for a chosen company/product*

**Supervisor: Nikolett Balsa-Budai**

**Contact:**

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* *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

* *Conscious / Responsible consumption*
* *Responsible business practices, sustainable products (sustainable fashion, etc.) and their public acceptance*
* *Franchising as an international market entry mode*

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

**Contact:**

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* *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: Noémi Dóra Farkas**

**Contact:**

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

**Supervisor: Dr. Balázs Fazekas**

**Contact:**

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* *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:**

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* *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:**

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* *Health oriented nutrition and consumer behaviour*

**Supervisor: Bence Kovács**

**Contact:**

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

**Supervisor: Dr. Enikő Kontor**

**Contact:**

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* *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:**

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* *Economic efficiency assessment of dairy farms*
* *Economic efficiency assessment of beef farms*

**Supervisor: Dr. András István Kun**

**Contact:**

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* *Analysing labeling effect on consumers' product evaluation*
* *Green human resource management as a form of employer branding*
* *Signaling and screening in higher education marketing*

**Supervisor: Dr. Vilmos Lakatos**

**Contact:**

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

**Supervisor: Dr. Ádám Márkus**

**Contact:**

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* + *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: Prof. Dr. András Nábrádi**

**Contact:**

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* *Corporate strategic planning for an existing business*
* *Analysis of the development of a given international enterprise with strategic tools and procedures.*

**Supervisor: Dr. Levente Nádasi**

**Contact:**

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* *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:**

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

**Supervisor: Dr. Mihály Soós**

**Contact:**

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

**Supervisor: Dr. György Norbert Szabados**

**Contact:**

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* *Globalization of forprofits and nonprofits*
* *NGOS (civic organizations) and sport-society and business*
* *Understanding politics (political socialization, regimes, business)*

**Supervisor: Márk Zoltán Szakály**

**Contact:**

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

**Supervisor: Dr. Zoltán Szakály**

**Contact:**

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* *Various aspects of consumer behaviour in food marketing*

**Supervisor: Dr. László Szőllősi**

**Contact:**

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* *Cost-benefit analysis of a given business, project or business idea as a case study*

**Supervisor: Eszter Tóth**

**Contact:**

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* *International institutions*
* *Various policies of the European Union*
* *The Fair Trade movement*

**Supervisor: Dr. Zsuzsanna Trón**

**Contact:**

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* *Economic development*