



APPROVED  
DEMkT meeting  
Pg. 10 of 23.05.2024

## DEPARTMENT OF ECONOMICS, MARKETING AND TOURISM

### Research projects proposed by supervisors for the 2024-2025 academic year for the specialization Marketing and logistics

Nr.	Research project topic (title of the first chapter of the thesis)
1	Conceptual aspects regarding the role of marketing and logistics information systems
2	Theoretical concepts regarding the role of AI and ML in marketing decision-making
3	Theoretical considerations regarding the functioning of chatbots
4	Theoretical aspects regarding the use of IoT sensors
5	Theoretical concepts regarding cost-based optimization of delivery routes
6	Theoretical concepts regarding the consequences of supply chain disruptions
7	The role of information security in sales
8	Theoretical approach to the definition of customer loyalty
9	Peculiarities of marketing activity in a non-profit organization
10	Theoretical aspects of logistics and marketing: interrelation and logic of Interaction
11	Key aspects of eco-products business promotion
12	Theoretical and methodological foundations of consumer behaviour
13	Theoretical approaches to content marketing on social platforms: increasing brand visibility
14	Theoretical and methodological foundations of using AI to personalize offers in online retail
15	Conceptualizing the impact of virtual reality on the online shopping experience
16	Methodologies for analyzing the return on investment in digital marketing campaigns
17	Theoretical approaches to analyzing influencer marketing strategies across various industries
18	Theoretical foundations and innovative practices in mobile marketing
19	Conceptualizing blockchain technologies in marketing: opportunities for improving transparency and data protection

20	Methodologies and perspectives in analyzing the efficiency of automated advertising purchasing technologies
21	Theoretical approaches to analyzing consumer behavior in the era of digitalization: data and adaptation strategies
22	Perspectives and methodologies in studying the impact of audio marketing through podcasts and smart speakers on consumer behavior
23	Theoretical approaches to digital consumer engagement in the era of social media: exploring emerging concepts and trends
24	Theoretical and methodological foundations of the impact of augmented reality on shopping experiences
25	Conceptualizing sustainability in digital marketing: strategies for promoting and implementing green branding practices
26	Theoretical foundations in neuromarketing: understanding cognitive and behavioral consumer mechanisms
27	Methods and technologies for implementing chatbots to provide personalized customer service
28	Theoretical analysis of influencer marketing: identifying key tactics and trends in influencer collaboration
29	Conceptualizing consumer data privacy: evaluating policies and practices for protecting personal information
30	Exploring the potential of virtual reality in marketing: strategies and applications for creating immersive consumer experiences
31	Theoretical approaches in behavioral economics: understanding decision-making mechanisms and their influence on consumer behavior
32	Trends and strategies in the evolution of content marketing: analyzing new paradigms and approaches in the digital age
33	Theoretical foundations of the enterprise logistics system operation
34	Promotion on social media: concept and its role
35	Theoretical foundations of content marketing in modern enterprises
36	Concept and essence of landing pages in enterprise activities
37	Experience marketing: definition and its correlation with consumer loyalty
38	Theoretical aspects of personalization in marketing
39	Concept and essence of digital marketing in contemporary conditions
40	Drivers of satisfaction and loyalty: definition, types, factors
41	Essence of market segmentation and its constituent elements



42	Theoretical approaches to enterprise customer orientation
43	Partner marketing: concept, tools, and current trends
44	Neuromarketing as a new way to promote products
45	Inclusive marketing: definitions, functions, and current trends
46	Theoretical foundations of marketing communications
47	Theoretical and methodological approaches to event marketing
48	Theoretical approaches to organizational culture and its role in sales agents' performance
49	Theoretical approaches to merchandising techniques in product commercialization
50	Theoretical approaches to visual merchandising
51	Characteristics and principles of visual merchandising
52	Theoretical approaches to sales force management
53	Conceptualizing sensory merchandising - theoretical foundation for stimulating purchases and building customer loyalty in the retail industry
54	Theoretical foundations and perspectives in using artificial intelligence to personalize merchandising strategies
55	Theoretical approaches to the concept of green merchandising
56	The role of team leaders in sales force management and motivation
57	Theoretical approaches to sales force compensation and motivation strategies
58	Theoretical aspects of the impact of communication policy on consumers
59	Theoretical foundations of enterprise marketing activities
60	Specifics of product sales forms and customer service
61	Theoretical foundations of direct marketing technologies
62	Specifics of market conditions' influence on enterprise activities
63	Theoretical aspects of pricing strategy for enterprises
64	Specifics of innovative approaches in enterprise activities
65	Theoretical aspects of enterprise transportation logistics
66	The essence of consumer behavior as an element of enterprise competitiveness
67	Theoretical foundations of marketing research in the market
68	Theoretical aspects of the influence of communication policy on the consumer
69	Theoretical foundations of marketing activities in an enterprise

70	Specifics of product sales forms and customer service
71	Theoretical foundations of direct marketing technologies
72	Specifics of market conditions' influence on enterprise activity
73	Theoretical aspects of pricing strategy for an enterprise
74	Specifics of innovative approaches in enterprise activities
75	Theoretical aspects of transportation logistics in enterprises
76	The essence of consumer behavior as an element of enterprise competitiveness
77	Theoretical foundations of market research
78	Employer branding: essence, tools, and the necessity of application
79	Theoretical foundations of international brand positioning
80	Theoretical overview of the content of international advertising campaigns
81	The essence and content of organizational product promotion campaigns
82	Theoretical aspects of crowd marketing
83	Fundamentals of data analytics system in marketing
84	Conceptual aspects of company's competitive strategy
85	Theoretical concepts of marketing research
86	Direct marketing: concept, typology of tools, modern trends
87	Promotion of company services: definition, directions, channels
88	Theoretical analysis of SMM in company's marketing activities
89	Lateral marketing: characteristics, levels, application specifics
90	Key theoretical aspects of expo marketing: concept, functions, and role
91	Theoretical approach to viral marketing
92	Theoretical essence of video marketing
93	Theoretical-methodological foundations of trade marketing
94	Concept and essence of performance marketing
95	Theoretical specifics of integrated marketing
96	The role of informational support in influencing the industrial consumer's purchasing decision
97	Conceptual aspects of competitive environment and its implications on economic entity development



98	Theoretical aspects regarding the role of marketing research in market and competition monitoring
99	Theoretical approaches regarding the applicability of marketing research in understanding customer needs and expectations for the development of new products/services
100	General characteristics of industrial goods distribution
101	Sustainable marketing strategies for industrial companies
102	Theoretical aspects of digital marketing and its role in promoting products and services in the industrial market
103	The role of green marketing in enhancing trust and customer loyalty in organizational settings
104	Content marketing - a strategic tool for increasing brand awareness in the business market
105	The role of marketing research in evaluating brand performance
106	Theoretical aspects of sales activities within enterprises
107	Theoretical aspects of Social Media Marketing
108	The impact of trends and anti-trends on companies' social media strategy development
109	Customer relationship management and its impact on customer loyalty
110	Interaction of brands with Generations Y, Z, and Alpha: specifics and strategies
111	The role and significance of a unique selling proposition in a competitive environment
112	Theoretical overview of the main principles of marketing for small businesses
113	Theoretical foundations of assortment sustainability
114	Conceptual bases of assortment management strategy
115	Theoretical aspects of consumer behavior analysis
116	Tourism and gastronomy: theoretical overview of marketing approaches and strategies
117	Theoretical analysis of rebranding methods and techniques in promoting new products
118	Theoretical foundations and principles of social-ethical marketing
119	Theoretical aspects of marketing strategies
120	Theoretical approaches to assertive and aggressive communication
121	Theoretical foundations of organizational communication in a monopoly company
122	Specifics of organizational crisis in the era of social media

123	Theoretical aspects of reverse distribution
124	Theoretical foundations of advertising
125	Theoretical aspects of email marketing
126	General characteristics of ethics and persuasion in marketing
127	Theoretical approaches to product XYZ
128	Theoretical foundations of introducing new products in the service sector market
129	Theoretical aspects of marketing
130	Specificities of marketing for NGOs and nonprofit organizations
131	The role of negotiation and interculturality in the business environment
132	Theoretical aspects of the services market
133	Conceptual aspects of competitive analysis and competitive advantage development in the global market
134	Theoretical aspects of entrepreneurship and marketing: creating a successful business through innovative strategies
135	Theories and concepts of communication in marketing: techniques for delivering clear and persuasive messages
136	Theoretical study of developing and managing strong brands for long-term value creation
137	Conceptual aspects of customer experience: how to build lasting and memorable relationships
138	Theories and concepts about exploring and leveraging qualitative data in marketing
139	Theoretical aspects of growth hacking in marketing: efficient methods for rapid business growth
140	Theoretical study of the impact of globalization on marketing strategies of multinational companies
141	Theories and concepts regarding the impact of the marketing environment on consumer behavior
142	Conceptual aspects of the impact of mobile technologies and e-commerce on purchasing behavior
143	Theories and concepts about the importance of customer experience in marketing strategy
144	Theoretical aspects of social and ethical responsibility in sustainable marketing
145	Theoretical study of proximity marketing and the use of augmented reality in retail



146	Theories and concepts of digital marketing and the use of social media for customer engagement
147	Theoretical aspects of digital marketing: optimizing online campaigns for maximum performance
148	Theories and concepts of empathetic marketing: understanding and solving customer problems
149	Theoretical aspects of motivational marketing: understanding consumer buying motivations
150	Theoretical study of personalized marketing and the influence of emerging technologies on customer relations
151	Conceptual aspects of product and service marketing in the era of artificial intelligence and big data
152	Theories and concepts of social media marketing: building and maintaining a strong online presence
153	Theoretical aspects of online sales optimization: e-commerce and SEO strategies
154	Theoretical study of storytelling techniques for marketers: selling stories
155	Conceptual aspects of persuasion psychology: effective persuasion techniques in marketing
156	Theories and concepts regarding consumer psychology: motivations and buying decisions
157	Theoretical study of the role of market research in developing effective marketing strategies
158	Theoretical aspects of integrated marketing communications in building customer relationships
159	Theories and concepts about the role of innovation in developing new products and managing the product lifecycle
160	Conceptual aspects of marketing strategies for creating value and engaging customers in the digital age
161	Theories and concepts regarding price strategies based on perceived value
162	Theoretical study of promotion strategies and the use of public relations for brand image consolidation
163	Theoretical aspects of market segmentation and product positioning strategies
164	Theories and concepts of innovative strategies to capture consumer attention in the digital age
165	Conceptual aspects of effective marketing strategies for brand growth
166	Theoretical study of using marketing data and information to gain customer insights

167	Theories and concepts of emotional selling: creating unique moments for customers
168	Theoretical foundations of healthcare marketing and clinic brand management
169	Theoretical delineations for analyzing online consumer shopping behaviors
170	Conceptual delineations of social media and mobile marketing activities and their impact on company performance
171	Theoretical aspects of the essence and coordinates of lovemarks
172	Theoretical aspects of customer engagement in relationships with companies and brands
173	General considerations on persuasion, manipulation, and psychological impacts on sales
174	Conceptual delineations of social media marketing activities and their role in the consumer journey in the digital environment
175	Theoretical aspects of marketing company efficiency
176	Conceptual landmarks of environmental factors and their impact on organizational performance
177	Conceptual landmarks of customer loyalty
178	Theoretical aspects related to consumer communication and communication strategies
179	Conceptual aspects of the marketing mix
180	Theoretical milestones of decision-making in marketing activities
181	Theoretical approaches to applying data in a marketing decision-making system
182	Conceptual aspects of designing marketing and logistics information systems
183	Concept and theoretical foundation of digital marketing in the context of SMEs
184	Theoretical foundations of green logistics and its impact on performance in the agricultural sector
185	Theoretical foundations of social media marketing and its effectiveness for artisanal products
186	Conceptualization and theory of supply chain logistics in the wine industry
187	Theory of ecological marketing and strategies for promoting ecological products
188	Theoretical foundations of sports marketing and campaign efficiency evaluation
189	Conceptualization and theory of optimizing e-commerce logistics
190	Theoretical foundations of corporate social responsibility and its influence on brands
191	Theory and marketing strategies for wine export



192	Conceptualization and theoretical foundation of cultural marketing in promoting festivals
193	Impact of digitalization on logistics: concepts and theoretical foundations
194	Theoretical foundations of marketing strategies in the pharmaceutical sector
195	Theory of optimizing distribution channels for agri-food products
196	Conceptualization and theory of transport logistics and its impact on export competitiveness