

**APPROVED**  
**DEMKT meeting**  
**P.V. 11 of 29.05.2025**



## **DEPARTMENT OF ECONOMICS, MARKETING AND TOURISM**

### **Topics for bachelor's theses proposed by supervisors for the 2025-2026 academic year for the specialization Marketing and logistics**

1. The role of logistics in enhancing foreign trade competitiveness
2. Optimization strategies in international transport logistics
3. Digital transformation in global trade logistics: challenges and opportunities in cross-border transport
4. The Influence of Visual Merchandising Techniques on Consumers' Purchasing Decisions in Retail
5. Analysis of the Role of Strategic Product Placement in Stimulating Impulse Purchases in Physical Stores
6. Evaluation of Merchandising Strategies for Promoting Premium Products in Retail Stores
7. Analysis of the Role of Sales Force Management in Implementing Marketing Strategies and Achieving Business Objectives
8. The Role of Merchandising in Enhancing Brand Identity
9. Sustainable Merchandising Practices in Modern Retail
10. Developing Relationship Marketing Strategies for B2B Companies
11. Segmentation Strategies in the Industrial Equipment Market: A Case Study Approach
12. The Influence of Social Media on the Buying Decisions of Generation Z Consumers
13. Emotional and Rational Factors in Consumer Loyalty: A Comparative Study of Food Retail Brands
14. The website as a tool of the company's marketing activity.
15. Marketing research of competitors and development of a competitive strategy of the organization
16. Pricing strategies and ways to increase their efficiency in the organization's marketing activities
17. Improving the organization's advertising activities based on new communication technologies

18. Formation of an effective pricing policy of the organization at various stages of the life cycle of goods (services)
19. Exhibitions and fairs as a means of promoting goods (services) in foreign markets
20. Enhancing brand loyalty through interactive digital experiences
21. The role of mixed reality in shaping future retail environments
22. Digital eco-branding: strategies for promoting sustainable values online
23. Neuromarketing in digital environments: emotional triggers and decision patterns
24. AI-driven assistants in e-commerce: enhancing real-time customer support
25. Micro-influencers and niche communities: building trust in the digital age
26. Ethical marketing in the data economy: balancing personalization and privacy
27. Virtual brand worlds: creating immersive experiences for product engagement
28. Applying behavioral design to optimize consumer choices in digital interfaces
29. Strategic storytelling in content marketing: driving engagement through narrative
30. Strategic approaches to business-to-business (B2B) relationship marketing
31. Market segmentation in industrial markets: a case study of the manufacturing sector
32. The role of personal selling in industrial marketing strategies
33. Digital transformation in industrial marketing: trends and challenges
34. Customer value creation in industrial markets
35. The influence of social media on consumer decision-making
36. Cultural influences on consumer preferences in global markets
37. Psychological factors affecting impulse buying in young adults
38. Sustainable consumption: attitudes and behaviour of eco-conscious consumers
39. The impact of brand loyalty on repeat purchase behaviour
40. Integrating marketing and logistics information systems to gain a holistic view of supply chain and customer demand
41. Using AI and ML to automate repetitive tasks and improve decision-making
42. The role of chatbots and virtual assistants in providing customer support and collecting feedback
43. Analyzing the utility of IoT sensors to monitor the supply chain and gain insights into inventory status
44. Tracking asset locations to optimize delivery routes and reduce costs
45. Using IoT data to improve demand forecasting and prevent supply chain disruptions
46. Implementing appropriate security measures to prevent cyber-attacks in sales systems

- 47.Consumer loyalty and satisfaction: methods of measurement and improvement.
- 48.Marketing strategies for non-profit organizations
- 49.Logistics and marketing. Peculiarities of their interrelationship and the consequences arising therefrom
50. Ways and strategies for successful promotion of eco-products
- 51.Consumer behavior as an aspect of marketing research
- 52.The efficiency of content marketing on social networks for increasing brand visibility
- 53.Using AI to personalize offers in online retail
- 54.The impact of virtual reality on the consumer experience in online shopping
- 55.Analyzing the return on investment in digital marketing campaigns: measurement methods and best practices
- 56.Analyzing influencer marketing strategies across different industries
- 57.Mobile marketing: new approaches to consumer interaction through apps and personalized messages
- 58.Blockchain technologies in marketing: opportunities for improving transparency and data protection
- 59.Automated advertising purchasing technologies: analysis of effectiveness and development perspectives
- 60.Consumer behavior in the era of digitalization: data analysis and adaptation strategies
- 61.Studying the impact of audio marketing through podcasts and smart speakers on consumer behavior
- 62.Digital consumer engagement in the era of social media: exploring innovative interaction and loyalty strategies in virtual environments
- 63.The impact of augmented reality on shopping experiences: using augmentation technology to create unique purchasing experiences
- 64.Sustainability in digital marketing: advanced green branding strategies for building a sustainable image
- 65.Neuromarketing: cognitive interpretation of purchasing decisions
- 66.The role of chatbots in personalized customer service: implementing artificial intelligence in creating personalized shopping experiences
- 67.Influencer marketing: innovative strategies for authentic consumer engagement through collaboration with impactful personalities
- 68.Consumer data privacy in digital marketing: protecting consumer integrity and rights in the digital information era
- 69.Virtual reality as a tool for immersive marketing: using VR technology to create profound and captivating branding experiences

70. Behavioral economics and consumer decision-making: analyzing psychological and economic factors influencing consumer choices in digital environments
71. The evolution of content marketing in the digital age: adapting content marketing strategies and techniques to changes in the digital landscape
72. Improving the enterprise's logistics system as a factor of its competitiveness
73. Promotion on social networks as a modern tool for consumer interaction
74. Implementing content marketing to attract attention and increase sales in the enterprise
75. Using landing pages as an internet marketing tool in the enterprise
76. Experience marketing: a new approach to managing consumer loyalty
77. The impact of personalization in online retail on consumer loyalty
78. Using digital marketing tools to promote the enterprise's services in the online environment
79. Identifying and evaluating drivers of satisfaction and loyalty towards the enterprise
80. Improving the process of segmentation and target market selection by the enterprise
81. Customer orientation as a source of competitive advantage for the enterprise
82. Developing affiliate marketing in the enterprise as a tool for reaching a new audience of customers
83. Implementing neuromarketing methods in the enterprise's activities
84. Expanding the enterprise's sales by implementing inclusive marketing tools
85. Creating a marketing communications system based on BTL events
86. Using event marketing technologies in the enterprise's activities
87. Analysis of the impact of organizational culture and company values on the commitment and performance of sales agents
88. Utilization of merchandising strategies in promoting and selling healthy and organic food products in specialty stores
89. Analysis of the role of visual merchandising in increasing attraction and sales in fashion stores
90. Evaluation of the effectiveness of merchandising techniques applied in electronics and appliances stores
91. The role of sales staff in implementing merchandising strategies and increasing customer satisfaction in outlet stores
92. The impact of sensory merchandising on stimulating purchases and building customer loyalty in the retail industry
93. Using artificial intelligence to personalize merchandising strategies and provide a unique customer experience
94. Analysis of implementing the concept of green merchandising in sustainability strategies of retail chains

95. Analysis of team leaders' role in motivating and leading a high-performance sales team
96. Analysis of sales agents' compensation and motivation strategies in driving performance and achieving sales goals
97. The influence of marketing campaigns on consumer behavior in the (clothing, electronics, etc.) sector
98. The impact of marketing activities on the competitiveness of an enterprise
99. Enhancement of progressive sales forms and customer service methods
100. Development of enterprise marketing activities based on direct marketing technologies
101. Market conditions and their influence on enterprise commercial activities
102. Evaluation and selection of pricing strategies for an enterprise in a competitive market
103. Innovative approaches in enterprise marketing activities
104. The influence of transportation logistics on promoting enterprise products in the country's market
105. Building consumer loyalty as the basis for enterprise competitiveness
106. Specifics of conducting marketing research in the market of goods (or services)
107. Refinement of progressive sales forms and customer service methods
108. Characteristics of conducting marketing research in the market of goods (or services)
109. The role of employer branding in attracting and retaining personnel
110. International brand positioning in various cultural contexts
111. Application of visual communication in international advertising campaigns
112. Cross-media integration in product promotion campaigns of the organization
113. The influence of crowd marketing on consumer behavior
114. Integration of data analytics system into strategic marketing: enhancing efficiency and forecasting accuracy
115. Creating a company's competitive advantage strengthening strategy using benchmarking methods
116. Consumer behavior marketing research in the era of digital transformation
117. Using direct marketing in multi-channel product promotion strategies of the company
118. Formulating a comprehensive approach to promoting company services through online and offline channels
119. The impact of SMM on customer engagement and loyalty
120. Development of lateral marketing as a tool for innovative business development
121. Application of expo marketing to enhance brand recognition and attract customers
122. Creation and dissemination of viral content elements on TikTok and Instagram platforms

- 123.The role of video content in modern marketing strategy
- 124.Optimization of trade marketing strategy in contemporary market competition conditions
- 125.Creative approach to organizing performance marketing
- 126.Integrated marketing as a tool for increasing competitiveness in the market
- 127.Informational support as a factor influencing decisions in industrial marketing.
- 128.Investigation of the competitive environment – a strategic element in the development of economic entities
- 129.Using marketing research to monitor market trends and competitor strategies
- 130.Researching customer needs and expectations for developing new products/services
- 131.Strategies for distribution within the business-to-business market
- 132.Development and implementation of sustainable marketing strategies in industrial companies
- 133.Utilization of digital marketing for promoting products and services in the industrial market
- 134.Analysis of the role of green marketing in enhancing trust and customer loyalty in B2B
- 135.The role of content marketing in increasing brand awareness in the business market
- 136.Using marketing research to evaluate brand performance
- 137.Ways to improve sales activities within the enterprise
- 138.Social media marketing strategies to enhance customer engagement with the company's brand
- 139.The influence of trends and anti-trends on companies' social media strategies
- 140.Optimizing customer relationship management through CRM systems
- 141.Strategies for brand interaction with Generations Y, Z and Alpha
- 142.The effectiveness of a unique selling proposition in a competitive environment
- 143.Development of a market entry plan for a new product for a small enterprise
- 144.Analysis of assortment sustainability in the context of global trends
- 145.Optimizing the company's assortment management strategy in the market
- 146.Study of consumer behavior models in the real estate market
- 147.Development of marketing approaches to attract tourists in the hospitality segment
- 148.Methodology for rebranding to effectively launch new products into the market
- 149.Issues in applying the concept of social-ethical marketing (using a local company as an example)
- 150.Marketing strategies for Generation Z
- 151.Assertive communication versus aggressive communication

- 152.Organizational communication in a monopoly company
- 153.Handling organizational crises in the era of social media
- 154.Reverse distribution in the context of Moldova's integration into the European Union
- 155.Effects of advertising on culture and society
- 156.Email marketing
- 157.Ethics and persuasion in marketing
- 158.The image of product XYZ among consumers
- 159.Introducing new products in the service sector market
- 160.The role and place of marketing in the economy of Republic of Moldova
- 161.Marketing of NGOs and nonprofit organizations
- 162.Negotiation and interculturality in the business environment
- 163.Marketing policies in the mobile telecommunications services market
- 164.Competitive analysis and development of competitive advantage in the global market
- 165.Entrepreneurship and marketing: creating a successful business through innovative strategies
- 166.Communication in marketing: techniques for delivering clear and persuasive messages
- 167.Development and management of strong brands for long-term value creation
- 168.Customer experience: how to build lasting and memorable relationships
- 169.Exploration and leveraging of qualitative data in marketing
- 170.Growth hacking in marketing: efficient methods for rapid business growth
- 171.Impact of globalization on marketing strategies of multinational companies
- 172.Impact of the marketing environment on consumer behavior
- 173.Impact of mobile technologies and e-commerce on purchasing behavior
- 174.Importance of customer experience in marketing strategy
- 175.Importance of social and ethical responsibility in sustainable marketing
- 176.Proximity marketing and the use of augmented reality in retail
- 177.Digital marketing and the use of social media for customer engagement
- 178.Digital marketing: optimizing online campaigns for maximum performance
- 179.Empathetic marketing: understanding and solving customer problems
- 180.Motivational marketing: understanding consumer buying motivations
- 181.Personalized marketing and the influence of emerging technologies on customer relationships
- 182.Marketing of products and services in the era of artificial intelligence and big data

- 183.Social media marketing: building and maintaining a strong online presence
- 184.Optimizing online sales: ecommerce and SEO strategies
- 185.Selling through storytelling: storytelling techniques for marketers
- 186.The psychology of persuasion: effective persuasion techniques in marketing
- 187.Consumer psychology: motivations and buying decisions
- 188.The role of market research in developing effective marketing strategies
- 189.The role of integrated marketing communications in building customer relationships
- 190.The role of innovation in new product development and product lifecycle management
- 191.Marketing strategies for creating value and engaging customers in the digital age
- 192.Pricing strategies based on perceived customer value
- 193.Promotion strategies and the use of public relations to enhance brand image
- 194.Market segmentation and product positioning strategies
- 195.Innovative strategies to capture consumer attention in the digital age
- 196.Effective marketing strategies for brand growth
- 197.Using data and marketing information to gain customer insights
- 198.Emotional selling: creating unique moments for customers
- 199.Optimizing marketing strategies to increase awareness and attract customers to a dental clinic
- 200.Online consumer shopping behaviors
- 201.The impact of social media marketing and mobile marketing on companies
- 202.Lovemarks strategy – trigger and catalyst for brand loyalty
- 203.Participative dimensions of customer relationships with companies and brands: strategic aspects
- 204.Persuasion, manipulation, and psychological impact in marketing and sales
- 205.Incidents of Social Media Marketing on consumer journey in the digital environment
- 206.Evaluating the efficiency of marketing companies
- 207.Environmental factors and their impact on organizational performance
- 208.Measures and tools for customer loyalty
- 209.Strategies for optimizing communication with diverse consumer segments
- 210.Optimizing the marketing mix for different market segments
- 211.Optimizing decision-making in marketing activities
- 212.Efficient use of data in marketing decision-making
- 213.Optimizing the design of marketing and logistics information systems



- 214. Implementing digital marketing strategies for SMEs in the Republic of Moldova
- 215. The impact of green logistics on the performance of agricultural companies in Moldova
- 216. Effectiveness of Social Media Marketing campaigns for craft products in Moldova
- 217. Analysis of supply chain logistics in the wine industry of the Republic of Moldova
- 218. Marketing strategies for promoting environmental products of Moldova within the country and abroad
- 219. Evaluating the effectiveness of sports marketing campaigns in the Republic of Moldova
- 220. Optimizing e-commerce logistics in the Republic of Moldova
- 221. The influence of corporate social responsibility campaigns on brands in Republic of Moldova
- 222. Development of a marketing strategy for the export of wines from the Republic of Moldova to foreign markets
- 223. Evaluating the effectiveness of cultural marketing in promoting traditional festivals in Moldova
- 224. The impact of digitalization on logistics in the agricultural sector of Moldova
- 225. Evaluating marketing strategies used by pharmaceutical companies in Moldova
- 226. Optimization of distribution channels for agri-food products from Moldova