

Thesis topics 2024/25/2 - Business administration and management

Industry 5.0 or technology application in supply chain management
Industry 5.0 or technology application in supply chain management
Analysis of metadata
Sustainable education
Climate change action in the corporate sector
Open innovation: multi-stakeholder innovation
Development and harmonization of financial and sustainability accounting systems (digitization and automation of business processes, AI-based solutions, data science research)
Sustainability in the Hotel industry
Quality assurance in tourism / Hotel industry
Digitalization at companies (developments, implementation, projects and processes)
Applied environmental economics
Sustainable Development
Green offices' impact on Tenant Behavior and Market Trends
Agile Workplaces and Modern Business Efficiency
Effects of work at home/hybrid work from HR aspects
HR digitalization
Buying decision process based on economic behavior researches
Influencing buying decisions using AI and VR
Sustainable Consumption
Vállalati pénzügyi terv készítése
Egy konkrét beruházás megtérülésének vizsgálata
EV (Electric Vehicle) battery industry
Waste management
Pilgrimage tourism
Spa tourism
Greenflation
Environmental justice
South-Eastern Europe
Banking system
Business analysis of a freely chosen business
Business analysis of a freely chosen business
The relationship between demography and economics
Labor market issues (including labor market for university students)
Marketing communication in tourism
Sustainable development in tourism
East Asian investments in Europe
East Asian investments in Europe
Information society nowadays
New media in e-marketing
Media planning in new media
Information resource management for innovation
Big Data for business
Business simulations
Business simulations
Finance (chosen topic)
Economic (chosen topic)
Gender inequality and inequality in countries' development
The effect of COVID-19 on the inequality of countries' development

Motives and barriers of foreign direct investment (FDI) at the country level
The effect of crisis on SMEs
Territorial analysis
Territorial analysis
Sustainability
Financial statement analysis
Green Companies: Legitimate Claims and Actions of Sustainable Business
Sustainable development and the companies /Millennium Development Goals (CR, CSR, MDGs)
Supply chain management process development, measurement and management
Sustainable urban transportation and mobility
Product returns and supply chain efficiency.
E-commerce and customer expectations on delivery and logistics.
Analysis of the HR controlling practice of a company
The impact of labor market problems on companies' HR practices
The road to success through a woman's eyes
The return of women to the labor market
Risk management, risk analysis, risk evaluation
Project management, project controlling
The Application of Lean or Agile Methodology in HR Processes
Regional Characteristics of Labor Market in Hungary
Brand storytelling
Behavioral marketing
Family taxation
Central and local taxes in Europe
Startup companies
Alternative business models /pay-per-use, subscription-based pricing, circular economy/
Employee well-being and workplace performance
Employer branding and corporate reputation
The impact of social media on consumer behaviour,
Consumers' perception of financial digitalisation
Analysis of a corporate innovation project
Professionalization of family firms
Marketing communication
Digital marketing
AI in tourism
Actual trends in tourism
Strategic Management in the Digital Age
Strategic Management in the Digital Age