

## TOPICS FOR MASTER THESES

### MASTER PROGRAM “INTERNATIONAL BUSINESS TAUGHT IN ENGLISH”

#### DUAL DEGREE MASTER PROGRAMS (ITALY AND CHINA)

SUPERVISOR	SAMPLE TOPICS FOR MASTER'S THESES
<b>Assoc. prof. Vasil Petkov, Ph.D</b>	<ol style="list-style-type: none"> <li>1. Understanding the business cycle as a prerequisite for better market performance (based on specific industry or company)</li> <li>2. Market situation and company's results (research comparison between different companies and/or different time periods)</li> </ol>
<b>Assoc. prof. Svetla Boneva, Ph.D</b>	<ol style="list-style-type: none"> <li>3. Quality standards compliance in international business: analysis of a selected standard/company</li> <li>4. Rules, regulations and practices of corporate (internal) compliance: analysis of a selected company</li> <li>5. Rules, regulations and practices of regulatory (external) compliance: analysis of a selected company</li> </ol>
<b>Assoc. prof. Dobroslav Mollov, PhD</b>	<ol style="list-style-type: none"> <li>6. Outsourcing in international business</li> <li>7. Strategic management in international business</li> <li>8. Sustainability, circular economy and international business</li> <li>9. Risk management in international business</li> <li>10. Strategic management of global supply chains</li> <li>11. Supplier and customer relationship management in global supply chains</li> <li>12. Sustainability and global supply chains</li> <li>13. Specifics of doing international business in ... region</li> <li>14. Non-capital modes of entering a foreign market</li> <li>15. Industry 4.0, digital business and new technologies</li> </ol>
<b>Assoc. prof. Antoaneta Daneshka, PhD</b>	<ol style="list-style-type: none"> <li>16. Intercultural competence as a success factor in international business</li> <li>17. Negotiations and intercultural competence in a particular country / region</li> <li>18. Advantages and limitations upon the application of the cross-cultural perspective in international business</li> <li>19. The influence of the national culture on the organizational culture</li> <li>20. The role of the occupational culture in the system of international business</li> <li>21. Negotiation strategies and tactics in the system of international business</li> <li>22. Sources of information for building intercultural competence</li> <li>23. The influence of the national culture factor on the business communication process in the digital space</li> </ol>

	<p>24. The influence of the national culture factor on the realization of international business transactions (e.g. international sale, licensing, franchising, joint venture, engineering contracts, FDI)</p> <p>25. Effective leadership in a multicultural environment</p>
<b>Assoc. prof. Paskal Zhelev, PhD</b>	<p>26. International competitiveness of a selected country in the global economy</p> <p>27. The impact of economic sanctions on the targeted economy</p> <p>28. Chinese-EU economic relations: current state and contradictions</p> <p>29. The impact of international labour migration on selected sending/receiving economy</p> <p>30. The role of regional trade agreements in promoting sustainable development: a case study of a selected RTA</p> <p>31. The Three Seas Initiative and the opportunities for Bulgaria</p>
<b>Assist. prof. Ivet Tileva, PhD</b>	<p>32. Psychological aspects of leadership and ethics in international business</p>