

SUGGESTED TOPICS FOR MA THESES

**Direction:
Business and Finance Management
SECOND-DEGREE STUDIES
full-time, academic year 2022/23**

Examples of thematic scopes:

Prof. dr hab. Marta Gancarczyk

Topics of the Master's Seminar

1. Entrepreneurship and small and medium-sized enterprises (SMEs) – the process of starting-up a business, SMEs' development and environmental conditions, regional determinants of enterprise development
2. Business models – traditional and disruptive business models
3. Sources of enterprise financing in the process of establishing and growing new ventures – market sources of financing and funding (informal investors, debt financing, equity capital, creative sources of financing); public sources of financing (loan funds, guarantee funds, grants, public aid for entrepreneurs)
4. SME support policy – the management of funds and measures of the European Union, evaluation of the impact of public support on the performance of SMEs, the management of institutions of business environment (technology and science parks, business incubators, innovation relay centers, industrial associations and chambers of commerce) and their impact on entrepreneurship and SME development
5. Industrial clusters – cooperation and competition among SMEs, the impact of clusters on the competitive advantage of enterprises
6. High-technology firms and companies operating in creative industries (culture, entertainment, media, engineering and design, software development); technology firms – the specificity and management issues
7. Technology transfer and diffusion in SMEs – knowledge absorption and performance
8. Regional and local development – the impact on SME development

9. Firm growth – determinants of firm growth, high-growth firms (gazelles) - specificity and management issues

10. Academic entrepreneurship – establishing and developing innovative enterprises by academics

11. SME internationalization – strategies, methods, conditions, firms "born global"

12. Information and consulting for SMEs – the processes, methods and performance outcomes

13. Change management and corporate restructuring (turnaround) - spin-off, outsourcing, lean management, reengineering

Dr hab. Anna Zachorowska-Mazurkiewicz, prof. UJ

1. Labour market – work, remunerations, wage gap, employment, unemployment

2. Equality, inequality, discrimination

3. (Social) Sustainability and ecological economics

4. Institutional economics

5. Women and economy

Prof. dr hab. Wojciech Czakon

1. Digital transformation,

2. Business models,

3. Cooperative strategies,

4. Competitive strategies,

5. Strategic rejuvenation,

6. Destination management,

7. Innovation management.

Dr hab. Piotr Łasak, prof. UJ

1. International finance: functioning of international financial markets (banking sector, capital market, derivatives market), money and money systems, exchange rates, cryptocurrencies, the balance of payments and various aspects related to the international payment situation of the country, analysis of the international investment position, debt issues, etc. mechanisms of monetary integration in Europe.
2. Financial and currency crises: national and regional financial and monetary crises (analysis of causes, mechanisms of course and ways of exit), problems and bankruptcy of financial institutions (banks), means for preventing default, financial crisis 2007-2008 (causes, course, effects), the debt crisis in Europe, the problem of the development of the shadow banking system.
3. Financial market regulation and supervision: regulatory and supervisory mechanisms (e.g. shaping the supervisory system, functioning of supervisors, the establishment of financial safety nets), reforms carried out in the supervision and regulation of financial markets (e.g. Banking Union, Capital Markets Union).
4. Activities of international institutions: the functioning of selected international institutions - the International Monetary Fund, the World Bank, the World Trade Organization and their role in the modern world economy various economic problems related to the functioning of the institutions, e.g. issues related to the liberalisation of trade or aid activities in crises.
5. Corporate finance: financing of enterprises and shaping the structure of capital, financial aspects related to investment decisions, working capital management, valuation of enterprises financial analysis (also selected areas of it, e.g. analysis of liquidity or profitability of the enterprise).
6. The impact of financial technologies (fintech) on the functioning of the banking sector: the transformation of the bank and the banking sector under the influence of financial technologies - use of selected technologies (artificial intelligence, blockchain, cloud services, big data) in the distribution of banking services - socio-economic effects of new forms of providing banking services (consequences for the financial market, state, enterprises and society) - forms of cooperation and competition between banks and non-bank entities (e.g. fintech startups) - regulatory aspects of financial technologies (RegTech issues).

Dr Mariusz Trojak

The topics of the seminar are the following:

I. Corporate finance

1. Company value creation.
2. Dividend policy and company valuation.
3. Capital structure and value creation.
4. Financial risk management.
5. Liquidity management.
6. Corporate governance practices and performance.

II. Regional development

Some issues of regional and local development determinants.

The first meeting will take place on the 27th of February at 15.15 in the room 2.355.

Dr Maciej Teczke

- 1 Adaptability of enterprises - adapting organisations to a changing environment
- 2 Change management - introduction of changes in enterprises, threats and challenges resulting from the introduction of changes, adaptation of enterprise resources to ongoing changes
3. strategic management - strategic analysis of the enterprise, strategic leadership, sources of competitive advantage
4. management theory and practice - the use of tools such as benchmarking, reengineering, outsourcing, lean management and others in management practice
- 5 Micro, small and medium-sized enterprises, family businesses - entrepreneurship, enterprise development, conditions for small and medium-sized enterprises
- 6 Organisational behaviour - Organisational culture, leadership, motivation systems
- 7) Human Resource Management - Recruitment processes, building an employer's image on the labour market, remuneration systems
- 8 Corporate Social Responsibility - Ethical issues, image, impact on competitive advantage
9. international management - globalisation processes, strategic and operational management of international companies
10. logistics - Enterprise logistics systems

Dr. Judyta Lubacha

- institutional conditions of economic activity - tax systems, regulations, doing business indicators
- innovativeness of enterprises, ecological innovations
- sustainable development - microeconomic perspective (sustainable company)
- human capital, intellectual capital in the enterprise
- sources of financing business activity, EU funds in the development of enterprises,

The proposed thematic areas are only illustrative, it is possible for students to choose other topics as well.