

SUGGESTED TOPICS FOR MA THESES

**Direction:
Business and Finance Management
SECOND-DEGREE STUDIES
full-time, academic year 2023/24**

Examples of thematic scopes:

Prof. dr hab. Marta Gancarczyk

THEMATIC AREAS 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. Innovation management – processes and models
5. 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
6. Industrial clusters – cooperation and competition among SMEs, the impact of clusters on the competitive advantage of enterprises
7. High-technology firms and companies operating in creative industries (culture, entertainment, media, engineering and design, software development); technology firms – the specificity and management issues
8. Technology transfer and diffusion in SMEs – knowledge absorption and performance
9. Regional and local development – the impact on SME development

10. Firm growth – determinants of firm growth, high-growth firms (gazelles) - specificity and management issues
11. Academic entrepreneurship – establishing and developing innovative enterprises by academics
12. SME internationalization – strategies, methods, conditions, firms "born global"
13. Information and consulting for SMEs – the processes, methods and performance outcomes
14. 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 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 Magdalena Kossowska-Lai

1. international & cross cultural management
2. business process management/ project management methodologies
3. artificial intelligence
4. internationalization processes
5. organizational culture
6. digitalization & digital transformation
7. entrepreneurship and innovations