

**PROGRAMARE EXAMEN DE FINALIZARE A STUDIILOR UNIVERSITARE DE MASTERAT**  
**PROGRAM: MEBA - Antreprenoriat și Administrarea Afacerilor (în limba engleză)**  
**07 iulie 2022, Sala 4202**

**Comisia de examen nr. 1**

**Membri permanenți:**

- 1 Prof.univ.dr. Mihaela-Cornelia DAN - Președinte
- 2 Prof.univ.dr. Adriana MICLEA - Membru
- 3 Conf.univ.dr. Ionela DUMITRU - Membru
- 4 Lect.univ.dr. Shahrazad HADAD - Secretar

**Membri cooptați:**

- 1 Lect.univ.dr. Cătălin Valeriu CURMEI

Nr. crt.	Interval orar	Tema	Coordonator	Absolvent
1	9:00 - 9:15	The Impact of Influencer Marketing on Consumer Behavior	DUMITRU Ionela	BANGĂLĂ G GEORGIANA
2	9:15 - 9:30	The impact of branding on consumer behavior. Case study: A start-up in the wellness industry	DUMITRU Ionela	BĂRA R ANDRADA
3	9:30 - 9:45	The ascent of women in contemporary leadership. A Big Four Accounting Organization Case Study.	DAN MIHAELA-CORNELIA	BOTA A ALEXANDRA-CARMENA
4	9:45 - 10:00	Women undertaking business leadership roles	DAN MIHAELA-CORNELIA	BUZATU C ANDREEA-BIANCA
5	10:00 - 10:15	Factors influencing employee commitment. An exploratory study on ING Bank	DUMITRU Ionela	VOICU G ALEXANDRA-IOANA
6	10:15 - 10:30	The effects of digital technology changes and implementations on business activity during the COVID-19 pandemic. Case study on Unior-Tepid digitization	DAN MIHAELA-CORNELIA	CEAUȘU G J CRISTIAN-DANIEL
7	10:30 - 10:45	The role of social media for succesful businesses	DAN MIHAELA-CORNELIA	GREȚU M A ALEXANDRU-CORNEL
8	10:45 - 11:00	Intellectual Property of Cloud Technologies during the Fourth Industrial Revolution	DAN MIHAELA-CORNELIA	CRIVĂȚ N OCTAVIAN-CĂTĂLIN
9	11:00 - 11:15	Toxic Business Communication in Brand Management – The Impact of Toxic Branding On Consumer Behaviour	DAN MIHAELA-CORNELIA	DEACONU M DARIA-ROXANA
10	11:15 - 11:30	Developing a leadership strategy: A critical element for organizational succes	DAN MIHAELA-CORNELIA	DRAGOMIR L DENIS-ANA-MARIA
11	11:30 - 11:45	Banking System in the face of Blockchain Revolution	MICLEA Adriana	DUȚU L Alexandru Gabriel
12	11:45 - 12:00	Examining the mechanisms used by leaders to enforce changes in VUCA times	DUMITRU Ionela	ENE C LUMINIȚA-ELENA
13	12:00 - 12:15	The impact of different communication channels on sales of cosmetics companies	DAN MIHAELA-CORNELIA	GHINESCU F CRISTINA
14	12:15 - 12:30	Building a company image in the media	DAN MIHAELA-CORNELIA	IONESCU-STOEAN S INDRA-SHARON
15	12:30 - 12:45	Storytelling in business: Cosmetics industry	DAN MIHAELA-CORNELIA	MATEESCU T ANCA
16	12:45 - 13:00	Introduction into cryptocurrency industry. Case study on cryptocurrency impact on the worldwide economic development and improvement	DAN MIHAELA-CORNELIA	MĂRĂCINE F V RAREȘ-MIHAI

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17	14:00 - 14:15	The impact of Social Media Beauty Influencers. How much power do they hold and how do they affect your ladies' perspective upon their vision of beauty ?	MICLEA Adriana	MIHUȚOIU N SABINA-SÂNZIANA
18	14:15 - 14:30	Project management practices in eu funding within the national foundation of young managers	DAN MIHAELA-CORNELIA	MITCU D DIANA-CORINA
19	14:30 - 14:45	The Evolution of Knowledge Management - Case Study on the Oil and Gas Industry	DAN MIHAELA-CORNELIA	MURARIU D PAUL-ALEXANDRU
20	14:45 - 15:00	Cross-cultural branding. PepsiCo case study	DAN MIHAELA-CORNELIA	NOVAC I SIMONA-BIANCA
21	15:00 - 15:15	Product Development in Tech companies: Agile versus Waterfall Methodologies	DAN MIHAELA-CORNELIA	PARASCHIV I M VLAD-IONUȚ
22	15:15 - 15:30	Work life balance during COVID 19 pandemic.	DUMITRU Ionela	Paunica M. Ana-Maria Alexandra
23	15:30 - 15:45	Consumer Behavior Analysis of Luxury Fashion Brands	DUMITRU Ionela	PÎRVU G CERASELA-EMA
24	15:45 - 16:00	Women in today's leadership of non-profit organizations	DAN MIHAELA-CORNELIA	ROTARU I ALEXANDRA
25	16:00 - 16:15	The role of internal communication in the building of a strong company culture	DAN MIHAELA-CORNELIA	SOCACIU G MIHAELA-NICOLETA
26	16:15 - 16:30	How do companies use social media marketing to encourage consumers' purchase behaviors	DAN MIHAELA-CORNELIA	STAN M ANDREEA-NATHALY
27	16:30 - 16:45	The impact of social media campaigns on consumer behaviour: YouTube as a platform of advertising	DAN MIHAELA-CORNELIA	SUCIU I S DIANDRA-MIHAELA
28	16:45 - 17:00	Market Stability using Cobeweb Model. Case Study for the Romanian wheat market	MIHNEA Adriana	VÎRLAN V BIANCA
29	17:00 - 17:15	Marketing mix analysis. Case study of SC GIFTED SCHOOL SRL	CURMEI CĂȚĂLIN-VALERIU	Cana F C Diana Mihaela