



Master Thesis Topics for Management and Leadership Programme

Supervisor's name	Topic	Details	Maximum number of students on the topic
Department of Management and Business Economics: http://en.mvt.bme.hu/faculty			
Nemeslaki András	Business models in the digital economy	Topics investigated in this area should focus on innovative ways of value creation, business strategy, organizational design and other elements of business models in the digital economy. These are mainly industries producing digital products such as music, film, books or more recently unique services such as e-sports, video games or more recently education. Special attention is given to two-sided markets or business platforms both in the business-to-consumer or business-to-business markets.	2
Nemeslaki András	Information management and digital transformation	Information management covers the wide range of ICT (information communication technology) applications in business studying their implications on organizations, strategies, productivity and other areas. The MIS course in the curriculum is a key foundation to the research areas. Digital transformation covers all those managerial and leadership challenges which appear when ICT change business processes, organizational forms, or in general how business is being conducted.	2
Orbulov Vanda	The relevance of Design Thinking in businesses and education	The relevance of Design Thinking in businesses and education How design thinking mindset influences the traditional business development processes and toolkits? What are the critical factors of the business development process, and how will the design mindset enhance to make it more competitive? The design mindset networks all types of desired solutions covering business-related ones and the educational ones. How can we transform a new mindset into a state-maintained segment? What are the monetary units we should take into account?	1
Orbulov Vanda	Business Model Canvas in a design mindset	The business model canvas provides a comfortable, visible first impression of an idea for all the stakeholders. How can we implement this tool into traditional business modeling activities? How can we create better and faster the operative ideas supported by a business model canvas'? What about the sectors not exactly profitable ones, like state-maintained education and healthcare?	1

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Kovács István	Marketing Communication	Marketing communications refers to different kind of messages delivered in different forms used to inform consumers. Marketing communications covers a wide range of activities including other aspects of marketing, advertising, branding, graphic design, sales, sales promotion and everything involved in marketing. You can choose topics like: Effects of Marketing Tools in Influencing Consumer Behaviour or Importance of Branding etc	1
Kovács István	Online - digital - Marketing	The concept of digital marketing has gained a lot of attention in this era of technology and digitalization. You can choose topics like: Effectiveness of online marketing on integrated marketing communication in the 21st Century. or Application of digital marketing strategies to increase the profitability of organisations etc.	1
Tamás Alexandra	DEA-based performance analysis	Comparing the operation of production and service systems is a complex problem, if we want to take into account not only financial, but also other aspects that are often difficult to quantify. Data Envelopment Analysis (DEA) can be used to make objective comparisons based on mathematical programming methods, taking into account inputs and outputs measured in different units. I'm looking for a student on the topic who wants to perform DEA-based data analysis on a specific case discussed together.	3 (altogether from all topics)
Tamás Alexandra	BSG evaluation methods	The use of business simulation games (BSGs) in higher education has become increasingly popular in recent decades. Many research studies focus on evaluating the efficacy of applying simulation games, however, other research is based on evaluating performance during BSGs. I'm looking for a student on the topic who would map and analyse the assessment methods used so far in a structured literature research and create a new assessment model based on provided data.	
Tamás Alexandra	Learning effect considerations in Operations Management	In the time of industry 4.0 and big data, methods which are based on the collection and the processing of a large amount of data in order to support managerial decisions have outstanding significance. The learning curve theory pertains to these methods. The learning effect assumes that as the quantity of units manufactured increases, the time needed to produce an individual unit decreases. The function describing this phenomenon is the learning curve. I'm expecting a student on the topic who wants to put the theory of the learning curve into practice based on the processing of corporate data.	

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Bíró-Szigeti Szilvia	Product- and Brand management	Methods that support product and brand management decisions: product lifecycle models, product testing methods, product characteristics assessment, branding tools.	1
Bíró-Szigeti Szilvia	Product innovation process	Development of marketing tools in product management policy, the role of marketing in product/service innovation. Management tools that support the development of a new product, market introduction.	1
Danyi Pál	Interactive pricing	Research into B2C pricing methods that consider both sides of commercial transactions: buyers and sellers. Development of criteria that can be considered as price modifiers on the buyers' side, e.g., volume of purchase.	1
Danyi Pál	AI approach in pricing	Identifying commercial situations where AI can be used effectively to set proper prices in the B2C market.	1
Szabó Tibor	Problems of state financing organisations	Problems of management of state financed institutions: from motivation to control. Impact of funding and organizational structure on organizational characteristics. Contexts for measuring and managing the performance of the budgetary institutions.	1
Szabó Tibor	Performance measurement management problems in NGOs	Performance measurement issues for NGOs. Specific conditions for performance measurement: problems due to volunteering, elected leadership, and collective goods. Examination of the role of the state in the operation of non-governmental organizations.	1
Sebestyén Zoltán	Project Management	Problems of modern project management (core disciplinary or interdisciplinary aspects).	2
Iványi Tamás	Marketing and digitalization in tourism	New technologies, smartphones and social media changed the ways how tourists plan their trip and also new ways of sharing experience appeared. In this topic the students can focus on the turbulent changes in tourism based on the models of social media, digitalization and experience economy.	1
Iványi Tamás	Customer behavior in digital marketing	This topic deals with the online customer journey mapping focusing mainly on the acquisition, information gathering and online conversions. Students can base their research on social media, customer journey, experience sharing and loyalty models.	1



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Szalkai Zsuzsanna (company consultant: Jankó Árpád, business unit director, terranteto.hu)	Strategic marketing: new product introduction	Introduction of roof tiles & solar roof tiles to international markets. Analyzing market opportunities: environmental analysis and expectations of potential customers.	3
Surman Vivien	Service quality evaluation in higher education	Introduction of stakeholders and service quality models related to HE. Comparison of HE service quality models. Either creating a base for ranking HE institutions or programs, or developing a service quality evaluation framework focusing on this sector.	3 (altogether from all topics)
Surman Vivien	TQM - customer focus in the operation of organizations	Introduction of TQM philosophy and its main features related to the type of the examined organization. Focusing on the implementation characteristics of customer focus main principle related to the given organization. Using quality methods, tools connected to customer focus e.g. QFD, Kano model, etc.	
Surman Vivien	The use of quality management tools related to various situations	Introduction of the examined sector/organization, pinpointing the related quality management system. Looking for problems, improvement opportunities and using quality management methods, tools (e.g. Ishikawa diagram, Pareto analysis, etc.) for the examination. Determining a solution plan with a monitoring system.	
Kalló Noémi	Customer value: analyzing and measuring value chain performance	A value chain contains all the activities that take place within a company in order to deliver a valuable service or product to the customers. In this topic, customer value can be defined and measured, the whole value chain and/or its activities can be identified and improved for higher customer value, customer value measurement issues can be analyzed etc. Research can use the tools of service management, lean management, production management but for an interdisciplinary approach tools of other scientific disciplines can be used as well.	2
Danó Györgyi	Consumer socialization in the digital age	Consumer socialization is the process by which children and adolescents acquire skills, knowledge, and attitudes. The primary socialization agents are parents, school, peers, and the media. In the digital age, the internet and social media have become a powerful factor in shaping consumer values and attitudes. In addition, the gap in the generations' knowledge of the digital world leads to reverse-socialization. This phenomenon refers to the ways in which younger people influence elders' views and behaviors. Students should focus on the influence of the internet/social media in affecting consumer (reverse-)socialization outcomes.	1

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Dóra Tímea	Healthcare Marketing Strategy	The topic seeks to examine marketing strategies used in special areas of healthcare. The elaboration of the topic includes the environmental analysis of the selected area, using macroenvironmental and microenvironmental analysis methods, along the elements that can influence strategy. The aim of the research will be to develop possible solutions to the detected problems and to highlight new development opportunities.	1
Árva Gábor	Application of statistical methods in business decisions	Students are required to use statistical methods to support managerial decisions. Elaboration of data stemming from secondary sources or from the students' own research is to form the cornerstone of appropriate actions. The topic may cover data collection on production processes and the establishment of control charts for monitoring process performance or carrying out long-term predictions.	2 (altogether from all topics)
Árva Gábor	AHP	The goal of Analytic Hierarchy Process is to identify weights that represent the importance of various product or service features from the customers' point of view. After the importance 'score' of various quality-related features are identified, appropriate modification of service or product delivery is to be recommended. The results may be investigated from the organizations' point of view as well with the purpose of identifying various service gaps.	
Árva Gábor	Modeling and forecasting the bathtub curve	The bathtub curve is widely used to characterize the failure rate of an equipment as a function of time. The topic focuses on various random variables that can be used to describe the bathtub curve as well as to predict its continuation. Knowledge on MatLab, Simulink or other softwares is needed!	
Árva Gábor	Fuzzy logic in customer satisfaction measurement	Fuzzy logic offers an alternative way to handle uncertainties inherent in human ratings. The goal of the Thesis is to establish a fuzzy-logic based rating scale the utilization of which characterizes the relationship between the organizational performance and the satisfaction of customers even in cases where the latter one is ambiguous.	

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Veres István	Renewal of advertisements in the XXI. century	Modern advertising has been a part of our everyday lives for more than hundreds of years. More and more small and multinational companies are recognizing that traditional advertising campaigns are still effective and interesting to consumers. The topic describes the theory of creative advertising and the effects through which it is incorporated into the minds of consumers. Students will learn about these creative tools and new research directions.	1
Veres István	E-commerce and traditional commerce	The student will learn about the major milestones of traditional and e-commerce in recent decades. How companies' sales channels are changing and new sales channels are making it possible to reach consumers more effectively. Examining, on the other hand, how the traditional consumer changes and becomes an online consumer.	1
Benedek Petra	Lean Management	Introduce the theoretical background and application of lean management in the case of a production company. Describe the activities aimed at minimizing losses during the operation, formulate specific improvement proposals. Make recommendations for the monitoring and evaluation of the implemented developments.	2
Benedek Petra	Six Sigma	Six Sigma program has been gradually spread since the 1990s and relies heavily on the tools of mathematical statistics. The task is to get acquainted with the Six Sigma methodology, to get involved in an implementation project at a specific company, and to solve independent tasks.	2
Benedek Petra	Self-evaluation and excellence models	Self-evaluation and excellence models in the development of organizations' quality management systems. Issues of implementation. Students should get acquainted with the models, get involved in an assessment process at a specific company.	2
Gombos Nóra	Product management and product innovation	Identifying product development process from product ideas to product introduction. Examine the company's product development stages. Making new product development processes and strategies to the businesses to be more innovative.	1



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Department of Ergonomics and Psychology: http://www.erg.bme.hu/munkatarsak			
Salamon János	Learning and development in organizations – improving training transfer	Exploration of the most important predictors of soft-skill development training programs' application. Targeted training programs can be either traditional, blended, or online (e-learning, bite-sized/microlearning, MOOCs, etc.) programs.	1
Salamon János	Organizational socialization – improving newcomers' experience	Exploration of the most important elements of the onboarding processes which leads to better employee experience, higher work engagement, organizational commitment, better performance and less turnover.	1
Dr. Szabó Zsolt	Implicit leadership theories	What followers expect from leaders, and how followers' characteristics impact these expectations?	1
Dr. Szabó Zsolt	"We all live in Lake Wobegon"	The relationship between the better-than-average effect and perceived organizational injustice.	1
Dr. Szabó Zsolt	The antecedents of organizational citizenship behaviors, contraproductive work behaviors, and corruption intention		1