



**II. Argumentation and marketing**

Supervisor	Topic	Description of Topic	Related Courses
Forrai Gábor	Measuring Advertising Effectiveness	Comparative investigation in a given product category or in a given target group	
	Environmental aspects in consumer behaviour	How important environmental aspects are to consumers of a given product category/brand and how this is reflected in their behaviour.	
Hlédik Erika	Consumer expectations and preferences	Understanding and measuring consumer expectations and preferences for a given product category.	
Magyar Mária	B2B marketing	Analysis of a company's business relationships	
Zemplén Gábor	Reputation management in challenging environments	Study of processes of crisis-communication for specific actor(s) and period(s), focusing on analysis of content and reception	
	Sustainability and Marketing	The increasing attention to sustainability has an influence on marketing as well: analysis of marketing activities for specific actor(s) and period(s), focusing on analysis of content and reception	Transdisciplinarity and Expertise

**III. Business law**

<b>Supervisor</b>	<b>Topic</b>	<b>Description of Topic</b>	<b>Related Courses</b>
Fazekas Éva	EU Law	The sources of law in the European Union, primary and secondary sources	Business Law I, II
	Tort law - damages and compensation:	Competition and competition law in the EU	Business Law I, II
	Contractual law	Theoretical and/or practical analysis of given contracts	Business Law I, II
Pap András László	Business and human rights	The socio-legal context of business, with special attention on human rights	Business Law I, II
Pétervári Kinga	Contracts	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the CCHU	Business Law I, II
	Business Associations	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the CCHU	Business Law I, II
	International Trade (Law)	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the WTO agreements	Business Law I, II
	EU trade (Law)	Research of a historical legislative question, a case study, interpretation problems or an in-depth commentary of a clause in the EU laws	Business Law I, II

**IV. Comparative economic**

Supervisor	Topic	Description of Topic	Related Courses
Dombi Ákos	Issues in international trade	In the frame of this specialization, such issues on international trade can be researched which are actual, relevant and subject of ongoing debates: e.g., the nexus of international trade with economic catch-up, or the critical survey of the world trade regime in the WTO era.	Foreign Economic Policy
	Issues in Hungarian economic policy	In the frame of this specialization, such issues on Hungarian economic policy can be researched which are actual, relevant and subject of ongoing debates: e.g., the fight against public debt, the operation of the developmental state, or the challenges of the redistributive systems (such as health care).	Foreign Economic Policy
Czelleng Ádám	Financial innovations and regulatory issues	This topic addresses the impacts of financial innovations and/or the dilemmas of their regulation, such as the introduction of new technologies (e.g., cryptocurrencies, fintech solutions), their economic and social effects, and regulatory challenges. It also includes the analysis of regulatory options necessary to maintain the stability of financial markets and the assessment of their impacts.	International Finance and Economics, Economic Policy
	Future challenges of the global economy	This topic addresses the future challenges facing the global economy, such as the economic impacts of climate change, opportunities for sustainable economic growth, the effects of digitalization and automation, and the rise of social inequalities.	Economic Policy
Galántai Zoltán	Global aspects of economic history	The impact of global processes from an economic history perspective (e.g., digitalization in a specific industry; air transport; autonomous ships...). The research can focus on either a specific area or a more general historical question (e.g., the history of industrial revolutions; the impact of pandemics on the economy; bubbles).	Economic History
	A chosen area from an economic history perspective	The economic history of a chosen company or area (e.g., the company where the student works; the area of interest: e.g., sports (American football, break dance, e-sports, Formula 1...); a specific airline; the phenomenon of festivals; the spread of 3D printing in Hungary from an economic history perspective).	Economic History
Jászberényi-Király Viktor	Fiscal policy, tax policy and public debt management	Time-series or cross-sectional comparative analysis of the fiscal policy, tax policy, and public debt management of one or more countries.	Economic Policy
	Macroeconomic analysis of recent crises	Macroeconomic analysis of the crises of the 2020s (e.g., COVID pandemic) with regard to economic shocks and the related economic policy reactions as well as prevailing economic uncertainties.	Economic Policy
Molnár Márk	Industry analysis	Market analysis of an industry (leader) using elements of the SCP approach	Industrial Organisation
	Game theoretical analysis of economic conflicts	Analysis of corporate or international trade conflicts, debates, interactions with game theoretical tools	Foreign Economic Policy
Pál Tamás	Actual issues of the eurozone	Within this topic area, you can address questions related to the financial governance of the Eurozone. The selected theme and approach can be either general or specific to a particular country or group of countries.	International Finance and Economics
	Actual issues in monetary policy	Within this topic area, you can delve into the issues of monetary policy and the institutional framework of central banks. The selected theme may focus either on general questions in monetary policy or on the practice of a selected country or country group.	International Finance and Economics, Economic Policy

**V. Finances**

Supervisor	Topic	Description of Topic	Related Courses
Baude Patrick	Economics of Education	Understanding the causes or intra- or international differences in educational outcomes. Research Q can focus on what policies/practices are associated or causally related to better education outcomes at the individual or jurisdictional level (e.g. country, province, varmegye).	Economics 1-2., Econometrics, Data Analysis and Statistics
	Economic Demography	Understanding how group membership (e.g. race, gender, ethnicity, age, marital status) is related to economic outcomes. Research Q can focus on how labor market, educational, spatial, or other outcomes are influenced by or associated with demographic characteristics.	Economics 1-2., Econometrics, Data Analysis and Statistics
	Public Policy Evaluation	Understanding the effects of public policies and events. Research question can focus on estimating the impact (effect) of public policies on economic outcomes. Policies that can potentially be evaluated vary greatly: illicit drug legalization, CSOK implementation, KATA reform, border control, pension reform, teacher strikes, the introduction of the “sharing economy”, mosquito abatement, and many more.	Economics 1-2., Econometrics, Data Analysis and Statistics
Bohák András	Market analysis of a selected financial asset	Explore the key players, market infrastructure and trends in the market of a chosen financial asset (can range from bonds to derivatives). Use publicly available historical data to identify and analyse trends in the chosen market.	International Financial Management
	Bond ETFs and fixed income liquidity	Bond ETFs played a crucial role to make fixed income investments easily available for retail investors. The task is to analyse the effect of ETF's growth on bond market liquidity.	International Financial Management
Bóta Gábor	Capital asset pricing	Capital market equilibrium models, Capital market efficiency	Corporate finance 1-2.
Gál Hedvig	Derivatives	Forward, option products, swaps	International financial management, Investment and financing
	Economic analysis	Recording of free cash flows, cash values arising from business activities: operating, real estate, investment cash flows as a source of information for investment decisions	Corporate finance 1-2.
Harsányi Gergely	Practical issues of company valuation	Compare the firm's market and fair value	Corporate finance 1-2.
Kamocsai László	Risks, risk management	Understanding and presenting the market of commodities (commodity products, indices, ETFs) or financial instruments, and conducting historical analysis of selected products	International Financial Management, Investment and Financing
Lamanda Gabriella	Risk management in banking	Methods for management of credit risk, liquidity risk and operational risk	International Financial Management
	Financial intermediaries	Role of financial intermediaries in economic growth	International Financial Management
Ormos Mihály	Capital Asset Pricing	Modelling capital asset pricing, prediction of security prices, investors behavior	International Financial Management
Tóth Tamás	Capital budgeting decisions	Preparation of the corporate financial analyses (NPV calculation and its complements) necessary for the decision about a project or business idea under current contemplation	Corporate finance 1-2.
Walter György	Capital Budgeting Analysis	NPV-based capital budgeting analysis for a business project.	Corporate Finance 2.
	Valuation of the firm	Basic methodology and presentation of a corporate valuation case	Corporate finance 1-2.

**VI. Human resource and strategic management**

Supervisor	Topic	Description of Topic	Related Courses
Bárány Mónika	Environmental performance evaluation	Evaluating the implementation of environmental management systems in a specific organization	Corporate Management Systems, Corporate Environmental Management
	Sustainability performance improvement	Improving the environmental performance of an organization, products, and operations throughout the entire value chain	Corporate Management Systems, Corporate Environmental Management
	Sustainability performance and communication	Sustainability strategy and communication, sustainability reporting, credible communication / greenwashing	Corporate Management Systems, Corporate Environmental Management
Daruka Eszter	Human Resource Management	Analyzing and improving an HRM function in a specific organization	Fundamentals of Human Resource Management
	Introduction to Management	Examining and improving management-specific (e.g., motivational or structural) problems of a given organization	Introduction to Management
Finna Henrietta	Organizational Culture	The examination of organizational and national culture; impact of culture on organizational processes and the attitudes and performance of employees	Introduction to Management
	Modern management theories	Leader-follower relationship, types and management of followers, charismatic leadership, leadership in the changed world of work	Leadership and organizational studies
	Human Resource Management and Labor Market	Labor market trends and their impact on HRM (performance appraisal, learning and development, etc.)	Fundamentals of Human Resource Management
Gazdag Gergely	Strategic management	Developing and maintaining advantages on the market, setup of a strategy for an organization or business unit (BU)	Introduction to Management
	Strategy-driven innovation	Exploiting market position and discovering new strategic opportunities from a managerial point of view; matching conscious innovation processes to strategy, evaluation of dynamic capabilities	Leadership and organizational study
	Startups, innovation	Successful coordination of problem-solving-team-value creation; Lean startup, corporate innovation: ecosystems, open innovations	Leadership and organizational study
Gabriela Michalec	Human resource management, management	The impact of artificial intelligence and automated systems on personal and impersonal trust in the digital age	Management, human resource management
	Human resource management, management	The impact of personal and impersonal trust on employee satisfaction and organisational commitment	Management, human resource management
	Human resource management, management	The challenges of hybrid working: building personal and impersonal trust in virtual teams	Management, human resource management
Hofmann Piroska	Solving human resource challenges	Investigating and solving an organization's human resource management problem (examination of HR processes, organizational culture, employer branding, and the impact of virtual or hybrid working).	Introduction to human resource management
	Environment of organization in strategy formulation	Examination of an organization's strategy creation methods: analysis of the business environment, their appearance in the definition of the company goal and in the company strategy (including today's most important challenges, such as social responsibility, sustainability, ethical competition, etc.).	Leadership and organizational study
Pádár Katalin	Solving Modern Management Challenges	The examination of the problems of an organisation/organizations through the lens of management and its/their solution with the help of the tools of management	Introduction to Management
Szeiner Zsuzsanna	Human Resource Management and Labor Market	Labor market trends and their impact on HRM (performance appraisal, learning and development, etc.).	Fundamentals of Human Resource Management
	Introduction to Management	Examining and improving management-specific (e.g., motivational or structural) problems of a given organization	Introduction to Management

**VII. Process and quality management, operations management and statistics**

<b>Supervisor</b>	<b>Topic</b>	<b>Description of Topic</b>	<b>Related Courses</b>
Árva Gábor	Applying statistical tools for management purposes	Supporting managerial decisions on the basis of quantitative methods with a special emphasis on novel methods used for measuring customer satisfaction	Business statistics
	Applying quality management tools	Supporting the continuous improvement of processes by means of quality management tools	Business statistics, Process and Quality Management
	Applying soft-computational techniques to measure customer satisfaction	Establishment of fuzzy-logic-based rating scales with the purpose of measuring customers satisfaction and overcoming the weaknesses of Likert-scale-based evaluation	Business statistics
	Operations and production management	Solving issues related to operations management (economic order or production quantity, capacity planning, etc)	Corporate Management Systems
Jónás Tamás	Modelling and simulation of business processes	Mathematical modelling and statistical analysis of business processes	Business statistics
	Optimization of production and service processes	Application of operational research methods	Business statistics, Corporate Management Systems
Tóth Zsuzsanna	Process Management	Business Process Improvement with process management tools	Corporate Management Systems
	Applying quality management tools	Supporting the continuous improvement of processes by means of quality management tools	Business statistics, Process and Quality Management
	Quality Management	Quality improvement in production / service processes, measuring and evaluating quality	Corporate Management Systems