



## TOPICS OF THE SEMINARS

### Business Analytics I°

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#### Radosław Maćik, PhD, Associate Professor

##### Proposed areas:

1. Multidimensional methods of data analysis and their applications
2. Methods for meta-analysis and data synthesis
3. Spatial analysis methods and their applications
4. ICT enhanced quantitative and qualitative research techniques
5. Applications of data visualisation methods
6. Market/Marketing research methods with applications
7. Consumer behaviour research, including ICT-mediated behaviours
8. Practical applications of quantitative and qualitative research techniques
9. Other topics requiring data analysis

**Notes:** The examples indicated are the topics of the work within broader areas of my interests. They are not exact formulations of the thesis topics.

By enrolling in my seminar, you accept the requirement to conduct your own empirical research (on primary or secondary data) for your thesis. Topics of a methodological nature - developing a specific research/analytical method/technique, e.g. through simulations / experimentations or a systematic literature review with meta-analysis - are allowed. Purely theoretical (conceptual) work is not accepted.

#### Anna Tatarczak, PhD

##### Proposed areas:

1. Leveraging Business Intelligence Tools for Strategic Decision-Making in Small and Medium Enterprises.
2. Analyzing the Role of Social Media Data in Enhancing Brand Management Strategies
3. The Role of Data in Shaping Sustainable Business Practices in the Manufacturing Industry



4. Data-Driven Approaches to Enhance Operational Efficiency in Healthcare Management
5. Analyzing the Impact of Employee Engagement on Organizational Performance using Data Analytics
6. Analyzing Student Satisfaction and Performance in English-Language Programs at Multilingual Universities
7. Challenges and Opportunities in Administering English-Language University Programs: A Data Analysis Approach