

Змістовий модуль 3. Теоретико-методичні підходи до організації науково-дослідної діяльності іноземною мовою

Тема 6. Актуальні теми наукових досліджень у галузі менеджменту і адміністрування на сторінках іншомовних видань (монографії, статті, періодичні видання)

 **Text 1.** Read the text and summarise the main points in 10-15 sentences.

RESEARCH TOPICS THAT COVER A RANGE OF PRESENT-DAY BUSINESS PROBLEMS

The inherent fluctuating dynamics of business administration can be equated to a strict mentor chastising aspiring students who are keen to outvie the competitive business landscape by urging them to assiduously adopt the mutating patterns and swiftly respond to evolving business trends. Therefore, business professionals should acclimatize to this admonition by engaging in lifelong learning and formulate practical strategies required to flourish in a budding business environment. Since the field of Business Administration adorns the essence of transformation, challenges and opportunities are ubiquitous elements in the multifaceted corporate realm. Therefore, it is imperative for professionals pursuing a Master course in Business Administration to undertake in research topics that not only combat the compelling challenges but also contributes to the progression of knowledge and practice in the field.

Conducting research serves as the prominent hallmark that strengthens the wisdom and aptitude of an aspiring business professional in the field of business administration. It not only allows them to make significant contributions to the prevailing body of knowledge by imparting new ideas, concepts, and theories but it also enables them to bridge the gap by discerning incomprehensible areas by performing detailed researches in order to generate insights that can be applied to real-world business situations. Research topics bestow the adroitness required to enhance corporate efficiency, competitiveness, and sustainability. These topics improve their knowledge, enhance their professional skills, and enables them to stay updated with the current trends and developments in the field of business administration.

When pursuing a Master's degree in Business Administration the student should be aware of the fact the chosen research topic should be inspiring, pertinent, and address modern challenges faced by the corporate world. The need for research topics is for the advancement of knowledge needed to navigate intricate business challenges that results in driving business success. It improves professional skills like decision-making and effective leadership enabling one to achieve professional recognition and career advancement.

These research topics focus on areas that can shape the future of business administration and drive positive outcomes in various sectors.

1. Corporate Social Responsibility (CSR) and its Effect on Investor Relationships

This research topic throws light into the intricate interdependence and interactions between organizations and their investors while highlighting the effects of Corporate Social Responsibility (CSR) initiatives on an organization's status, commercial value and lasting sustainability. With this research an individual can delve into the tactics used by organizations to effectively engage investors through CSR and the consequences of such engagements.

2. Leadership Approach in the Digital Era

This topic showcases the numerous leadership approaches and its effect on the digital revolution era. It will give a comprehensive knowledge on how adopting these leadership styles can enable professionals to pilot virtual teams, foster innovation, and bring forth organizational transformation in the digital era.

3. Emotional Intelligence in Leadership

Emotional intelligence is imperative for effective leadership; therefore, this research topic will draw attention to the influence of emotional intelligence capabilities on managerial roles required to lead teams and improve employee engagement. This topic will give a clear understanding of the complex relationship between emotions, leadership, and company success.

4. Implementation of Artificial Intelligence in Business

This research topic accentuates the importance of embracing and implementing artificial intelligence (AI) technologies for organizational success. It will provide a thorough comprehension of AI transformation and its implications on organizational operations, employee engagement, and consumer experiences.

5. Sustainable Supply Chain Management

This research topic illuminates the practices and tactics that enable organizations to embrace ecologically responsible supply chain management practices. By understanding and discerning the challenges and opportunities linked with implementing sustainable ideologies into supply chain management one can enhance environmentally responsible business practices.

6. Entrepreneurship and Innovation in Evolving Markets

This topic enables professionals to investigate the dynamic forces of entrepreneurship and innovation in the ever-changing and evolving market. It highlights those aspects that aid or hamper entrepreneurial actions and the impact of innovation on the growth and expansion of the business landscape.

7. The Impact of Organizational Culture on Employee Performance

It is crucial to understand the impact of an organization's culture on employees conduct, motivation, and productivity. This research topic allows one to evaluate the vital connection between cultural dimensions and organizational outcomes along with the complex interplay between culture and organizational success.

8. Managing Diversity and Inclusion in Global Organizations

This research topic brings into light the drawbacks and approaches for effectually managing diversity and inclusion in global organizations. It allows professionals to evaluate the influence of diversity on organizational performance and the implementation of inclusive leadership in nurturing a diverse and inclusive work environment.


9. Ethical Decision-Making

This research topic highlights the importance of ethical decision-making in the organization and the aspects that stimulate ethical behavior such as ethical leadership, organizational culture, and industry models, which enhances the understanding of how businesses steer clear from various ethical challenges and encourage corporate social responsibility.

10. Corporate Governance and Financial Performance

This research topic allows one to analyze the association between corporate governance and financial performance by understanding various governance structures, board characteristics, and investor involvement one can uncover the impact of corporate governance on firm value, profitability, and long-term sustainability.

In conclusion, choosing the right research topic serves as the stepping stone of creating a lasting impression in the field of business. These ten research topics covers a range of present-day business problems and offer abundant opportunities for comprehensive investigation and knowledge generation. One should choose the right research topic that matches with their relevant field of interest and proficiency in order to embark on a professional advancement of making a lasting impact in the world of business.

 **Text 2.** Read the text, summarise the main points in 10-15 sentences, and discuss the questions that follow.

CURRENT ISSUES IN INTERNATIONAL TRADE RESEARCH

International trade plays a pivotal role in the global economy, influencing everything from national growth to consumer prices. With the world becoming more interconnected, the study of international trade has become increasingly complex, offering students a wide range of research opportunities. Writing about international trade thesis topics allows students to explore critical areas such as trade policy, regional agreements, global supply chains, and emerging technologies. These topics also provide insight into how international trade adapts to challenges such as geopolitical conflicts, environmental regulations, and economic disruptions. This article explores the diversity of international trade thesis topics by examining current issues, recent trends, and future directions, helping students select topics that align with both their academic interests and evolving global challenges.

Many of today's most pressing economic challenges are linked to international trade, making them valuable topics for research. One of the most significant current issues is the rise of trade wars and protectionism. In recent years, countries such as the United States and China have engaged in retaliatory tariff measures, disrupting global trade flows and reshaping supply chains. Researching the impact of these trade wars provides students with insights into the effects of protectionist policies on both domestic industries and international markets.

Another pressing issue in international trade thesis topics is the disruption of global supply chains. The COVID-19 pandemic exposed the fragility of these networks, causing delays, shortages, and increased costs. Supply chain management has become a critical area of focus, with many governments and corporations now seeking to make their supply chains more resilient. Investigating how global trade routes are being restructured to adapt to new challenges presents students with valuable research opportunities.

Environmental sustainability has also become a central issue in international trade. Governments and international organizations are working to integrate environmental standards into trade agreements, creating new challenges for exporters and policymakers. For example, research on carbon border adjustment mechanisms – taxes on imported goods based on their carbon emissions – can offer insights into how trade policies are evolving to address climate change. Other topics might explore how green trade policies influence industries such as manufacturing, agriculture, and transportation.

Labor market dynamics represent another important area in international trade thesis topics. Global trade has led to both job creation and job displacement, affecting workers in various industries. Topics focused on wage inequality, the role of labor unions, or the impact of trade liberalization on employment offer opportunities to explore the social dimensions of trade. Understanding these labor-

related issues is essential, as they influence both policy development and public sentiment toward globalization.

Recent trends in international trade reflect shifts in economic policies, technological innovation, and changing consumer behavior. One of the most notable trends is the rise of regional trade agreements. As multilateral negotiations under the World Trade Organization (WTO) have slowed, countries are increasingly forming regional trade blocs, such as the African Continental Free Trade Area (AfCFTA) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP). Students researching these agreements can explore how regionalism is reshaping global trade patterns and whether it provides better opportunities for economic integration than global trade deals.

Digital trade and e-commerce are also transforming international trade. The growth of online marketplaces and digital services has created new opportunities for businesses to access global markets. Researching how digital trade agreements are being developed to regulate cross-border data flows, intellectual property rights, and consumer protections offers students a chance to engage with cutting-edge issues in trade policy. Topics on the impact of technology platforms like Amazon and Alibaba on global trade flows are also highly relevant.

Another emerging trend is the increasing importance of sustainable trade practices. With growing awareness of environmental issues, consumers and policymakers are demanding that trade be aligned with sustainability goals. Many trade agreements now include provisions on environmental standards, renewable energy, and sustainable resource management. Students interested in environmental economics can explore how trade policies are evolving to promote green practices and what challenges companies face in complying with these standards.

The integration of blockchain technology and digital currencies is also influencing the way international trade operates. Blockchain has the potential to enhance transparency and efficiency in trade logistics by providing real-time tracking of goods across borders. At the same time, digital currencies, such as Bitcoin and Central Bank Digital Currencies (CBDCs), are transforming trade finance by offering new payment solutions. Students researching these topics can investigate how technology is reducing transaction costs and reshaping global trade networks.

Future Directions in International Trade

The future of international trade thesis topics lies at the intersection of innovation, environmental policy, and shifting geopolitical dynamics. One emerging area is the role of artificial intelligence (AI) in trade logistics and forecasting. AI-powered tools can optimize trade routes, predict demand trends, and improve customs procedures, helping businesses navigate the complexities of global trade more efficiently. Research topics on the impact of AI on trade competitiveness or how smart technologies influence trade policy offer exciting opportunities for forward-looking studies.


Sustainability will also remain a dominant theme in the future of international trade. As countries implement stricter climate policies, businesses must adapt to new environmental regulations that affect cross-border trade. The transition to carbon-

neutral economies will reshape trade patterns, creating both challenges and opportunities for exporters. Students can explore how industries are preparing for these changes, as well as the role of international trade agreements in promoting sustainable development.

The future of trade finance is another promising area for research. With the rise of digital currencies and blockchain-based payment systems, trade finance is undergoing a transformation. Research topics focused on how decentralized finance (DeFi) impacts global trade or the potential risks and benefits of CBDCs in cross-border transactions offer students a chance to engage with the next wave of financial innovation.

Geopolitical shifts will also play a crucial role in shaping the future of trade. The emergence of new economic powers, such as the BRICS nations (Brazil, Russia, India, China, and South Africa), will influence global trade dynamics. Research topics on how these alliances shape trade policy, or how shifting power dynamics affects multilateral trade negotiations, are highly relevant. Additionally, the future of global trade governance – whether through the WTO or new international frameworks – offers students opportunities to explore the evolution of economic cooperation.

Whether focusing on trade policies, regional agreements, supply chains, or the role of technology, international trade thesis topics allow you to engage with critical issues that shape the global economy. By selecting topics that address current challenges, reflect recent trends, or anticipate future developments, you can contribute meaningful insights to the field of international trade. With trade playing a vital role in promoting economic growth, reducing poverty, and fostering international cooperation, research in this area remains essential to understanding the complexities of a globalized world.

 **Assignment 1.** Read the following research topics and outline the main points to research.

Business Administration and Management Research Topic

1. How does customer service management affect a company's growth?
2. What is the use of a management information system in deciding for small-scale firms?
3. What strategies are used by organizing to improve morale and productivity?
4. What is the role of corporate social responsibility in building your company's image?
5. What is the role and problem of financial institutions in the growth of small-scale business?
6. How motivation helps in improving the effectiveness of the organization?
7. What is the role of effective communication in the growth of small-scale businesses?
8. How can good communication help improve employee performance in the manufacturing industry?
9. What is the role of due process in organizational performance?
10. What problem happens while managing a small business in rural areas?

✎ **Assignment 2.** Read the following research abstracts and choose an appropriate heading from the table below for each of them. Make a list of keywords (5-7) for every topic.

Business Management Research Topics

<i>Headings</i>	
Conflict Management in a Work Team	Issues that Affect the Management of Business Startups
The Role of Women in Business Management	Consequences of Excessive Work in Business
Importance of Inter-organizational Leadership and Networks	Why You Should Start a New Business After One Fails
How to Manage Organizational Crisis in Business	Product and Service Development in a Strategic Alliance
Innovation and Network Markets as a Business Strategy	Social Enterprise and Entrepreneurship

1. With businesses going global, team management has escalated from merely managing people to guiding, mentoring and resolving conflicts among individuals. Teams with multicultural members from different departments are fertile ground for conflicts. This research will give you an insight into the various causes of conflict and different techniques and methods of conflict resolution within global multi-lingual and multi-cultural teams enabling you to lead teams successfully and keep disruptions minimal. Better teams translate to better productivity and, eventually, revenue.
2. Work-life balance is the buzzword in today's business environment. If you choose to write your thesis on the impact of excessive work in business, it could well escalate to international levels as everyone talks about employee well-being, from corporates to SMEs and top management to HR. The single most significant reason behind this is the instances of early burnout seen in the past. Secondly, globalization is another cause for concern since people are often required to work multiple shifts. Lastly, the recent trend of post-Covid layoffs that have driven the need for side hustle makes it even more necessary to keep track of how hectic business operations are.
3. Failure is the steppingstone to success. The recent outcrop of start-ups has proven this to be true. If one venture fails, do not give up. Learn from the experience and start again. Not only is that the mantra of the current generation, but it is also among the trending quantitative research topics in business management. The main objective and outcome of this business management research topic are to explore lessons learned from failures, the advantages of starting afresh, and the strategies for overcoming the fear of failure.
4. The COVID-19 pandemic drove everyone online and created a new digital startup ecosystem. However, while it may be easy to set up a digital business, sustenance, scaling, and growth are some of the challenges that follow. If you are

entrepreneurial, your research title about business management should read something like “Challenges in the startup ecosystem.” Such research covers issues that affect the management of business startups. It covers the various factors that lead to success and the pitfalls and obstacles on the growth trajectory. It covers effective strategies to mitigate or work around challenges, and this is where you can get creative. Limiting your research to startups is okay, but you can also cover significant ground across other business models.

5. Not only is crisis management a critical leadership skill, but today's turbulent business environment is fertile ground for an organizational crisis. Globalization, digitization, and the startup ecosystem have disrupted the environment. Barring corporates, a crisis can strike any business at any time and bailing out of that crisis is the responsibility of the business leadership. Managing an organizational crisis in business is a popular business management research paper topic, especially among MBA students, PGDM, and aspiring entrepreneurs.
6. When it comes to research paper topics related to business management, one area worth exploring is product bundling in a strategic alliance. The ICICI credit card offered to online customers of Amazon India is a classic example. Development of such strategic products or services requires in-depth product knowledge, knowledge of finance, and of course, a strategic mindset. If you have a strategic mindset and interest in product management, this is one of your best business management research project topics.
7. In contemporary society, women have made notable strides in shattering patriarchal norms and embracing diverse opportunities and career paths, thereby demonstrating their strength and autonomy. While women encounter challenges in assuming leadership roles, often stemming from prevailing cultural attitudes, their presence in business management positions is more prevalent than commonly perceived. This prompts inquiry into the factors that contribute to the exceptional success of certain women in managerial positions and the unique value they bring to such roles. Exploring this subject through qualitative research could yield insightful findings regarding women's impact on business management.
8. Social enterprise is any business having a social objective and undertaking activities in the public interest. Writing a research paper on social enterprises and entrepreneurship will lead you to explore opportunities that can bring an innovative change in society and hold business potential. One thing to remember if you want to explore social enterprise and entrepreneurship as one of several business management research titles is that the organizational goal is primarily social impact rather than revenue generation. This research will make you more open to an inclusive idea of growth by bringing you closer to social causes, marginalized communities, and people thriving in them.
9. This research focuses on managing global networks in leadership roles. It is among the hot favorite research topics for business management students considering how businesses are going global. If you are an aspiring global entrepreneur or leader, you would want to know more about local and global inter-organizational networks, how things work, how people communicate, etc. Researching inter-organizational leadership and networks can provide insights into businesses' challenges and

opportunities when building and maintaining relationships. Managing these relationships is another challenging part of the process, and that is what you will learn through this research.

10. It is an emerging and strategic business model for startups. When entrepreneurs need more resources to raise seed or venture capital for their businesses, they elect to market their products through networking. Social Media platforms like Facebook offer substantial networking opportunities. Choose this probe as your quantitative research topic for business management if you have entrepreneurial aspirations to understand every aspect of this business model and strategy in depth.

(Adapted from: <https://www.knowledgehut.com/blog/business-management/business-management-research-topic>)