

Dissertation topics for academic year 2020/2021

Field of study: Economics and Management

Study programme: Agrarian Trade and Marketing

DEPARTMENT OF MARKETING AND TRADE

Supervisor:

doc. Dr. Azeta Tartaraj

Dissertation topic:

The Impact of Social Platforms in Promoting Food Products

The main objective of this study is to find how the usage of Social Media is leading the business world. Through them all the business units and areas of interest are aimed at promoting and marketing. The impact that create the use of social networks from business is very important to get a feedback about all the activities and the environment where this business operates. The study refers to Social media how has been developed over the years, has changed the organizations and individuals, has become a common tool in people's lives and business practices. Some of the best social media platforms for business, like Facebook and Instagram, have become essential tools in the modern marketer's toolbox. More and more consumers are using these channels to find new companies and engage with their favorite brands. However, most companies can't be everywhere at once, especially small businesses with tight marketing budgets. That's why it's vital for businesses to be strategic about which social media platforms they work to build a presence on. Mostly, consumers used the Internet to simply expend content: they read it, they watched it, and they used it to buy products and services. However, consumers are utilizing platforms-such as content sharing sites, blogs, social networking, and wikis-to create, modify, share, and discuss Internet content. This represents the social media phenomenon, which can now significantly impact a firm's reputation, sales, and even survival. Many executives eschew or ignore this form of media because they don't understand what it is, the various forms it can take, and how to engage with it and learn. In this line, it is needed to find, functional building blocks: identity, feeds, sharing, presence, relationships, time and groups on using social media as a promoter for food products. In order to have these expected results, it is needed to compare literature rivew with quantitative data, by using statistical methods like Pearson Correlation Analyis, ANOVA Test, Social Netowrk and database analysis.

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Dissertation topic:

Finding Ways For Farmers To Gain Competitive Advantage Through Marketing Innovation

The aim of this topic is to find ways for farmers to gaing competitive advantages in the trade market by using the marketing innovation tools. Improvements in technology and information systems as well as changes in climate and economies have resulted in an increasingly competitive environment for the agribusiness sector. If today is an unfair competition is between brands. This happens due to the effects of globalization, that affects national economies and it measure the population standard of living in every country. Global agriculture products, includes endless variety of choices and different kind of consumers. A brand is in different places, if you want to buy it in terms of same condition it provides a globally overview, it looks like a unique market, and the sales of all the brands are the same

in all over the world. In a quest to identify which products represent to consumers, why costumers like them and what benefits they provide, many researcher of business, have investigate detailed concept. Due to increased purchasing power of certain consumer segments all over the world and the related growing demand for food specialties for differentiated goods in the international markets, agri-food trade and marketing is no longer focused on commodities only. In a review of marketing, attention is paid to the farmer as marketing agent, improvements in transport, patterns of change for markets and fairs, and the impact of regional price variations and poor harvests. Farming is one of the fastest growing segments worldwide and has a great potential on rural development and strategies on evaluating the resources. Modern agriculture rapidly improves productivity, yet it also pays high price for overconsumption of natural resources and energy use which is not environmentally friendly. Agriculture and innovation go hand in hand, based on this fact which will be the ways for farmers, to gain competitive advantage through marketing innovation. In order to have these exepcted results, it is needed to find quantitative and qualitative data, by using statistical methods like Pearson Correlation Analyis, ANOVA Test, hypothesis and farmer market statictical data studies .