

## 萨里国际学院 2017 级工商管理专业毕业论文（学术论文）选题指南 Topics Guide for BM 2017 Final Year Project (Academic Dissertation)

学院要求，学术论文必须为一手资料分析或二手数据量化分析基础上的规范的实证研究，并应当严格按照学院毕业论文（学术论文）写作标准撰写。

Academic Dissertation should be the analysis of first hand material or study based on the second hand data analysis. Besides, Academic Dissertation should be followed the guideline and standard provided by Institute.

指导教师 Supervisor	推荐学术实证研究论文选题 Proposed Topics of Academic Empirical Dissertation
Dr. Orhan (剩余 4 个指导名额)	<ol style="list-style-type: none"> <li>1. Management</li> <li>2. Marketing</li> <li>3. Operations Management</li> <li>4. International Business</li> </ol>
Dr. Yousuf (剩余 6 个指导名额)	<ol style="list-style-type: none"> <li>1. Finance</li> <li>2. Accounting</li> </ol>
Mr. Peter Bittler (剩余 14 个指导名额)	<ol style="list-style-type: none"> <li>1. Managing demand and capacity in service business</li> <li>2. Building customer relationships in hospitality business</li> <li>3. Customer expectations in B2B industry</li> <li>4. Differentiation policy in B2C industry</li> <li>5. The role of influencers in FMCG marketing</li> </ol>
Dr. Artur (剩余 5 个指导名额)	<ol style="list-style-type: none"> <li>1. Economics</li> <li>2. Business</li> </ol>

### 注:

在毕业论文撰写过程中，学生需遵守学院对论文写作过程的要求，具备认真的写作态度，通过面谈、电子邮件、微信、电话等方式与教师及时沟通。在规定时间内提交选题、大纲、初稿等，按照导师要求修改论文，不得未经教师同意擅自改题。

其他有关“选题与研究主旨”、“总体结构及逻辑性”、“能力水平”、“成果质量”方面的要求，须参见《学术论文成绩评定标准》的相关内容。

### Note:

During the progress of writing FYP, students should have serious attitude, communicate with supervisor via meeting, email, wechat, telephone positively. Submit topic, outline, draft and other material on time. Modify academic dissertation according to the suggestions. Do not change topics without supervisor's permission.

Other requirements for Topic Choosing & Research Purpose, Structures & Logicity, Research Ability, and Overall Quality can be checked in the Academic Dissertation Grading Standards.