

## **EXAMPLES OF BACHELOR'S THESIS TOPICS**

### **for the HSE and University of London Parallel Degree Programme in Management and Digital Innovation**

1. Analysis of Interaction of Commercial Bank with Corporate Clients of Small and Microbusiness Segment
2. Analysis and Forecasting of the Financial Stability of Enterprises of Tourist Industry
3. Analysis of Success Factors of Online Advertisements
4. Analysis of the Reasonability of Blockchain Technology Implementation in the Company
5. Use of Machine Learning Techniques in Telecommunications
6. Research of Best Practices and Development of Recommendations for Automated Testing of Mobile Applications
7. Research on Digital Identity Based on Blockchain Technology
8. Development of a Model of the Innovation Creation Process Based on Modern Methodologies and Tools
9. User Data Privacy Issues in Decentralized Systems
10. Designing a Digital Platform and Developing a Promotional Strategy
11. Development of Proposals for Improving the Procurement and Sales Management Processes in IT Company
12. Development of Recommendations for the Virtualization of Organizations
13. Development of Recommendations for Automating the Assessment of Intangible Assets of an IT Company
14. Development of Algorithmic Trading System Based on Machine Learning
15. IT Project Management in the Banking Sector
16. Analysis and Forecasting the Solvency of Enterprises Using Statistical and Intellectual Methods of Data Analysis
17. Analysis of Techniques for Online Promotion of Services
18. Influence of Design Errors on Software Life Cycle
19. Internet of Things in the Industrial Market Segment
20. Ensuring Security of Personal Data in the Era of Big Data Technology