

MBA Examples of Good Practice

This continues the list on the following web page

<https://brad.idm.oclc.org/login?url=http://digitalcollections.brad.ac.uk/vital/access/manager/Collection/vital:25>

Note: MBA dissertation word count was greater prior to 2014 submission.

2017

Surname	Initial	Title
Ashimi	OA	Business model innovation for M'care: the population economy canvas for BOP markets
Buhlmann	E	Towards a corporate rebranding strategy of G+P engineers
Cruickshank	C	Millennials and wealth management services - exploring means of engagement
Dewhurst	S	Evaluation of factors influencing success in business development in the Architecture, Engineering and Construction (AEC) market in the Gulf Cooperation Council (GCC) from the perspective of a local consulting firm: a roadmap for 2017 and beyond
Gani	A	M&A as a corporate strategy growth vehicle - case of a financial technology organisation
Harrison	UB	Digital disruption: its adoption within a customer engagement strategy in MTN Nigeria
Hill	H	Tutor engagement with technology enhanced learning in the distance-learning MBA programme at the University of Bradford School of Management
Penders	P	Introducing circular economy principles in the cloud services business - fiction or a true value proposition?

2015

Surname	Initial	Title
Creighton	A	Leveraging brand equity at Bradford City Football Club.
Drysdale	A	Impact of national culture on the Buyer-Seller Relationship in Multinational Corporations : A comparative study of Anglo-Saxon sellers with Arab buyers in the Middle East and North Africa.
Hall	T	Polypropylene cushion covers - a marketing study.

2014

Surname	Initial	Title
Al- Mohannadi	A	How to transform a hobby into an enterprise
Hung	S	Strategic marketing plan for ITEX
Islam	T	Market analysis of ski products in major European countries : a case of ePacks a UK e-retailer of backpacks and luggage
Kamalasekaran	N	Business model mapping and development for enterprise growth partnership limited
Shehab	H	Manheim data mining: the used car market
Techati	C	The Sustainable Organization Library (SOL) : business sales and marketing development
Troitskii	S	Developing a marketing strategy for Baltica Community School of Russian Language & Art

2013

Surname	Initial	Title
D'Auvergne	A	Proposal of a marketing strategy to improve performance at the Windward Islands (WINERA) Packaging Co. Ltd
Krenida	L	Multiculturalism and managerial integration in an international oil and gas project in Kazakhstan
MacIntyre	A	Bespoke school uniforms: idea or opportunity for the nascent entrepreneur?
Mohungoo	I	A study of the benefits of ISO quality management system
Peerbocus	K	A proposed framework for the implementation of an information system with a focus on stakeholders' legitimacy: a case study for the

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Surname	Initial	Title
		cargo community system
Rhone	S	The corporate marketing activities at Lime Barbados based on the AC² ID

2012

Surname	Initial	Title
Butt	S	Evaluating the effectiveness of sales promotions used in Seafresh Wholesale Distributors
Kerr	J	Financial sustainability in the non-profit sector: responding to the external challenges
Schultz	N	An evaluation of cross-selling potential at NAI Apollo group
Singh	T	Retail own label: the retail own label brand threat impacting the Vitamins, Minerals and Supplements (VMS) in the United Kingdom (UK)
Yasin	S	Organizational change: the soft side of mergers and acquisition and the role of human resource management