

MBA (EXECUTIVE) 2014

14MBAX001	Can Relationship Marketing be used as a Tool of Value Creation. An Analysis on the Local Airline Sector
14MBAX002	A Proposal for the Introduction of a New performance Management System in a Local Manufacturing Company: A Case Study
14MBAX003	The Management of Local Sport Organisations - Issues, Challenges and Good Practices
14MBAX004	Exploring the Impact of Changing Media use and the Impact on the Day - to -Day Running of the Malta Police Force
14MBAX005	Characteristics of MBA Graduates in Malta
14MBAX006	The Location Advantages and Site Competences of the Maltese Pharmaceutical Manufacturing Companies
14MBAX007	Profiling Marketing Concepts Adopted and resources Influencing Local Suppliers' Perception of Business - Customer Exchange Relations
14MBAX008	Building Customer Retention Through Relationship Marketing: A Qualitative Approach
14MBAX009	An Investigation into Operations Improvement and Competitiveness through I.T
14MBAX010	Career Development in the Malta Public Service to enable a Better Quality Service - A Departmental Case Study at the Central Procurement Supplies Unit
14MBAX011	HR Policies at the Workplace: The Ramifications for Rehabilitated Drug Addicts and their Employment Prospects
14MBAX012	An Evaluation of the importance of Human Resource Development for Staff Nurses at Mater Dei Hospital
14MBAX013	Determinants of School Choice: Factors Affecting Student Enrolment in Independent Schools in Malta

14MBAX014	An Investigation into the Strategies adopted by Maltese Firms after EU Accession
14MBAX015	Self Service Technologies - Factors Influencing Adoption by the Maltese Consumer
14MBAX016	The Role of Leadership on Organisational outcomes from Social Identity and a Psychological Contract Perspective
14MBAX017	Future Trends in the Retail Payment Market in Malta
14MBAX018	An Investigation into Value Chains within the Printing Industry
14MBAX019	The Use of Social Media by Non-Profit Organisations in Malta to increase Awareness for their Cause
14MBAX020	The Effectiveness of Lifelong Learning - The Perspective of Civil Servants
14MBAX021	The ORSA Regulation: A Study on it's Value
14MBAX022	Enterprise Resource Planning; The Case Study of the Water Services Corporation
14MBAX023	From Management to Leadership – The Challenge for Executive Secretaries in Local Councils
14MBAX025	I-Gaming in the Digital Economy: A Macro & Micro Evaluation of Malta'a International Attractiveness
14MBAX026	How Significant are Soft Skills to Line Managers in a Local Aviation Engineering Organisation
14MBAX027	The Adoption of Digital Marketing in Maltese Micro Businesses
14MBAX028	Exploring the Potential and Scope for Medical Tourism Opportunities in Malta
14MBAX029	Gender Differences in Leadership: Leadership Styles and Subordinate Satisfaction - A Case Study within the Employment and Training Corporation.

14MBAX030	Management Challenges in a Multicultural Setting: The Case of the Marsa Open Centre (Malta)
14MBAX031	A Comparative Analysis of Electronic Purchasing Practices within the Local Manufacturing Sector
14MBAX032	MMDNA as a Community Nursing Service: A Managerial Perspective
14MBAX033	New and Emerging Risk in Occupational Health and Safety among the Leading Financial Banks in Malta
14MBAX034	Organisational Sustainability - A Study of Manufacturing firms in Malta
14MBAX035	Analysing the Effects of Cultural Diversity on Communication in a Multinational Group of Companies
14MBAX036	The Role of Customer Relationship Management in Building Loyalty: The Case of a Maltese Car Importer and Retailer
14MBAX037	An Investigation into Leagile Lean and Agile Manufacturing at Local Manufacturing Firms
14MBAX038	The Relationship of Service Quality and Customer Satisfaction in a Local telecommunications Company
14MBAX039	Current Food Choices Behaviour Amongst the Maltese and the Reason Behind them
14MBAX040	An Investigation into the Level of Engagement and Commitment in Service Firms
14MBAX041	Employee Retention: Investigating the Organisational Commitment of Knowledge Workers
14MBAX042	The Production and Use of Bio-Fuel for Malta
14MBAX043	Establishing Mechanisms and Procedures for Implementing an Effective Whistleblowing Framework in the Maltese Public Service
14MBAX044	Does Materialism Influence Dog-Owner Relationship?

14MBAX045	Online and Offline Distribution of Tickets to Events/ Business Plan
14MBAX046	Effective Internal Communication in an Organisation. A Case Study of a Maltese Financial Institution
14MBAX047	Motivating and Engaging key Employees Enabling Career Development and Business Effectiveness. The Case of a Large Maltese Financial Institution
14MBAX048	Recognising the Sustainability and Effectiveness of Intrinsic Motivators
14MBAX049	Relationship Marketing: A Focus on Online Strategies and Electronic Customer Relationship Management Systems Within the Local Banking Industry
14MBAX050	Financial Crisis; Causes and Consequences; Lessons Learnt