

External evaluation report in order to establish a new domain of university doctoral studies

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I. Introduction

This report was drafted during the evaluation visit of the **MARKETING** doctoral studies within the “Dunărea de Jos” University of Galați. The visit took place between 08-10.06.2022, and the composition of the commission of evaluators was:

- ✧ Prof. univ. Dr. Cosmin DOBRIN
- ✧ Prof. univ. dr. Răzvan-Liviu NISTOR
- ✧ Prof. univ. Dr. Lilia ȘARGU
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Marketing PhD domain under evaluation will belong to the Doctoral School of Socio-Human Sciences of the “Dunărea de Jos” University of Galați, institutional component of The “Dunărea de Jos” University of Galați, legally established with the Decree No 105 of 1974 which operates uninterruptedly as a public higher education institution.

Comprising 14 faculties, the “Dunărea de Jos” University of Galați also runs doctoral and postdoctoral studies, legally labeled *Institution Organizing Doctoral Studies* (IOSUD-UDJG) and operates as such based on the National Education Law no. 1/2011, with subsequent amendments and completions, the provisions of GD 681 / 29.06.2011 on the approval of the Code of doctoral studies, with subsequent amendments and completions and of the Order of the Minister of National Education no. 4843 / 01.08.2006 regarding the doctoral domain.

Within the IOSUD-UDJG, doctoral studies are carried out in four multidisciplinary doctoral schools: *the Doctoral School of Mechanical and Industrial Engineering, the Doctoral School of Fundamental and Engineering Sciences, the Doctoral School of Socio-Human Sciences and the Doctoral School of Biomedical Sciences*. The four doctoral schools bring together groups of doctoral supervisors from the faculties with economic and humanities profile, respectively from the faculties of engineering and exact sciences.

The Doctoral School of Socio-Human Sciences was established in 2012, in accordance with the Regulation on the organization of Doctoral Schools in the “Dunărea de



Jos” University of Galați. The Doctoral School of Socio-Human Sciences is one of the 4 existing doctoral schools within IOSUD from the “Dunărea de Jos dof Galați” University. This doctoral school manages the following five doctoral domains: *Management, Economics, Sports Science and Physical Education, Philology and History*. Within this doctoral school, a number of 27 doctoral supervisors are active, as follows:

- doctorate in Economics with 3 doctoral supervisors, 2 holders within the institution, respectively 1 associate professor;
- Sports Science and Physical Education with 3 PhD supervisors, 2 full-time professors within the institution, respectively 1 associate;
- Philology there with 12 PhD supervisors, 8 holders within the institution, 2 retirees, 2 associates;
- History with 5 PhD supervisors, all holders within the institution.
- Management with 4 PhD supervisors, 3 holders within the institution, respectively 1 associate professor;

There are 145 PhD students enrolled in the Doctoral School of Socio-Human Sciences.

The research mission of the Doctoral School of Socio-Human Sciences is in accordance with the assumed mission of the “Dunărea de Jos” University of Galați on training through scientific research, development and innovation, as well as with national and international priorities on scientific research in the following domains: Management, Economics, Philology, History, Sports Science and Physical Education:

- ✧ Increasing scientific performance in doctoral programs;
- ✧ Development of interdisciplinary collaborations between scientific research groups within the Doctoral School of Socio-Human Sciences ;
- ✧ Development of the research infrastructure of the Doctoral School of Socio-Human Sciences as a premise for defending internationally competitive doctoral theses;
- ✧ Promoting doctoral studies in the Doctoral School of Socio-Human Sciences at various international scientific events and attracting as many foreign doctoral students as possible;
- ✧ Attracting a significant number of European projects dedicated to doctoral and postdoctoral research.

The strategy and objectives of the Doctoral School of Socio-Human Sciences are concretized in the following directions:

- ✧ Utilization of human resources and research, innovation and development infrastructure of the “Dunărea de Jos” University of Galați for the training of new highly qualified human resources, following the completion of the doctoral internship in the five domains of the School;
- ✧ Consolidation of the existing domains of doctoral studies and promotion of new directions, in order to diversify the doctoral research, taking into account the resources of the “Dunărea de Jos” University of Galați and the requirements of the society.
- ✧ The continuous increase of the scientific impact of the studies and of the results of the doctoral / postdoctoral internships.
- ✧ Stimulating doctoral studies by developing the material base and human resources, as well as promoting interdisciplinarity.
- ✧ Integration of the Doctoral School of Socio-Human Sciences in national and international networks of excellence, in order to carry out an innovative fundamental research.



- ✧ Promoting interdisciplinary research, in conjunction with the Institutional Regulation on the organization and functioning of doctoral studies in doctoral schools at the University "Dunărea de Jos" of Galati and the RDI Research Strategy of the University "Dunărea de Jos" of Galati, in order to capitalize on the research capacity of in the identified doctoral domains.
- ✧ Identifying and applying new research directions within the Doctoral School of Socio-Human Sciences, with major scientific, economic and socio-cultural impact, contributing to solving the current problems of society, but also to developing research with a long-term impact on it.

Considering the development strategy of the "Dunărea de Jos" University of Galați and the development goals of the range of specializations required by the labor market, in accordance with the new directions of research -development-innovation national strategies, the Doctoral School of Socio-Human Sciences provided for the establishment **PhD Marketing** with the mission to endow candidates with a solid foundation for strengthening the skills of marketing expertise and with a key role in providing cutting-edge solutions to societal problems.

Arguments to support the need to establish the doctoral domain of Marketing:

- ✧ Strengthening the scientific profile of candidates aspiring to advanced studies in marketing, graduates of the undergraduate program in **Marketing** and of the master's program in **marketing and business communication** at the **Faculty of Economics and Business Administration** (www.feaa.ugal.ro).
- ✧ The need for **marketing skills** expressed by **graduates of other study programs**, who encounter difficulties in solving problems in their main field of expertise.
- ✧ The opportunity to address **interdisciplinary and transdisciplinary research topics** is meant to complement candidates' initial competencies in their areas of expertise with specific in-depth knowledge of advanced marketing research, without which their experimental results would remain untapped.
- ✧ Leveraging the opportunity to promote **collaborative innovation projects** by combining knowledge in areas of expertise complementary to the standards of advanced marketing education.

The mission for doctoral research program in Marketing is to provide candidates with a solid foundation for critical thinking by promoting relevant debates to strengthen the role of marketing expertise, both in academic excellence and by delivering cutting-edge solutions to social problems.

II. Methods used

In the external evaluation process, before and during the evaluation visit, the following methods and tools were used:

- ✧ Analysis of the Internal Evaluation Report of the domain of doctoral studies **Marketing** to be established;
- ✧ Analysis of documents, data and information available on the website of IOSUD-UDJG and the Doctoral School of Socio-Human Sciences, in electronic format;
- ✧ Visit to the buildings of the institution's patrimony, which include:
 - classrooms;
 - laboratories;



- the library of the institution;
- research Center;
- reading rooms for students;
- ✧ Meeting in room I05 within the FEAA with the employers who support the establishment of the evaluated doctoral university study program;
- ✧ Meeting / online discussions with the management of the UDJG Doctoral School in which the domain of doctoral studies in **Marketing will operate** ;
- ✧ Meeting / online discussions with doctoral supervisors in the domain of doctoral studies **Marketing** ;
- ✧ online discussions with the person in charge of the evaluated doctoral university domain and with the team that made the internal evaluation report ;
- ✧ Online meeting / discussions with directors / managers / research laboratories related to the domain of doctoral studies **Marketing** ;
- ✧ Meeting / discussions with representatives of the various structures of IOSUD-UDJG and of the Doctoral School of Socio-Human Sciences in which the domain of doctoral studies in **Marketing will operate** :
 - The Doctoral School Council, the University Senate, the Board of Directors, the Evaluation and Quality Assurance Commission, the Quality Assurance Department, the Ethics Commission (including the students representing these structures);
 - Career Counseling and Guidance Center;
 - Student organizations;

III. ARACIS performance indicator analysis

Domain A. INSTITUTIONAL CAPACITY

IOSUD from the “Dunarea de Jos” University of Galati and the Doctoral School of Socio-Human Sciences, part of IOSUD-UDJG, prove a good institutional capacity, which allows the development of doctoral studies in appropriate quality conditions.

Criterion A.1. Administrative institutional structures, management and financial resources

Standard A.1.1. The institution organizing doctoral studies (IOSUD) has implemented the mechanisms of efficient operation provided in the specific legislation on the organization of doctoral studies.

IOSUD within the “Dunarea de Jos” University of Galati has approved and implemented the regulations provided in the specific legislation regarding the organization of doctoral studies.

Performance indicator A.1.1.1 .



Existence of specific regulations and their application at the level of the doctoral school of which the domain of doctoral studies will be part:

- a) Doctoral school regulations.*
- b) The methodology for conducting the elections for the position of director of the Doctoral School Council (CSD), as well as the election by the students of the representative in the CSD, and evidence of their conduct.*
- c) Methodologies for organizing and conducting doctoral studies (admission of doctoral students, completion of doctoral studies).*
- d) Existence of mechanisms for the recognition of the quality of doctoral supervisor and for the equivalence of doctorates obtained in other states.*
- e) Functional management structures (Doctoral School Council), including proving the regularity of convening meetings.*
- f) Doctoral university contract.*
- g) Internal procedures for analysis and approval of proposals on the subject of the training program based on advanced university studies.*

The following specific regulations exist and are applied within the Doctoral School of Socio-Human Sciences or within IOSUD:

- ✧ Regulations of the Doctoral School of Socio-Human Sciences;
 - ✧ Regulation on the organization of the elections of the leaders of the Doctoral Schools in the "Dunărea de Jos" University of Galați;
 - ✧ Methodology regarding the organization and development of the doctoral admission competition;
 - ✧ Regulation regarding the organization and development of Doctoral University Studies at the "Dunărea de Jos" University of Galați;
 - ✧ Decision for the recognition of the doctoral degree obtained abroad;
 - ✧ Regulation on the qualification and granting of the quality of doctoral supervisor in IOSUD-UDJG;
 - ✧ Contract for doctoral studies;
- Given the pandemic context, there are also running the following specific regulations:
- ✧ Methodology regarding the organization and conduct of the online doctoral admission competition;
 - ✧ Methodology regarding the organization and development of the defense of doctoral theses online.

The organization and operation of doctoral studies at IOSUD - "Dunărea de Jos" University of Galați is carried out according to the Institutional Regulation on the organization and operation of doctoral studies in doctoral schools at "Dunărea de Jos" University of Galați, adopted by the University Senate Decision number 12 dated 10.04.2014.

Also, the doctoral schools within IOSUD-UDJG carry out their activity according to the Regulation of the Doctoral Schools from IOSUD - UDJG, approved by HCA no. 18 / 5.03.2021 and approved by the Decision of the University Senate number 84 of 16.03.2021.

The Council for Doctoral Studies (CSUD) of IOSUD - UDJG was established according to the Methodology for carrying out the process of establishing the Council for Doctoral Studies (CSUD) of IOSUD - UDJG, approved by the Decision of the University Senate number 115 of 4.09. 2020. Along with the methodology, the Calendar for the development of the



process for setting up the Council for doctoral studies (CSUD) of IOSUD - UDJG was approved.

The management structures of the Doctoral Schools from IOSUD - UDJG were established based on the Methodology regarding the organization and development of the process of selection and selection of the management structures of the Doctoral Schools from IOSUD - "Dunărea de Jos" University of Galați, according to the Development Calendar of the process regarding the organization and development of the process of selection and election of the management structures of the Doctoral Schools from IOSUD - "Dunărea de Jos" University of Galați, adopted by the Decision of the University Senate number 66 of 22.07.2017.

In 2020, elections were organized for the appointment of the directors of the Doctoral Schools of Fundamental and Engineering Sciences and Biomedical Sciences. The Doctoral School Council was also elected for the Doctoral School of Biomedical Sciences in 2020.

The competition for the position of director of the Council for doctoral studies (CSUD) of IOSUD - UDJG was organized and conducted according to the Methodology for conducting the competition for the position of director of the Council for doctoral studies of IOSUD - University "Dunarea de Jos" of Galati, adopted by the Decision of the University Senate number 77 of 14.04.2020.

The university's website contains all the information related to the conduct of the Public Competition for the position of Director of the Council for Doctoral Studies (CSUD).

The composition of the competition commission, as well as the operational procedure for the online support of the competition for the position of CSUD director were approved by the Senate Decision no. 80 of April 29, 2020.

Admission of students to doctoral studies is made according to the Methodology on the organization and conduct of admission to the third cycle of doctoral studies, adopted by the Decision of the University Senate number 74 of 10.04.2020:

Information about the necessary documents, the locations and the registration program, the program of the competition; the necessary topics and bibliography are available on the IOSU website:

The completion of doctoral studies is performed according to the Regulation on the organization and development of the completion of doctoral studies within the Doctoral Schools of IOSUD-UDJG, approved by HCA no. 18 / 05.03.2021 and approved by the Decision of the University Senate number 84 of 16.03.2021.

The public defense of the doctoral thesis is made in accordance with the Code of doctoral studies (GD no. 681/2011, GD no. 134/2016 for the amendment and completion of the Code of doctoral studies), The methodology regarding the public defense of the doctoral thesis at IOSUD - UDJG, approved by the Decision of the University Senate number 140 of 29.09.2020, The procedure for organizing and conducting the public meeting for the defense of the doctoral thesis in UDJG, approved by the Council for University Studies doctoral dissertation (CSUD) on 09.05.2016 and the Procedure for online defense of doctoral theses in UDJG, approved by the Decision of the University Senate number 80 of 29.04.2020

The information necessary to prepare the documents necessary for the public defense of the doctoral thesis is available on the IOSUD website.

The coordination activity of PhD students within IOSUD - UDJG is provided by 101 PhD supervisors. The number of doctoral supervisors can be changed through the affiliation



/ de-affiliation process which is regulated by the Procedure UDJG.IOSUD - 001 regarding the granting and revocation of the membership of the Doctoral Schools within IOSUD - "Dunărea de Jos" University of Galați, approved by the Council for doctoral studies (CSUD) of IOSUD - UDJG on 14.01.2019 and through the habilitation process which is regulated by the Methodology regarding the organization and development of the process of obtaining the habilitation certificate in the University „Dunărea de Jos” of Galati (IOSUD- UDJG), approved in the Decision of the university senate number 140 of 29.09.2020 and the Procedure for the online defense of the habilitation theses, approved in the Decision of the university senate number 87 of 21.05.2020

The automatic recognition by the "Dunărea de Jos" University of Galați of the PhD supervisor obtained in university institutions accredited abroad is regulated by the Methodology regarding the automatic recognition by the "Dunărea de Jos" University of Galați of the quality of doctoral supervisor, adopted by the Decision of the University Senate number 142 of 29.11.2018, drawn up according to the Order on the recognition of the quality of doctoral supervisor, issued by the Ministry of National Education and Scientific Research number 5921 of 06.12.2016.

The "Dunărea de Jos" University of Galați has mechanisms for the equivalence of the doctoral degree and the doctoral degree in science or in a professional field, obtained abroad. The methodology respects the principle of legality, university autonomy, transparency, accountability, as well as the ethical and deontological norms in force.

The quality of doctor in science or in a professional field obtained abroad is recognized by the "Dunărea de Jos" University of Galați respecting the Methodology regarding the recognition of the doctor's degree and the title of doctor in science or in a professional field, obtained abroad , adopted by the Decision of the University Senate number 142 of 29.11.2018, drawn up on the basis of the Order on the recognition of the doctoral degree, issued by the Ministry of National Education and Scientific Research number 5923 of 06.12.2016.

IOSUD-UDJG activity is subject to an internal evaluation process, in accordance with the IOSUD-UDJG activity self-evaluation methodology, approved by HCA no. 27 of 30.03.2021 and approved by the Decision of the University Senate number 102 of 02.04.2021.

The internal evaluation process complies with the Calendar of conducting the evaluation process of doctoral studies, in order to approve doctoral domains and doctoral schools within IOSUD - UDJG, adopted by the Decision of the University Senate number 75 of 26.02.2021.

The internal evaluation reports of the doctoral schools are public and can be consulted on the IOSUD website.

The executive management of IOSUD - UGAL is provided by the director of CSUD and the 4 directors of the component doctoral schools.

In accordance with the provisions of the Code of Doctoral Studies and its own Regulations, the Council for Doctoral Studies (CSUD-UDJG) ensures the operational management of the institution organizing doctoral studies (IOSUD-UDJG), based on the following decision-making powers:

- ✧ elaboration of the IOSUD-UDJG strategy;
- ✧ elaboration of the Regulation of doctoral studies;



- ✧ endorsement of the establishment / dissolution of doctoral schools and the affiliation of doctoral supervisors to a doctoral school from IOSUD-UDJG;
- ✧ formulating proposals for the distribution of the budget allocation and own revenues from fees intended to finance doctoral study programs;
- ✧ formulating proposals for hiring expenses regarding the doctoral activity in IOSUD-UGJG;
- ✧ coordinating partnerships with other IOSUDs and international institutions;
- ✧ fulfillment of other duties established in its own Regulation.
- ✧ PhD students enrolled in the first year have the obligation to go through the advanced university training and documentation program. This program is carried out on the basis of a curriculum specific to each doctoral school, approved by the Board of Directors of the University "Dunărea de Jos" of Galati and approved by the Decision of the University Senate number 160 of 24.11.2020, available on the IOSUD website. Students enrolled in the form of education budget with scholarship carry out and teaching activities (4-6 hours / week).

The advanced university training and documentation program is carried out according to the schedule available on the IOSUD website.

After admission, for each doctoral student the individual program of doctoral university studies IOSUD - UDJG is completed, approved by the Decision of the University Senate number 142 dated 29.11.2018, information available on the IOSUD website.

The activity of each doctoral student is monitored by the Annual Activity Report of the doctoral student, adopted by the Decision of the University Senate number 142 of 29.11.2018, information available for consultation on the IOSUD website.

All doctoral students sign at the beginning of each academic year the contract for doctoral studies, for doctoral students on a budget with a scholarship, on a budget without a scholarship and with a tax. It has as object the development of activities during the doctoral studies of the doctoral student, respectively the completion by the doctoral student, under the authority of IOSUD - UDJG and the Doctoral School, of the activities of the Individual Program of doctoral studies, regulating the relations between the University, the doctoral student and the doctoral supervisor, specifying the rights and obligations of the signatory parties, in accordance with the legislation in force. The contract also includes details on the duration of the contract, the language in which the doctoral thesis is written and defended, the chosen research topic, the rights and obligations of IOSUD-UDJG, the doctoral student and the doctoral supervisor, the conditions under which the extension is made and termination of the study contract, conflicts between the doctoral student and the doctoral school and the way in which they are mediated or resolved, as well as a special clause regarding the intellectual property on the results obtained in the doctoral studies. This study contract is accompanied by additional documents governing certain contractual clauses, if required.

Recommendations:

It is recommended that all decisions of the Doctoral School Board be posted on the school's website.



Continue the effort of constantly updating the website of the Doctoral School, so that both doctoral supervisors and doctoral students or candidates for admission can find all the necessary information.

It is recommended that IOSUD is based on a system of regulations, procedures and tools that cover the entire doctoral study process.

The indicator is fulfilled.

Performance indicator A.1.1.2 .

The doctoral school regulations include criteria, procedures and mandatory standards for the aspects specified in art. 17 para. (5) of the Code of Doctoral Studies, approved by Government Decision no. 681/2011, with subsequent amendments and completions.

The Doctoral School Regulations include mandatory criteria, procedures and standards for:

- a) the acceptance of new doctoral supervisor members, as well as regulations regarding the manner in which a doctoral supervisor may be revoked as a member of the doctoral school;
- b) the mechanisms by which decisions are taken regarding the opportunity, structure and content of the training program based on advanced university studies;
- c) the procedures for changing the doctoral supervisor of a certain doctoral student and the procedures for mediating conflicts;
- d) the conditions under which the doctoral program may be interrupted;
- e) ways to prevent fraud in scientific research, including plagiarism;
- f) ensuring access to research resources;
- g) the attendance obligations of doctoral students, according to a methodology developed by the relevant Ministry.

Recommendations:

Permanent updating of the doctoral school regulations at the level of the current legislation.

Regular discussion of quality issues with the doctoral school board and members of the doctoral school in the field of economics in order to periodically update the operating regulations with specific issues.

Maintaining the good practices adopted so far; the permanent inclusion of the obligatory criteria, of the procedures and of the specific standards in the regulations of the Doctoral School and the assurance of their transparency by their publication.

The indicator is fulfilled.

Standard A.1.2. IOSUD has the necessary logistical resources to fulfill the mission of doctoral studies.



IOSUD from the “Dunarea de Jos” University of Galati has the necessary software resources to fulfill the mission of doctoral studies in good conditions.

Performance indicator A.1.2.1. Existence and effectiveness of an adequate computer system for the record of doctoral students and their academic career.

At the level of the “Dunărea de Jos” University of Galați there is an information system for admission management (<https://www.admitere.ugal.ro/doctorat/sesiunea-iulie-2021>) and an information system for the record of doctoral students and their path academic (<https://www.ugal.ro/studii/doctorat/scoli-doctorale/scoala-doctorala-de-stiinte-socio-umane>).

Recommendation:

Publication on the doctoral school's website of performance and quality information from the student management system.

The indicator is fulfilled.

Performance indicator A.1.2.2. Existence and use of an appropriate software and evidence of its use to verify the percentage of similarity in all doctoral theses.

Within the Doctoral School of Socio-Human Sciences there is the software system for plagiarism detection - SISTEMANTIPLAGIAT.RO, which is an online tool dedicated to checking all documents with sources in the University's own database (archived documents), in the databases of others universities (based on the mutual exchange declaration of databases), internet resources.

The anti-plagiarism report contains information related to: the title of the paper; author (s); the type of document (book, guide, doctoral thesis, article, etc.), as well as the values of similarity coefficients 1 and 2. Similarity coefficient 1 - expresses as a percentage the level of loans found in certain sources that contain at least 5 words. The limit accepted in our institution is a maximum of 50%. Similarity coefficient 2 - expresses the percentage of loans that contain at least 25 words. The limit accepted in our institution is a maximum of 5%.

Recommendations:

Make a strict record of the use of this software platform so that the results obtained are easily made available to the applicants.

Plagiarism software and update it in order to increase the database of verifiable sources to improve the level of originality of doctoral theses and research papers.

The indicator is fulfilled.



Criterion A.2 . Research infrastructure

Standard A.2.1. IOSUD has a modern research infrastructure, which supports the development of activities specific to doctoral studies.

The Doctoral School of Socio-Human Sciences at „Dunărea de Jos University” of Galati has a very good quality research infrastructure that can properly support the activities specific to doctoral studies.

Performance indicator A.2.1.1. The physical facilities and the material endowment of the doctoral school allow the realization of the research activities, in the evaluated domain, in accordance with the assumed mission and objectives (computers, specific software, equipment, laboratory equipment, library, access to international databases, etc.). The research infrastructure and the offer of research services are presented publicly through a dedicated profile platform. The research infrastructure described above, acquired and developed in the last 5 years, will be highlighted separately.

The doctoral school of socio-human sciences benefits from an endowment corresponding to the evaluated domain and in accordance with the assumed mission and objectives. Thus, the PhD students in the domain of Marketing will have at their disposal the endowments of the Research Center Strategies for the development of competitive economic systems (STRATEC) - www.stratec.ugal.ro - institutionally classified at the level of excellence, whose research infrastructure and service offer is active in the ERRIS profile platform.

The research infrastructure and the offer of research services are visualized through the ERRIS and ReForm platforms and also on the centers' own website.

The Strategic Economic Systems Development Strategies Research Center has as a strategic priority the fundamental and applied scientific research activity in the economic field, by promoting a way of thinking and acting proper to functional market economies and a greater involvement in transposing the results of scientific research to the business environment. The activity of the center covers various thematic fields such as economics, management, marketing, finance, accounting, economic informatics and studies the transformations that take place in the process of transition to the knowledge-based society, which aims to increase economic competitiveness.

The infrastructure of the STRATEC Research Center consists of academic spaces equipped with state-of-the-art furniture and modern equipment (laptops, smart -boards, video projection systems, software).

STRATEC Research Center includes the following specialized laboratories, which make furniture, equipment, and profile software available to PhD students:

1. Marketing research laboratory (room I26 - FEAA, str. Nicolae Bălcescu no. 59-61) (laboratory equipped with sponsorship - collaboration with the business environment)
2. Business Administration Laboratory - Room I22 - FEAA, str. Nicolae Bălcescu no. 59-61 (endowment from budgetary funds)
3. Laboratory of Applied Economic Research - Room I23 - FEAA, str. Nicolae Bălcescu no. 59-61 (equipment from POSDRU Contract ID 138113 - Simpract)



4. Laboratory of Modeling and Economic Forecasts - Room I02 - FEAA, str. Nicolae Bălcescu no. 59-61 (POSDRU project equipment ID 140877)

The doctoral research in the domain of Marketing will use specific computer programs that allow the elaboration of advanced statistical analyzes: SPSS; PLS-SEM; NVivo Qualitative Data Analysis (QDA) software; fsQCA software; BSC Designer

Marketing doctoral program library

The library in the field of economics comprises a number of 1244 titles, while Marketing domain comprises a number of approximately 600 titles of books, including those in electronic format, and over 60 journals in the domain of Marketing.

PhD students in Marketing will have full access to all information resources for scientific research, including online, access being provided through the participation of the University "Dunărea de Jos" of Galati as a member of the project "Ensuring national electronic access to scientific literature to support and the promotion of the research and education system in Romania, based on the subsidiary contract no. 21264 / 31.08.2017.

This contract provides access to the databases: Science Direct, Scopus, SpringerLink Journal, Thomson Reuters - Derwent Innovations Index, Thomson Reuters - Web of Science, Thomson Reuters - Journal Citation Reports, and 2000 e-book titles in all fields that can be accessed in full-text, in the ANELIS PLUS National Repository. During 2016-2020, 1.608.401 accesses to online scientific databases were made.

PhD students in the Marketing PhD program will have access to these databases on the base of IP (from the university intranet) and mobile access to the subscribed databases .

For the research activity of doctoral students, the publication of the research results in specialized journals, the volumes of international conferences, indexed in databases relevant for the field of economic sciences is ensured. Thus, doctoral students have the opportunity for the 3rd year of the doctoral training program to ensure the stage of dissemination and capitalization of research results by publishing papers in the journal "Annals of the Lower Danube University of Galati. Fascicle I. Economics and Applied Informatics" (indexed ERIH +), online at <http://www.eia.feaa.ugal.ro>, as well as in the volume of the international conference "Risk in Contemporary Economy" (BDI indexed volume), online at <http://www.rce.feaa.ugal.ro/>. Both publications are coordinated by the Research Center operating at the Faculty of Economics and Business Administration - Strategies for the Development of Competitive Economic Systems - STRATEC.

Also, doctoral students are supported in writing and publishing scientific articles during the Conference of Doctoral Schools within the "Dunărea de Jos" University of Galați, an annual scientific event online at: <http://www.cssd-udjg.ugal.ro/>.

Recommendations:

It is recommended to continue the investments in the material endowment, software packages for data processing, databases with concentration especially around the infrastructure of the STRATEC Research Center.

Undertake specific mechanisms for attracting resources / funds from the private sector.

Maintain the development and modernization of the material infrastructure.



It is important to emphasize that the University must pay constant attention to maintaining and developing the research and education infrastructure.

The indicator is fulfilled.

Criterion A.3 . The quality of human resources

Standard A.3.1. At the level of each domain there is qualified staff, with the necessary experience to carry out the doctoral study program.

The Marketing domain under evaluation within the Doctoral School of Socio-Human Sciences from the “Dunărea de Jos” University of Galați has qualified personnel with experience for carrying out the doctoral studies program.

Performance indicator A.3.1.1. Within the doctoral domain, at least 3 doctoral supervisors work and at least 50% of them (but not less than 3) meet the minimum standards of the National Council for Attestation of University Degrees, Diplomas and Certificates (CNATDCU) in force at the moment of the evaluation, necessary and obligatory for obtaining the authorization certificate.

Within the domain of PhD **Marketing** there are 3 PhD supervisors. According to the documents provided, all PhD supervisors meet the minimum CNATDCU standards in force.

The doctoral supervisors assigned to the domain of doctoral studies **Marketing** have defended habilitation theses, according to the standards of CNADTCU, Field of Economic Sciences, provided within the Order no. 6129/2016. The notable research activity of the PhD supervisors of **Marketing** is demonstrated by obtaining special scores on the CNATDCU Minimum Standards Verification Report, both after analyzing the entire activity) and from the analysis of the last five years of CNATDCU. It can be seen that 100% of their number, respectively all three PhD supervisors, meet the CNATDCU minimum standards.

Recommendations:

Continuous identification of the habilitation capacity for the members of the academic community and their encouragement to take the necessary steps to obtain the habilitation certificate.

Identifying possible foreign PhD supervisors who can join the Marketing domain.

The indicator is fulfilled.

Performance indicator* A.3.1.2. At least 50% of the doctoral supervisors in the evaluated doctoral domain are holders within IOSUD, employed with the conclusion of an employment contract for an indefinite period.



There are 3 PhD supervisors in the domain of **Marketing** to be established. Of these, according to the certificates provided, 2 PhD supervisors have the quality of holder at the “Dunărea de Jos” University of Galați, meaning a percentage of 66.67%, above the imposed limit of 50%. The PhD supervisors in the domain of **Marketing** hold the positions of university professors, being tenured in higher education of 23, 29, respectively 19 years.

Recommendations:

Continuous identification of the habilitation capacity for members of the academic community and their encouragement to take the necessary steps to obtain the habilitation certificate.

Identifying potential PhD supervisors in the diaspora to join the PhD Marketing.

Of the 3 PhD supervisors in the domain of marketing are affiliated within IOSUD-UDJG, 2 PhD supervisors (66.67%) are holders of UDJG, while 1 PhD supervisor is a holder at the Romanian-American University of Bucharest. It is recommended to maintain at least this level of employment that corresponds to the ARACIS indicators.

The indicator is fulfilled.

Performance indicator A.3.1.3. The disciplines in the training program based on advanced university studies related to the domain are supported by teachers or researchers who have the quality of doctoral / qualified supervisor, professor / CS I or associate professor / CS II with proven expertise in the field of taught subjects or other specialists in domain that meet the standards set by the institution for the teaching and research functions mentioned above, in accordance with the law.

The training program based on advanced doctoral studies will be developed on the basis of an individual curriculum, which will be developed by the doctoral supervisor together with the Guidance Commission for each doctoral student, a plan that will contain disciplines and individual training activities, submitted for approval by the Doctoral School Board. This plan will contain 3 compulsory disciplines to be promoted: *Primary and secondary sources in doctoral research - Marketing* (5 credits) and two modules: *Modeling by structural equations in marketing research* (compulsory specialty, year I, second semester - second), respectively *Behavioral Marketing Strategies* (compulsory specialized discipline, first year, second semester). The package of disciplines will ensure an interdisciplinary training with a broad profile, based on a balanced relationship between basic and specialized training, economics, in accordance with the objectives of the program, in order to doctoral student enrolled to acquire marketing research skills. The package of compulsory subjects also includes the discipline of **ethics and academic integrity**.

Based on the data mentioned in the report, it is verified that the disciplines will be supported by teachers or researchers who have the quality of doctoral / qualified supervisor, professor / CS I or associate professor / CS II, with proven expertise in the domain of taught subjects or other specialists in the domain that meet the standards established by the



institution for the teaching and research functions mentioned above, in accordance with the law requirements.

Recommendations:

The choice of disciplines for each doctoral student must take into account the specifics of the Marketing domain, the chosen research topic and the useful knowledge for the elaboration and successfully defend of the doctoral thesis.

The indicator is fulfilled.

A.3.2. PhD supervisors of the domain carry out a scientific activity, internationally visible.

Marketing PhD domain to be established within the Doctoral School of Socio-Human Sciences from the “Dunărea de Jos” University of Galați has doctoral supervisors with an internationally visible scientific activity.

Performance indicator A.3.2.1. At least 50% of the PhD supervisors in the subject to evaluation present at least 5 indexed publications Web of Science or ERIH in journals with impact factor or other achievements with relevant relevance for the respective domain, in which there are international contributions that reveal a progress in scientific research-development-innovation for the evaluated domain. The mentioned doctoral supervisors have international visibility in the last 5 years, consisting of: membership in the scientific committees of international publications and conferences; membership in the boards of international professional associations; the quality of guest at conferences or groups of experts held abroad or the quality of a member of commissions for the defense of doctoral theses at foreign universities or in co-supervision with a foreign university. For the arts and sciences of sports and physical education, the PhD supervisors will prove their international visibility in the last 5 years by being a member of the boards of professional associations, by being a member of the organizing committees of artistic events and international competitions, respectively by membership in juries or arbitration teams at artistic events or international competitions.

PhD supervisors in the domain of Marketing have a rich scientific activity, materialized in articles published in journals listed Web of Science, ERIH +, Scopus, with impact factor and relevant relevance for the domain of **Marketing** and in which there are international contributions that reveal a progress in scientific research.

Marketing PhD program, the three PhD supervisors have demonstrated international visibility **over the past five years** by serving as a member of the scientific committees of international publications and conferences, by being a guest at conferences or expert groups held abroad, through the awards obtained at international level, through the large number of citations in articles indexed in reference databases and through the participation as a visiting professor in teaching activities in universities abroad.

All PhDs in **Marketing** present a selection of at least 5 relevant papers in the domain: articles in journals listed Web of Science in the quartile Q1, Q2 and book chapters published by renowned international publishers.



Recommendations:

Continuous identification of new performance achievements for PhD supervisors, but also for PhD students with international visibility.

Make additional efforts to increase the international visibility of PhD supervisors and to attract new ones with a good international visibility in the domain of Marketing.

In the future, it is recommended to maintain this level of publishing activities.

The indicator is fulfilled.

Performance indicator A.3.2.2. At least 50% of the doctoral supervisors assigned to a domain of doctoral studies continue to be scientifically active, obtaining at least 25% of the score required by the minimum CNATDCU standards in force at the date of evaluation, necessary and mandatory for obtaining the certificate of qualification, on based on scientific results from the last 5 years.*

All PhD supervisors in the domain of PhD **Marketing** continue to be scientifically active, obtaining at least 25% of the score required by the CNATDCU minimum standards.

Recommendations:

Continuous monitoring of compliance with the minimum CNATDCU standards in force for each PhD supervisor.

The indicator is fulfilled.

Domain B. EDUCATIONAL EFFECTIVENESS

IOSUD from the “Dunărea de Jos” University of Galați and the Doctoral School of Socio-Human Sciences included in this IOSUD, prove a good educational effectiveness, which allows the development of doctoral studies in appropriate quality conditions.

Criterion B.1. The number, quality and diversity of the candidates who entered the admission competition

Standard B.1.2. Candidates admitted to doctoral studies demonstrate academic, research and professional performance.

Performance indicator B.1.2.1. Admission to doctoral study programs is based on selection criteria that include: the academic, research and professional performance of the candidates, their interest in scientific or artistic / sports research, publications in the domain and a



research topic proposal. An interview with the applicant is a mandatory part of the admission procedure.

According to the website of the Doctoral School of Socio-Human Sciences, the competition for doctoral admission consists of an oral presentation of one's own scientific research concerns, of the studied bibliography and of a direction in which the doctoral thesis would be elaborated and finalized. This one presentation is followed by a discussion clarifying with members the commission for admission. During the competition test, candidates are appreciated in the report with level of training and information in the field, with capacity of an emphasize major research guidelines and with ability to formulate solutions and ways of solving (theoretical and experimental) for a research topic.

Criterion B.2. The content of doctoral study programs

Standard B.2.1. The training program based on advanced university studies is adequate to improve the research skills of doctoral students and to strengthen ethical behavior in science.

The training program based on advanced university studies in **Marketing** is appropriate and is designed to improve the research skills of PhD students and to strengthen ethical behavior in science.

Performance indicator B.2.1.1. The training program based on advanced university studies includes at least 3 disciplines relevant to the training in scientific research of doctoral students, of which at least one discipline is intended for the in-depth study of research methodology and / or statistical data processing.

PhD **Marketing** make available PhD students a training program based on advanced university studies, consisting of activities carried out in formations institutionalized study, through courses and seminars.

According to the IOSUD Regulation and the national legislation (Chapter VII. Content and completion of doctoral degree programs as well The regulation on the organization and development of the completion of doctoral studies within the doctoral schools of IOSUD-UDJG, the opportunity to organize this advanced university training program, as well as the structure and its content is established by the Doctoral School, based on the proposals of the doctoral supervisors, ensuring free and unrestricted access to the advanced training program for all its doctoral students, or those from other doctoral schools . The training program based on advanced university studies does not negatively affect the available time of the doctoral student for the individual scientific research program. and is relevant to the research topic of the doctoral dissertation.

The training program based on advanced university studies includes attending general courses and a maximum of 2 other disciplines of the domain or doctoral school, or other forms of training proposed by the doctoral supervisor.

Credits obtained in a research master's program or previous doctoral and / or scientific research internships, carried out in the country or abroad, in universities or in prestigious research-development units, are recognized as equivalent. with those in the



training program based on advanced university studies. The equivalence is proposed by the doctoral supervisor and is approved by the Doctoral School Board.

The participation of a certain doctoral student in the training program based on advanced university studies and the choice of study elements within this program, which must be followed by the doctoral student, are established by his doctoral supervisor. Equally, the doctoral student may choose, independently, to take courses other than those in the individual training program, provided by the Doctoral School of Socio-Human Sciences or by other doctoral schools. The cumulative duration of the training program based on advanced university studies does not exceed 3 months.

The doctoral study program of the Doctoral School of Socio-Human Sciences ensures the formation of professional skills (content, cognitive and research) in the specialized fields related to the school, as well as transversal skills.

The training program based on advanced university studies follows the indicator which provides for the inclusion of at least three disciplines relevant for the training in scientific research of doctoral students, of which at least one discipline is intended for the in-depth study of research methodology.

The relevant disciplines for the training of doctoral students in scientific research, according to the specifics of Marketing are: Primary and secondary sources in doctoral research - Marketing (5 credits) and two modules: Modeling by structural equations in marketing research (compulsory discipline, year I, second semester), respectively Behavioral Marketing Strategies (compulsory specialized discipline, year I, second semester).

Recommendations:

Adaptation and permanent updating of the content of these disciplines relevant for the training in scientific research of PhD students in the domain of Marketing.

Conducting within the disciplines of the proposed curriculum some seminars on issues of research methods (qualitative and quantitative) specific to the domain of Marketing.

The indicator is fulfilled.

Performance indicator B.2.1.2. There is at least one discipline dedicated to ethics in scientific research and well-defined intellectual or thematic property on these topics within a discipline taught in the training program.

Marketing doctoral program, within the curriculum there is the discipline *Ethics and academic integrity*, included in the program of advanced university training and documentation, being a general, compulsory discipline. According to the file of the existing discipline in the file, this discipline contains well-defined topics on ethics in scientific research and intellectual property.

Recommendations:

Conducting regular seminars / workshops on research ethics.

The indicator is fulfilled.



Performance indicator B.2.1.3. IOSUD has created mechanisms to ensure that the training program based on advanced university studies, related to the evaluated domain, aims at "learning outcomes", specifying the knowledge, skills and responsibility and autonomy that PhD students should acquire after completing each discipline or through research activities ¹.

Discipline specific curriculum is provided by each qualified supervisor of the training program and the basic standard consists of following information : number of teaching hours, number of ECTS credits, form of examination, total estimated time and distribution of time, professional and transversal skills , general objectives and specifics of the discipline, the content of the course and of the practical works, the recommended bibliography, as well as the minimum performance standard for the promotion of the discipline.

At the IOSUD-UDJG level, there is an internal mechanism through which study programs are initiated, approved, monitored and evaluated, including doctoral programs. According to the methodology, at art. 6, para. (3).

The periodic annual evaluation of the IOSUD-UDJG activity is performed based on a methodology approved by the University Senate (HS 142 / 29.XI.2018). The self-assessment reports are approved by the University Senate and available on the IOSUD page.

An important component of the internal evaluation is the evaluation of doctoral supervisors by doctoral students, whose purpose is to quantify the level of satisfaction of doctoral students within the Doctoral School of Socio-Human Sciences, regarding the support and mentoring activities, offered to students by their PhD supervisors. Feedback mechanisms (Operational procedure: Assessment and quantification of the level of satisfaction of doctoral students, Questionnaire to assess the level of satisfaction of doctoral students within the Doctoral School of Socio-Human Sciences regarding the support and mentoring activities offered to students by PhD supervisors) are available on the IOSUD website.

Within the Marketing PhD program, PhD students will receive guidance from both the supervisor and the board members.

Recommendations:

Maintaining these mechanisms ensures that the training program based on advanced university studies related to the evaluated domain, aims at learning outcomes, specifying the knowledge, skills, responsibility and autonomy that doctoral students should acquire after completing each discipline or through research activities. .

It is recommended the need to establish a correlation between the learning outcomes at the level of each course with those specific to the doctoral program in Marketing (presentation of specific aspects). This recommendation is needed to ensure that the mechanisms for setting and verifying learning outcomes are in line with EU standards.

¹Or through what the graduate must know, understand and be able to do, in accordance with the provisions of the Methodology for enrolling and registering higher education qualifications in the National Register of Higher Education Qualifications (RNCIS), approved by Order of the Minister of National Education 3,475 / 2017, with subsequent amendments and completions.



The indicator is fulfilled.

Domain C. QUALITY MANAGEMENT

IOSUD from the “Dunărea de Jos” University of Galați and the Doctoral School of Socio-Human Sciences included in this IOSUD prove a good quality management, which allows the development of doctoral studies in appropriate quality conditions. An improvement in the degree of internationalization is needed.

Criterion C.1. Existence and regular development of the internal quality assurance system

Standard C.1.1. The institutional framework exists and policies and procedures for the relevant internal quality assurance are applied.

The Doctoral School of Socio-Human Sciences has the institutional framework created for internal quality assurance, but measures are needed for its effective application .

Performance indicator C.1.1.1. The doctoral school in which the doctoral university domain belongs proves the constant development of the process of evaluation and internal quality assurance in accordance with a procedure developed and applied at IOSUD level, among the evaluated criteria being obligatorily found:

- a) the scientific activity of the doctoral supervisors;*
- b) the infrastructure and logistics necessary for carrying out the research activity;*
- c) the regulations and procedures on the basis of which the doctoral studies are organized;*
- d) the scientific activity of doctoral students;*
- e) the training program based on advanced university studies of doctoral students;*
- f) social and academic support services (including participation in various events, publication of articles, etc.) and counseling provided to doctoral students.*

In IOSUD-UDJG, the periodic internal evaluation of the activity within the doctoral schools is performed annually based on a methodology approved by the University Senate (HS 142 / 29.XI.2018). According to this methodology, in order to continuously increase the quality of the didactic, research and managerial processes, it is necessary to periodically self-evaluate the study programs offered, including the evaluation of the IOSUD activity, in all its components. The periodic self-assessment of IOSUD-University „Dunărea de Jos” of Galați aims at identifying and quantifying the degree of fulfillment of the following objectives:

- a) compliance, at institutional level, with the legal requirements and good practices in the field of organization and development of doctoral studies;
- b) evaluation of aspects related to human resources, research activity, material endowment, etc. at the level of IOSUD and doctoral schools;
- c) qualitative and quantitative evaluation of the research results obtained at the level of doctoral schools, of the degree of visibility, recognition, professional prestige, etc. of doctoral supervisors and doctoral students;
- d) compliance with quality management procedures, professional ethics and institutional transparency at IOSUD level, etc.



Feedback mechanisms at the level of doctoral schools aim at the evaluation of doctoral supervisors by doctoral students, through which to identify their needs, as well as their general level of satisfaction with the doctoral study program in order to continuously improve academic processes. and administrative as well the assessment report of the doctoral student activity by his / her supervisor, the assessment report of the doctoral supervisor by the management of the doctoral school, the evaluation questionnaire of the doctoral supervisors by the doctoral students.

The internal evaluation report that is elaborated annually at the doctoral school level contains updated information on:

- the scientific activity of the doctoral supervisors (based on the annual self - assessment reports);
- the infrastructure and logistics necessary to carry out the research activity (based on the material base reports);
- the scientific activity of doctoral students (based on their annual reports).

The regulations and procedures on the basis of which the doctoral studies are organized are reviewed annually, with reference to the admission of candidates, for the development of the individual training program, based on advanced university studies of doctoral students.

Academic support is also provided to PhD students by awarding research results to PhD students within IOSUD-UDJG. At the level of IOSUD-UDJG there is an operational procedure that describes the stages, criteria and responsibilities underlying the organization and conduct of the selection for the award of research results obtained by PhD students from the University "Dunarea de Jos " Galati.

Recommendations:

Review of the quality assurance structure and activities in the university. These processes perform well, but quality assurance must become part of the organizational culture of the institution. Emphasis should be placed on the evolution and development of a true organizational culture of quality assurance at every stage of the university and doctoral path.

The indicator is fulfilled.

Performance indicator C.1.1.2. During the doctoral training course, evaluation mechanisms are implemented to identify the needs, as well as the general level of satisfaction with the doctoral studies program of doctoral students, in order to continuously improve the academic and administrative processes. Following the analysis of the obtained results, the elaboration and implementation of a plan of measures is provided.

At the level of the Doctoral School of Socio-Human Sciences, the Operational Procedure for the Evaluation and internal monitoring of the evolution of the doctoral schools at the IOSUD level of the Dunărea de Jos University of Galați is implemented.

Students in the Marketing program will have the opportunity to provide feedback by completing a questionnaire to identify various aspects of their path to doctoral school, respectively: training program, collaboration with the doctoral supervisor and other



members of the guidance committee, facility, access to resources, transparency in information, etc.

Strategies and procedures for ensuring the quality of doctoral degree programs implement the methodology of internal evaluation of doctoral schools / domains of doctoral studies, analyze and improve the internal evaluation procedures of doctoral schools, doctoral students and doctoral supervisors and monitor compliance with internal evaluation.

The above-mentioned activities are analyzed and the findings are contained in reports that end with a SWOT analysis and a plan of measures that establishes a series of internal recommendations to improve the situation analyzed, but also monitoring.

Within the University of Galați, action policies are applied in order to stimulate scientific and academic performance, in accordance with the Methodology for awarding prizes for excellence results in the RDI activity of UDJG.

Recommendation

It is recommended that the provisions of this procedure be better operationalized and that a plan of measures be drawn up for the continuous improvement of academic and administrative processes.

At the level of IOSUD-UDJG, a questionnaire on the degree of satisfaction of doctoral students in relation to the activity carried out within the doctoral study program is currently being implemented. This tool certainly helps to identify the needs of students at the doctoral school level, but it is also recommended to examine the study program of marketing separately.

The indicator is fulfilled.

Criterion C.2. Transparency of information and accessibility to learning resources

The doctoral school of socio-human sciences proves transparency in the presentation of information and accessibility to learning resources.

Standard C.2.1. The information of interest for doctoral students, future candidates, respectively the information of public interest are available for consultation in electronic format.

In the case of the **Marketing domain** to be established within the Doctoral School of Socio-Human Sciences, the information of interest for doctoral students and future candidates, respectively the information of public interest will be available for consultation in electronic format.

Performance indicator C.2.1.1. IOSUD publishes, on the website of the higher education institution, in compliance with the regulations in force regarding data protection, information such as:

a) the regulations of the doctoral school;



- b) the admission regulations;*
- c) the doctoral studies contract;*
- d) the regulations for completing the studies, including the procedure for public defense of the thesis;*
- e) the content of training programs based on advanced university studies;*
- f) the academic and scientific profile, the thematic areas / research topics of the doctoral supervisors in the field, as well as their institutional contact data;*
- g) the list of doctoral students of the domain with the basic information (year of registration, PhD supervisors);*
- h) information about the standards for the elaboration of the doctoral thesis;*
- i) links to the abstracts of the doctoral theses to be defended publicly, as well as the date, time, place where they will be defended, at least 20 days before the defense.*

IOSUD from the “Dunărea de Jos” University of Galați has its own page (<https://www.ugal.ro/studii/doctorat>) on the portal of the higher education institution where the information is published and regularly updated, such as:

- ✧ doctoral school regulations;
- ✧ admission regulations;
- ✧ doctoral studies contract;
- ✧ the regulations for the completion of studies, including the procedure for the public defense of the thesis;
- ✧ the content of training programs based on advanced university studies;
- ✧ the scientific profile and thematic areas / research topics of the doctoral supervisors in the domain, as well as their institutional contact details;
- ✧ list of PhD students in the domain with basic information (year of enrollment, PhD supervisor);
- ✧ information on the standards for the elaboration of the doctoral thesis;
- ✧ links to the abstracts of the doctoral theses to be defended publicly, as well as the date, time and place where they will be defended, at least 20 days before the defense.

Recommendations:

Continuous update the IOSUD-UDJG website.

The information available is mostly in Romanian. If the internationalization of the doctoral school in different domains is a priority in the future, it is recommended to develop the content in English.

The indicator is fulfilled.

Standard C.2.2. IOSUD / Doctoral School provide doctoral students with access to the resources needed to conduct doctoral studies.

PhD students have access to the resources needed to carry out doctoral studies in good conditions.



Performance indicator C.2.2.1. All PhD students have free access to a platform with academic databases relevant to the domain of doctoral studies analyzed.

PhD students in **Marketing** will have full access to all information resources for scientific research, including online, access being provided through the participation of the University "Dunărea de Jos" of Galați as a member of the project "Ensuring national electronic access to scientific literature to support and the promotion of the research and education system in Romania, based on the subsidiary contract no. 21264 / 31.08.2017.

This contract provides access to the databases: Science Direct, Scopus, SpringerLink Journal, Thomson Reuters - Derwent Innovations Index, Thomson Reuters - Web of Science, Thomson Reuters - Journal Citation Reports, and 2000 e-book titles from all fields that can be accessed in full-text, in the ANELIS PLUS National Repository at: <https://dspace.anelisplus.ro/xmlui/>.

PhD students in the Marketing PhD program will have access to these databases on the base of IP (from the university intranet) and access mobile to the subscribed databases .

The library in the field of economics comprises a number of 1244 titles, and the one in the domain of doctorate in **Marketing** comprises a number of approximately 600 titles of books, including those in electronic format, and over 60 journals in the domain of **Marketing**.

Recommendations:

Provide regular information, especially for newly admitted doctoral students, on free access to platforms with academic databases relevant to the domain of Marketing.

The university offers doctoral students the opportunity to access a wide range of databases - it is suggested to maintain this situation.

The indicator is fulfilled.

Performance indicator C.2.2.2. Each doctoral student has access, upon request, to an electronic system for verifying the degree of similarity with other existing scientific or artistic creations.

The "Dunărea de Jos" University of Galați has implemented the software system for plagiarism detection - SISTEMANTIPLAGIAT.RO, which is an online tool dedicated to checking all documents with sources in the University's own database (archived documents), in the databases of other Universities (based on the declaration of mutual exchange of databases), internet resources.

Recommendations:

Facilitate the access of doctoral students and for the verification of scientific works.

The indicator is fulfilled.



Performance indicator C.2.2.3. All PhD students have access to scientific research laboratories or other facilities, depending on the specifics of the domain (s) within the doctoral school, according to internal regulations.

The infrastructure of the STRATEC Research Center consists of academic spaces equipped with necessary logistics and modern equipment (laptops, smart -boards, video projection systems, software).

STRATEC Research Center (www.stratec.ugal.ro) includes the following specialized laboratories, which make furniture, equipment and software available to doctoral students:

1. Marketing Research Laboratory (Room I26 - FEAA), a laboratory equipped with 21 Lenovo computers All -in- One, Marketing software (SPSS, PLS-SEM, NVivo, fsQCA, BSC Designer) Magnetic board, 21 desks, 21 chairs, air conditioning, internet connection, E-information access to databases data indexed by field: Web of Science, Scopus, Elsevier, Wiley-eBooks, by Gruyter eBooks, CAB eBooks, Springer.

2. Business Administration Laboratory (Room I22 - FEAA), laboratory equipped with 21 ASUS All in One computer, software with applicability in the domain of Marketing: SPSS, PLS-SEM, NVivo, fsQCA, BSC Designer, Smart -board with video projector, 21 offices, 30 chairs, 4 cabinets, air conditioning, internet connection, E-Information access to indexed databases by field: Web of Science, Scopus, Elsevier, Wiley-eBooks, by Gruyter eBooks, CAB eBooks, Springer

3. Applied Economic Research Laboratory (Room I23 - FEAA), laboratory equipped with 28 ASUS computers, software with applicability in the domain of Marketing: SPSS, PLS-SEM, NVivo, fsQCA, BSC Designer, Epson video projection system, 30 offices, 42 seats, 2 air conditioners, internet connection, E-nformation access to databases indexed by field: Web of Science, Scopus, Elsevier, Wiley-ebooks, by Gruyter ebooks, CAB ebooks, Springer

4. Laboratory of Modeling and Economic Forecasting (Room I02 - FEAA), laboratory equipped with 25 Asus laptops, software with applicability in the domain of Marketing: SPSS, PLS-SEM, NVivo, fsQCA, BSC Designer, SmartBoard with video projection, 25 desks, 30 seats, air conditioning, internet connection, E- nformation access to databases indexed by field: Web of Science, Scopus, Elsevier, Wiley-ebooks, by Gruyter ebooks , CAB ebooks , Springer

In the doctoral research in the domain of Marketing, specific computer programs will be used that allow the elaboration of advanced statistical analyzes.

The design of each study space is made in accordance with the needs imposed by a theoretical and practical training of a high-quality standard. In recent years, the rehabilitation of teaching and research spaces has been carried out. Each space meets the ARACIS standards regarding the ratio amount of students / area / volume of academic space and the number of places.

In the online work regime generated by the context of the COVID 19 pandemic, doctoral students will have personal accounts on the Microsoft Teams platform that will facilitate their presence at courses, workshops, Doctoral Schools Conference - IOSUD Galați, conference Risk in Contemporary Economy (organized by the Faculty of Economics and Business Administration), meetings with the doctoral supervisor and members of the guidance committee, etc.

The Doctoral School of Socio-Human Sciences, through IOSUD, has concluded ERASMUS Mobility Agreements with foreign universities, with research institutes in the profile of its doctoral domains, which aim at the mobility of doctoral students and teachers.



These partnerships are concluded with universities that are on the list of prestigious universities in other states approved by the Ministry of National Education (Order of the Interim Minister of National Education No. 5462 of November 12, 2018 on approving the list of prestigious universities in other states, published in the Official Gazette of Romania, Part I, No. 1035 of December 6, 2018).

Students from the Marketing doctoral program will benefit from Erasmus agreements both at the level of the Doctoral School and at the level of the Faculty of Economics and Business Administration, where both places for undergraduate studies are provided. and a master's degree, as well as for doctoral studies. ERASMUS agreements are available on the Relationship Service page on the institution 's website.

The management of the "Dunărea de Jos" University of Galați supports, including financially, the organization of doctorates in international co-supervision, a fact proved by the theses in international co-supervision supported within IOSUD - UDJG, an advantage that will also benefit the PhD students of the Marketing study program.

At the International Risk in Contemporary Conference Economy (www.rce.feaa.ugal.ro), organized annually by the Faculty of Economics and Business Administration, keynotes were invited speakers to give lectures to participants, teachers from home and abroad and PhD students. Thus, at the editions of the last years of the conference, the following specialists from abroad gave lectures: George Lupașcu-Prună - Hofstede Accredited Intercultural Practitioner - ITIM International - The Hofstede Center, Finland; Helen Cripps, researcher Edith Cowan University, Australia; Hughes Seraphin - University of Winchester, UK ; Alexandrina Tanvuia - Assistant Professor of Hospitality and Event Management at Lasell College in Boston, Massachusetts, USA; Dr. Matthew Reilly - co-chair of the Delta Mu Delta Honors Society at Lasell College, Illinois, USA; Dr. Mustafa Ünğan - Sakarya University's Business School , Turkey ; Florinda Matos - President of ICAA (Intellectual Capital Accreditation Association), Santarem , Portugal ; Dr. Michele Ambaye - Marketing Professor at Pau Business School in the South West of France; Dr. Prof. Deniz ZUNGUN - Manisa The other Bayar University, Turkey , PhD Pradeep Kumar - Lecturer at Lazarski University, Warsaw, Poland .

One of the most important personalities in the world in the domain of management, the university professor Dr. Geert Hofstede , Member of the Academy of Management and Academy of International Business in the USA and Honorary Member of the International Association for Cross - Cultural Psychology had the honor to confer the title of Doctor Honoris Causa (<http://feaa.ugal.ro/evenimente/doctor-honoris-causa/>).

The "Dunărea de Jos" University of Galați participates annually in prestigious educational fairs, on which occasion it presented the educational offer on the three Bologna cycles.

Thus, at the Conference European Association for Education International at Geneva 2018, the representatives of the academic environment promoted the message regarding the study opportunities at the Romanian universities, globally competitive, both in the field of education and in the field of research, the internationalization representing, in itself, a quality certificate.

Another important participation was from September 12-15, 2017, in Seville, where the representatives of the "Dunărea de Jos" University of Galați, together with the representatives of the Romanian academic environment, participated in the 29th edition of Conference and Exhibition of the European Association for International Education (EAIE).



Recommendations:

Present the way of access to the existing research infrastructure to the newly admitted students for doctoral studies.

All PhD students have access to the university's research infrastructure. According to the information received, the research facilities are at a good level and it is recommended to maintain the current state and develop if the financial conditions allow.

The indicator is fulfilled.

SWOT Analysis

<p>Strong points:</p> <ul style="list-style-type: none"> ✦ The doctoral supervisors who will work in the domain of PhD Marketing prove a high level research activity; ✦ The research infrastructure corresponds to the assumed mission and objectives, highlighting the STRATEC research infrastructure; ✦ Quality and quantity of doctoral students' dissemination activities; ✦ Significant number of graduates in economics in the Southeast. 	<p>Weak points:</p> <ul style="list-style-type: none"> ✦ The small number of doctoral supervisors; ✦ Recommendation: Continue to identify Marketing researchers to join IOSUD-UDJG, Marketing ✦ Inconsistency of the application of the evaluation mechanisms regarding the general level of satisfaction with the doctoral studies program; ✦ Recommendation: Operationalize the evaluation process regarding the general level of satisfaction with the doctoral study program; ✦ The need to improve the degree of internationalization. ✦ Recommendation: Support the effort to attract foreign PhD students and foreign PhD supervisors. Drawing up a procedure for implementing an internationalization plan with clear and specific measures. Concluding partnerships in order to carry out joint doctorates.
<p>Opportunities:</p> <ul style="list-style-type: none"> ✦ The existence of economic partners who express their interest for collaboration in the domain of PhD Marketing ; ✦ The quality of doctoral supervisors allows obtaining a high degree of internationalization; ✦ The topicality of the doctoral domain allows attracting a significant number of candidates; ✦ The novelty of the doctoral studies domain of Marketing in the South-East area. 	<p>Threats:</p> <ul style="list-style-type: none"> ✦ it identify potential CAUSE of issues malfunctioning (causes of points weak identified), these representing, practically, threats on good operations a the institution; ✦ in addition, there may be external threats, How would be: environment economic inexpedient in the proximity of the evaluated institution, development of programmer of studied of attractiveness low so much for candidates, How and for the market labor and so on

Synthesis ratings agreement and of The recommendation

Nr. Crt.	Type road sign (IP, IP *, IPC)	Road sign of performance	Qualifying	recommendation
1.	IP	<p>A.1.1.1 . Existence of specific regulations and their application at the level of the doctoral school of which the domain of doctoral studies is part:</p> <p>a) the regulations of the doctoral school;</p> <p>b) the methodology for conducting the elections for the position of director of the Doctoral School Council (CSD), as well as the election by the students of the representative in the CSD, and evidence of their development;</p> <p>c) methodologies for organizing and conducting doctoral studies (admission of doctoral students, completion of doctoral studies);</p> <p>d) the existence of mechanisms for the recognition of the quality of doctoral supervisor and for the equivalence of the doctorate obtained in other states;</p> <p>e) functional management structures (Doctoral School Council), proving also the regularity of convening meetings;</p> <p>f) the contract of doctoral university studies;</p> <p>g) internal procedures for analysis and approval of proposals on the subject of the training program based on advanced university studies.</p>	accomplished	<p>It is recommended that all decisions of the Doctoral School Board be posted on the school's website.</p> <p>Continue the effort of constantly updating the website of the Doctoral School, so that both doctoral supervisors and doctoral students or candidates for admission can find all the necessary information.</p> <p>It is recommended that IOSUD be based on a system of regulations, procedures and tools that cover the entire doctoral study process.</p>
2.	IP	<p>A.1.1.2 . The doctoral school regulations include criteria, procedures and mandatory standards for the aspects specified in art. 17, para. (5) of the Government Decision no. 681/2011 on the approval of the Code of doctoral studies, with subsequent amendments and completions.</p>	accomplished	<p>Permanent updating of the doctoral school regulations at the level of the existing legislation. Regular discussion of quality issues with the doctoral school board and members of the doctoral school in the field of economics in order to periodically update the operating regulations with specific issues.</p> <p>Maintaining the good practices adopted so far; the permanent inclusion of the obligatory criteria, of the procedures and of the specific standards in the regulations of the Doctoral School and the assurance of their transparency by their publication.</p>
3.	IP	<p>A.1.2.1 . Existence and effectiveness of an adequate computer system for the record of doctoral students and their academic career.</p>	accomplished	<p>Publication on the doctoral school's website of performance and quality information from the student management system.</p>
4.	IP	<p>A.1.2.2 . Existence and use of a computer program and evidence of its use to verify the percentage of similarity in all doctoral theses.</p>	accomplished	<p>Make a strict record of the use of this software platform so that the results obtained are made available to the applicants easily.</p> <p>plagiarism software and update it in order to increase the database of verifiable sources to improve the level of originality of doctoral theses and research papers.</p>
5.	CPI	<p>A.2.1.1 . The spaces and the material endowment of the doctoral school allow the realization of the research activities, in the evaluated domain, in accordance with the assumed mission and objectives (computers, specific software, equipment, laboratory equipment, library, access to international databases, etc.). The research infrastructure and the offer of research services are presented publicly through a profile platform.</p>	accomplished	<p>It is recommended to continue the investments in the material endowment, software packages for data processing, databases with concentration especially around the infrastructure of the STRATEC Research Center.</p> <p>Existence of a mechanism for attracting resources / funds from the private sector.</p> <p>Maintaining the development and modernization of the material infrastructure.</p> <p>It is important to emphasize that the University</p>

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		The research infrastructure described above, acquired and developed in the last 5 years, will be highlighted separately.		must pay constant attention to maintaining and developing the research and education infrastructure.
6.	CPI	A.3.1.1 . Within the doctoral domain, at least three doctoral supervisors work and at least 50% of them (but not less than three) meet the minimum CNATDCU standards in force at the time of the evaluation, necessary and mandatory to obtain the certificate of qualification.	accomplished	Continuous identification of the habilitation capacity for the members of the academic community and their encouragement to take the necessary steps to obtain the habilitation certificate. Identifying possible foreign PhD supervisors who can join the Marketing domain.
7.	IP *	A.3.1.2 . At least 50% of the doctoral supervisors in the evaluated doctoral domain are holders within IOSUD, employed with the conclusion of an employment contract for an indefinite period.	accomplished	Continuous identification of the habilitation capacity for members of the academic community and their encouragement to take the necessary steps to obtain the habilitation certificate. Identifying potential PhD supervisors in the diaspora to join the PhD Marketing. Of the 3 PhD supervisors in the domain of marketing are affiliated within IOSUD-UDJG, 2 PhD supervisors (66.67%) are holders of UDJG, while 1 PhD supervisor is a holder at the Romanian-American University of Bucharest. It is recommended to maintain at least this level of employment that corresponds to the ARACIS indicators.
8.	IP	A.3.1.3 . The disciplines in the training program based on advanced university studies related to the domain are supported by teachers or researchers who have the quality of doctoral / qualified supervisor, professor / CS I or associate professor / CS II with proven expertise in the field of taught subjects or other specialists in domain that meet the standards set by the institution for the teaching and research functions mentioned above, in accordance with the law.	accomplished	The choice of disciplines for each doctoral student must take into account the specifics of the Marketing domain, the chosen research topic and the useful knowledge for the elaboration of the doctoral thesis.
9.	CPI	A.3.2.1 . At least 50% of the PhD supervisors in the domain subject to evaluation present at least 5 indexed publications Web of Science or ERIH in journals with impact factor or other achievements, with relevant relevance for the respective domain in which there are international level contributions that reveal a progress in scientific research - development - innovation for the evaluated domain. The mentioned doctoral supervisors have international visibility in the last five years, consisting of: membership in the scientific committees of international publications and conferences; membership in the boards of international professional associations; the quality of guest at conferences or groups of experts held abroad or the quality of a member of commissions for the defense of doctoral theses at foreign universities or in co-supervision with a foreign university. For the arts and sciences of sports and physical	accomplished	Continuous identification of performance achievements for PhD supervisors, but also for PhD students who have international visibility. Make additional efforts to increase the international visibility of PhD supervisors and to attract other ones with a good international visibility in the domain of Marketing. In the future, it is recommended to maintain this level of publishing activities.

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		education, the PhD supervisors will prove their international visibility in the last five years by being a member of the boards of professional associations, by being a member of the organizing committees of artistic events and international competitions, respectively. by membership in juries or arbitration teams at artistic events or international competitions.		
10.	IP *	A.3.2.2 . At least 50% of the doctoral supervisors assigned to a domain of doctoral studies continue to be scientifically active, obtaining at least 25% of the score required by the minimum CNATDCU standards in force at the date of evaluation, necessary and mandatory for obtaining the certificate of qualification, on based on scientific results from the last five years.	accomplished	Continuous monitoring of compliance with the minimum CNATDCU standards in force for each PhD supervisor.
11.	IP *	B.1.2.1. Admission to doctoral study programs is based on selection criteria that include: the academic, research and professional performance of the candidates, their interest in scientific or artistic / sports research, publications in the domain and a research topic proposal. An interview with the applicant is a mandatory part of the admission procedure.	accomplished	
12.	IP	B.2.1.1. The training program based on advanced university studies includes at least three disciplines relevant to the training in scientific research of doctoral students, of which at least one discipline is intended for the in-depth study of research methodology and / or statistical data processing.	accomplished	Adaptation and permanent updating of the content of these disciplines relevant for the training in scientific research of PhD students in the domain of Marketing. Conducting within the disciplines of the proposed curriculum some seminars on issues of research methods (qualitative and quantitative) specific to the domain of Marketing.
13.	IP	B.2.1.2. There is at least one discipline dedicated to ethics in scientific research and well-defined intellectual or thematic property on these topics within a discipline taught in the training program.	accomplished	Conducting regular seminars / workshops on research ethics.
14.	IP	B.2.1.3. IOSUD has created mechanisms to ensure that the training program based on advanced university studies, related to the evaluated domain, aims at "learning outcomes", specifying the knowledge, skills and responsibility and autonomy that doctoral students should acquire after completing each discipline. or through research activities	accomplished	Maintaining these mechanisms ensures that the training program based on advanced university studies related to the evaluated domain, aims at learning outcomes, specifying the knowledge, skills, responsibility and autonomy that doctoral students should acquire after completing each discipline or through research activities. . It is recommended the need to establish a correlation between the learning outcomes at the level of each course with those specific to the doctoral program in Marketing (presentation of specific aspects). This recommendation is needed to ensure that the mechanisms for setting and verifying learning outcomes are in line with EU standards.
15.	IP	C.1.1.1 . The doctoral school in which the doctoral university domain belongs proves the constant development of the process of evaluation and internal quality assurance in	accomplished	Review of the quality assurance structure and activities in the university. These processes work well, but quality assurance must become part of the organizational culture of the institution.

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		<p>accordance with a procedure developed and applied at IOSUD level, among the evaluated criteria being obligatorily found:</p> <p>a) the scientific activity of the doctoral supervisors;</p> <p>b) the infrastructure and logistics necessary for carrying out the research activity;</p> <p>c) the regulations and procedures on the basis of which the doctoral studies are organized;</p> <p>d) the scientific activity of doctoral students;</p> <p>e) the training program based on advanced university studies of doctoral students;</p> <p>f) social and academic support services (including participation in various events, publication of articles, etc.) and counseling provided to doctoral students.</p>		<p>Emphasis should be placed on the evolution and development of a true organizational culture of quality assurance at every stage of the university and doctoral path.</p>
16.	IP *	<p>C.1.1.2 . During the doctoral training course, evaluation mechanisms are implemented aimed at identifying the needs, as well as the general level of satisfaction with the doctoral studies program of doctoral students, in order to continuously improve the academic and administrative processes. Following the analysis of the obtained results, it is proved the elaboration and implementation of a plan of measures.</p>	accomplished	<p>It is recommended that the provisions of this procedure be better operationalized and that a plan of measures be drawn up for the continuous improvement of academic and administrative processes.</p> <p>At the level of IOSUD-UDJG, a questionnaire on the degree of satisfaction of doctoral students in relation to the activity carried out within the doctoral study program is currently being implemented. This tool certainly helps to identify the needs of students at the doctoral school level, but it is also recommended to examine the study program of marketing separately.</p>
17.	CPI	<p>C.2.1.1 . IOSUD publishes, on the website of the higher education institution, in compliance with the regulations in force regarding data protection, information such as:</p> <p>a) the regulations of the doctoral school;</p> <p>b) the admission regulations;</p> <p>c) the doctoral studies contract;</p> <p>d) the regulations for completing the studies, including the procedure for public defense of the thesis;</p> <p>e) the content of training programs based on advanced university studies;</p> <p>f) the scientific and scientific profile, the thematic areas / research topics of the doctoral supervisors in the domain, as well as their institutional contact data;</p> <p>g) the list of doctoral students in the domain with the basic information (year of registration; PhD supervisors);</p> <p>h) information about the standards for the elaboration of the doctoral thesis;</p> <p>i) links to the abstracts of the doctoral theses to be defended publicly, as well as the date, time, place where they will be defended, at least 20 days before the defense.</p>	accomplished	<p>Continuous updating of the IOSUD-UDJG website.</p> <p>The information available is mostly in Romanian. If the internationalization of the doctoral school in different domains is a priority in the future, it is recommended to develop the content in English.</p>
18.	IP	<p>C.2.2.1 . All PhD students have free access to a platform with academic databases relevant to the domain of doctoral studies analyzed.</p>	accomplished	<p>Regular information, especially for newly admitted doctoral students, on free access to platforms with academic databases relevant to</p>

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				the domain of Marketing. The university offers doctoral students the opportunity to access a wide range of databases - it is suggested to maintain this situation.
19.	IP	C.2.2.2 . Each doctoral student has access, upon request, to an electronic system for verifying the degree of similarity with other existing scientific or artistic creations.	accomplished	Facilitating the access of doctoral students and for the verification of scientific works.
20.	IP	C.2.2.3. All PhD students have access to scientific research laboratories or other facilities depending on the specifics of the domains) within the doctoral school, according to internal regulations.	accomplished	Presentation of the way of access to the existing research infrastructure to the newly admitted students for doctoral studies. All PhD students have access to the university's research infrastructure. According to the information received, the research facilities are at a good level and it is recommended to maintain the current state and develop if the financial conditions allow.

Conclusions and general recommendation

The mission of the Marketing PhD program is to provide candidates with a solid foundation for critical thinking, by promoting relevant debates to strengthen the role of marketing expertise, both in academic excellence and by providing cutting-edge solutions to social problems.

The objectives of the doctoral study program - Marketing domain:

From the perspective of academic research excellence, the program aims to understand and deepen the theoretical and methodological approaches of various aspects of advanced marketing research, as well as testing the applicability of this knowledge by developing hypotheses and promoting theoretical perspectives that will enrich the current knowledge base. Conceptualization, operationalization and development of new research ideas focused on providing solutions to societal problems, relevant in guiding the development of public and sectoral policies, from an interdisciplinary perspective and complementary to academic research of excellence.

The originality of the program consists in the adoption, development and use of *pilot platforms dedicated to assisted training* of students in the information processing and marketing simulations, aiming to acquire advanced knowledge on the requirements of complex experimental data management models, through methods of optimizing decision making and resource allocation.

Marketing PhD program is aimed at graduates with a degree in economics to complete their professional and research skills. The doctoral training program offers PhD students the opportunity to gain knowledge and skills, which allows them to have interdisciplinary approaches, to capitalize on their research results in the content of articles published both in conference volumes and in journals.

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