



**The External Evaluation Report of a Doctoral Study Domain  
Marketing  
Doctoral School of Economics and Business Administration  
West University of Timișoara (UVT)**

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**Timișoara, 2023**



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## I. Introduction

In this chapter, the following shall be summarized:

- the context in which this external evaluation report was drafted (**the type of evaluation, the period of the evaluation visit, the composition of the Experts Committee** etc.);
- details about the doctoral school(s) of which the doctoral domain under review is part (number of doctoral advisors, number of students, institutional context, short history etc.);
- details about the doctoral study domain under review (number of students, institutional context, short history etc.).

### 1.1. Introduction

**Type of the evaluation:** external evaluation of the doctoral university studies in the field of MARKETING, the Doctoral School of Economics and Business Administration, West University of Timișoara (UVT).

**Period of their evaluation:** 03-05 April 2023

**Composition of the Experts Committee:**

- 1) prof. Mihaela LUTAS - coordinator of the evaluation team;
- 2) prof. Rodica CRUDU - international expert evaluator;
- 3) Ana Maria COCARIU - student evaluator.

### 1.2. Details about the doctoral school(s) of which the doctoral domain under review is part

The West University of Timișoara is an Organizing Institution for Doctoral University Studies (IOSUD - UVT) and operates as such under the National Education Law (1/2001) and GD 681/2011- Code of Doctoral Studies.

IOSUD-UVT operates on the basis of the institutional regulation on the organization and development of doctoral studies in UVT which is approved by the UVT Senate, in accordance with the law and the Code of doctoral studies.” (Chapter 8, Organizational structure of UVT, art. 46.1).

The Doctoral School of Economics and Business Administration (SDEAA) was established based on the Order of the Ministry of Education and Scientific Research no. 4843/ 01.08.2006.

The period 2017-2022 was one of evolution and expansion for the SDEAA, from all points of view: the number of supervisors, of Ph.D. students and of scientific achievements. Thus, the SDEAA academic staff includes 46 Ph.D. supervisors (out of which 30 are tenured within IOSUD-UVT, 9 are associated staff



(retired) and 7 are tenured professors from other higher education institutions in Romania) and offers doctoral study programs in the fundamental field “Economics and business administration”/fields: Accounting, Economics, Economic informatics, Finance, Management and Marketing (<https://feaa.uvt.ro/ro/educatie/programe-doctorat>).

Of the affiliated Ph.D. supervisors, 25 obtained their habilitation certificate between 2013 and 2022. 122 doctoral theses were defended and validated by a doctoral degree in period 2017-2022.

**The specific measures of quality management and promotion of ethics and deontology** are explicitly regulated by Article 14 of the Regulation on the organization and functioning of the SDEAA, but also in other articles within it.

Thus, the specific regulated activities include:

- informing the Ph.D. student on scientific, professional and university ethics, through a distinct discipline dedicated to ethics in scientific research;
- evaluating manuscripts and Ph.D. theses using software to assess the level of similarity;
- conditioning the thesis defence by the result of these checks on the level of similarity.

SDEAA’s mission in the field of scientific research is to offer the possibility of accumulating knowledge, professional skills, cognitive and operational skills in the field of economics but also to provide support to Ph.D. students for the development of systematic and critical scientific thinking, flexibility, mental coherence and of their capacity for trans- and multidisciplinary integrative thinking.

From the point of view of the **existing research infrastructure of the doctoral school**, the enrolled Ph.D. students have access to the entire UVT infrastructure, including:

- “Eugen Todoran” Central University Library (B.C.U.) - ranked in the top four largest university libraries in Romania, B.C.U. “Eugen Todoran” has more than 1,000,000 documents available to Ph.D. students;
- through Anelis Plus, Ph.D. students have free access to all the important databases (e.g. ScienceDirect, Wiley, Sage, Scopus, Springer or Web of Science).

### **1.3. Details about the doctoral study domain under review**

Since its inception, the doctoral studies program has set out to provide advanced doctoral training meant to generate relevant international research skills. The activity of doctoral schools in IOSUD UVT is subordinated to the West University’s mission to conduct advanced scientific research and education.

The **research mission** of the doctoral school is reflected in the field of study, for example by formulating minimal standards regarding the quality of the Ph.D. students’ scientific activity.

The **curriculum** includes disciplines offered in the 1st semester of the doctoral studies program, to address the Ph.D. students’ needs to acquire advanced competences in research methodology (both quantitative and qualitative research) and data analysis, but also in terms of research ethics and scientific



authorship. Thus, for the academic year 2022/2023, the 1st semester, SDEAA offers all students enrolled in the first year a number of 8 disciplines: 1) Academic Ethics and Integrity; 2) Economic Methodology; 3) Conceptual Developments and Paradigmatic Changes in Business; 4) Academic Writing; 5) Research Methods; 6) Macroeconomic Modeling; 7) Space economy; 8) Scientometrics and Evaluation of Scientific Research.

In the period of 2017-2022, out of 122 doctoral theses defended, 5 were defended and validated in the field of Marketing.

Currently, the school has 46 PhD supervisors of SDEAA and 4 of them are for the Marketing domain, of whom 2 are tenured UVT staff and one is a tenured academic at the "Ovidius" University from Constanța and other one is tenured academic at the „1 Decembrie 1918” University from Alba Iulia.

Three (3) of the Ph.D. supervisors (75%) fully meet the national minimum standards in force for obtaining the habilitation certificate. It is also noted that among the Ph.D. supervisors in the field, 3 published 5 papers (or more) in indexed Web of Science publications (75%). All Ph.D. supervisors in the field published 23 such articles (an average of 5.75 articles per field of study / Ph.D. supervisor). In addition, it should be noted that the average field score for citations in ISI journals with positive AIS, calculated according to Order 6129 / 20.12.2016 is 7.25 (compared to the minimum standard of 1.2 points from the CNATDCU grid for obtaining the qualification certificate).

The situation of the scores achieved by the PhD supervisors is in table 1.

Table 1. PhD supervisors. Scores

No.	Name - University	HIRSCH Index	Score P	Score C	Score S	Minimum score
1	Prof. dr. Foltean Florin (UVT)	Google Scholar h-index 6 Scopus h-index 3 Web of Science h -index 3	29,264	8,500	37,764	P >= 2; C > = 1.2; S >= 4
2	Prof. dr. Dobre Costinel (UVT)	Google Scholar h-index 9 Scopus h-index 2 Web of Science h -index 1	18,057 *)	8,000	26,057*)	
3	Prof. dr. Moraru Andreea Daniela (Ovidius - Constanța)	Google Scholar h-index 5 Scopus h-index 4 Web of Science h -index 4	14,036	6,250	20,286	
4	Conf. dr. Paștiu Carmen Adina (1 Dec 1918 - Alba Iulia)	Google Scholar h-index 6 Scopus h-index 3 Web of Science h -index 3	12,814	6,250	19,064	

\*) Prof. Dr. Dobre Costinel exceeded the minimum score, but it is composed of only 3 articles for publications compared to a minimum of 4 articles, as provided for in the minimum necessary and mandatory standards of Order 6129/2016.



Ph.D. students benefit from free access to the **research infrastructure** of the West University of Timisoara, the Faculty of Economics and Business Administration as well as that of the *East-European Center for Research in Economics and Business* (ECREB) - the research center of the Faculty of Economics and Business Administration.

## II. Methods used

This chapter will contain the methods and tools used in the external evaluation process, before and during the evaluation visit, including at least:

- The analysis of the internal evaluation report of the doctoral study domain under review and its Annexes;
- The analysis of documents made available by the IOSUD, in physical format, during the evaluation visit (if such documents have been requested);
- The analysis of documents, data and information available on the IOSUD/Doctoral School(s) website, in electronic format;
- Visiting the buildings included in the institution's property, comprising (indicative and non-exhaustive list, which shall be changed according to the context): classrooms; laboratories; the institution's library; research centers; the Career Counselling and Guidance Center; lecture halls for students; the student residences; the student cafeteria, etc.;

Before the online evaluation visit, I have reviewed the self-evaluation report of the Doctoral School of Economics and Business Administration and the Marketing domain and the Annexes and I have checked the documents, data and information available on the website about the doctoral school and the Marketing domain. All these allowed me to frame a general view on the university, doctoral school and its functioning.

During the onsite visit, the meeting with the representatives of the different bodies of the institution and the doctoral school, with the students, graduates and employers, review of the documents provided during the visit, as well as the visit of the classrooms, laboratories, library, lecture halls and other premises, helped me to enrich my perceptions and image about the real situation of the assessed doctoral school in general and Marketing field in particular.

During the evaluation visit, the following interviews/meetings were carried out:

- April 3, 2023, 3-4 p.m., meeting/discussions with the management of the Doctoral School of Economics and Business Administration, Prof. dr. Laura Mariana Cismaș, Prof. dr. Camelia Daniela Hătegan, Doctoral student Calin Bianca Andreea, in which the Marketing doctoral studies field operates. The main problems facing the Marketing doctoral field have been identified: 1) there are three professional master's degrees from which potential doctoral students are selected, but their graduates are not they are attracted to continuing their studies 2) there is no real demand from employers for certain topics of doctoral studies, and there is no funding from them for scholarships offered. doctoral students. 3) the vast majority of doctoral students are employed in other jobs, which does not allow them to carry out research activities specific to their doctoral studies, mainly due to financial constraints.



• April 3, 2023, meeting/discussions with representatives of the Doctoral School in which the field of evaluated doctoral studies operates:

□ The Council of the Doctoral School, the University Senate (vice-president prof. Nicoleta Moldovan), the Board of Administration (dean Petru Ștefea, FEAA, prof. Ovidiu Bunget - director of the Accounting Department, vice-chancellor Dana Percec), the Evaluation and Quality Assurance Commission (representative Vlad Chereches),

□ Quality Assurance Department, Ethics Commission (representative Mihaela Tomita);

□ FEAA management, dean Petru Ștefea, vice-dean Nicoleta Sîrghi, vice-dean Noja Grațîela;

□ Career Counseling and Guidance Center;

□ IOSUD-UVT secretariat (Str Ouitus, nr. 4m Mrs. Pirvu Loredana)

• April 4, 2023, 12 p.m., room P11, meeting/discussions with doctoral supervisors in the field of evaluated doctoral university studies (Prof. Foltean, Prof. Dobre, Prof. Moraru, Prof. Pastiu);

• April 4, 2023, 2 p.m., room P11, meeting/discussions with graduates in the field of Marketing doctoral studies. (Mrs. Glovatschi I. Bogdana, and Adrian - Răzvan Joantă).

• April 4, 2023, 3 p.m., room P11, meeting/discussions with doctoral students in the field of Marketing doctoral studies. (Cosmin Constantinescu, 2nd year PhD student)

• April 4, 2023, 4 p.m., room P11, meeting/discussions with employers of graduates in the field of Marketing doctoral studies ( Mrs. Gabriela Sîrbu, sustainability director at Profi, in the past Marketing director at Profi.)

### III. Analysis of ARACIS's performance indicators

#### **Domain A. INSTITUTIONAL CAPACITY**

The institutional regulation serves as the framework for the *regulations-for-organization-and-functioning-of-doctoral-schools*. There are also a dedicated *Regulation of the Doctoral School of Economics and Business Administration (SDEAA)*, which stipulates clearly the way in which doctoral university study programs are organized and run in the fields of: Accounting, Economics, Finance, Economic Informatics, Management and Marketing.

The last one stipulates the framework of organization and functioning of the Council of doctoral school (CSD), procedures for selection its members, their roles and responsibilities, the criteria they have to meet, duration of their mandate, the periodicity of the meetings, etc.

The director of the doctoral School is elected according to the Methodology regarding the elections of the structures and management functions of the UVT for the mandate 2020 - 2024.

The selection of students in the doctoral school councils is held annually according to the Regulation *for the election of student representatives* in UVT.



The university and the doctoral school have a comprehensive methodological framework covering the entire process, from admission (i.e. *SDEAA Admission Regulation; methodology for online admission to doctoral studies*), tracking the student progress (*doctoral studies contracts, information management system ACADEMIS; orders for promoting academic year, etc.*) and until the completion of doctoral studies (i.e. *Institutional Regulation Regarding the Organization of Doctoral Studies (chapter 5); Methodology for defence of doctoral theses; report from antiplagiarism system iThenticate, etc.*)

Additionally, UVT has an approved *Methodology for the Recognition within UVT of the Doctoral Supervisor Quality Obtained by Foreign Accredited Higher Education Institutions* and a *Methodology for the Recognition within WUT of the Ph.D. Diploma and Doctoral Degree of Science or Professional Fields Certificates and Degrees Awarded by Foreign Accredited Higher Education Institutions*. So far, this methodology was used to recognise the title of doctor of sciences for 4 people, young researchers who studied abroad and who chose to apply for research or teaching positions at the UVT.

SDEAA Doctoral School has functional management structures (Council of the doctoral school), which meet at least once a month. There are evidences for their regular frequency of convening their meetings (schedule of meetings, minutes of the meetings).

There are internal procedures for the analysis and approval of proposals regarding the training for doctoral study programs based on advanced academic studies (PhD research plans, guidance committees, etc).

Doctoral school's Regulations include mandatory criteria, procedures and standards concerning the aspects specified in art. 17, para. (5) of Government Decision no. 681/2011 on the approval of the Code of Doctoral Studies.

UVT in general and the Doctoral School of Economics and Business Administration, in particular, have the necessary information infrastructure and tools (ACADEMIS ERP system to efficiently plan, organize and monitor the activities within the doctoral school, *iThenticate to check the plagiarism*), as well as other well described procedures to carry out the doctoral studies from the admission until the final defence of the PhD theses.

According to the UVT Methodology for organisation for defending of PhD thesis (Art 7 (3)), from 21.07.2022, and the Procedure Regarding the Process Organization for Defending the Ph.D. Thesis in West University Timisoara in online version (Art. 8), the program used to analyse the similarity of Ph.D. thesis is *iThenticate*, through which all Ph.D. theses are analyzed, according to internal procedures, before being defended in front of the guiding commission, and before the public defence.

The similarity report generated by *iThenticate* software is also accompanied by a resolution of the Ph.D. supervisor by which s/he evaluates the similarity situations identified by the software.

***All performane indicators in the domain A are fulfilled***

### **Criterion A.1. The administrative, managerial institutional structures and the financial resources**

The normative framework related to the organization and implementation of doctoral university study programs within the West University of Timisoara is represented by the provisions of the *Institutional*





*Regulation Regarding the Organization of Doctoral Studies*, which describes the common principles to guarantee quality in the organization and conduct of doctoral university study programs within the UVT.

**Standard A.1.1. The institution organizing doctoral studies (IOSUD) has implemented the effective functioning mechanisms provided for in the specific legislation on the organization of doctoral studies.**

*The standard regarding institutional and administrative structures, managerial and financial resources is met for the indicators contained within it. There is evidence that documents, procedures and processes comply with applicable national legislation.*

**The standard is fulfilled.**

**Performance Indicator A.1.1.1.** *The existence of specific regulations and their application at the level of the Doctoral School of the respective university doctoral study domain:*

*(a) the internal regulations of the Doctoral School;*

*(b) the Methodology for conducting elections for the position of director of the Council of doctoral school (CSD), as well as elections by the students of their representative in CSD and the evidence of their conduct;*

*(c) the Methodologies for organizing and conducting doctoral studies (for the admission of doctoral students, for the completion of doctoral studies);*

*(d) the existence of mechanisms for recognizing the status of a Doctoral advisor and the equivalence of the doctoral degree obtained abroad;*

*(e) functional management structures (Council of the doctoral school), giving as well proof of the regularity of meetings;*

*(f) the contract for doctoral studies;*

*(g) internal procedures for the analysis and approval of proposals regarding the training for doctoral study programs based on advanced academic studies.*

**According to the internal evaluation report of the IOSUD - West University of Timișoara**, for the doctoral field of Marketing, and analysing the documents presented during the evaluation visit, the following statements were formulated:

**a) the regulation of the doctoral school**

The normative framework regarding the organization and operation of doctoral studies programs by the West University of Timișoara is established by the *Institutional Regulation Regarding the Organization of Doctoral Studies*, posted on the website of the West University of Timișoara at the following link (<http://www.uvt.ro/wp-content/uploads/sites/2/2022/04/Regulament-organizare-si-desfasurare-studii-de-doctorat.pdf>) and promotes a series of common principles to guarantee quality in the organization and conduct of doctoral university study programs within the Western University of Timișoara **Anexa2.Regulamentul-institutional-privind-organizarea-si-desfasurarea-studiilor-universitare-de-doctorat**. Starting from this framework regulation, the operating regulation was established for each



doctoral school - **Anexa3. Regulamente scoli doctorale**. The Regulation of the Doctoral School of Economics and Business Administration (SDEAA) establishes the way in which doctoral university study programs are organized and run in the fields of: Accounting, Economics, Finance, Economic Informatics, Management and Marketing (**Anexa4.Regulament SDEAA**).

The regulation of the SDEAA doctoral school (the current version is in force from 27.10.2022) respectively regulates the organization and functioning of the SDEAA Council as well as its attributions as well as the attributions of the SDEAA director a) includes the clarifications according to which "Members elected to the SDEAA Council are university teaching staff or researchers with the right to conduct doctorates, in the country or abroad, who meet the minimum and mandatory standards for granting the qualification certificate in force on the date of their appointment as members of the SDEAA Council. The five-year mandate is obtained following the elections through the universal, direct, secret and equal vote of the doctoral supervisors within SDEAA. In order to be validated, they must meet the minimum and mandatory standards for granting the qualification certificate on the date of their election as members of the Doctoral School Council" (art. 3.7 paragraph 2); b) and, respectively, "The term of office of the members of the SDEAA Council is 5 years and it is recommended to be renewed only once successively" (art. 3.7. paragraph 9); c) includes the clarification in art 3.7 paragraph (10) according to which "The SDEAA Council meets whenever necessary, but not less than twice a year, at the request of the SDEAA Director or at least one third of its members" ; d) includes provisions regarding the information made available to doctoral students, the university community and other interested persons (art. 6.4); e) includes provisions regarding the conduct of doctoral university studies, including the conditions for extending or interrupting them in accordance with the national regulations in force (art. 7); f) includes provisions regarding the conduct of the doctorate under co-tutorship regime (art. 3.4); g) includes provisions regarding the rights and obligations of doctoral students, respectively rights and obligations of doctoral supervisors (art. 13); h) other organizational aspects.

**b) the methodology and evidence for conducting the elections for the position of director of the Doctoral School Council (CSD), as well as the election of the students' representative in the CSD**

The process of electing all management, administrative and supervisory bodies within the West University of Timișoara for the term 2020-2024 was carried out in accordance with the Regulation comprising the Methodology on the election of management bodies and functions of UVT for the term 2020-2024 (**Anexa5.Regulamentul cuprinzând Metodologia privind alegerile structurilor și funcțiilor de conducere ale UVT pentru mandatul 2020 – 2024**), All information related to the election process (methodology, candidates, results) are posted on the university's website at <https://www.uvt.ro/alegeri/>. Paragraph 2.2 of the methodology regarding the conduct of elections in UVT for the 2020-2024 mandate establishes the regulations for the election of the members of the Doctoral School Council.

This regulation contains the following provisions regarding the election of Doctoral School Council members:

„Art. 22 (3) The doctoral school council includes doctoral school Ph.D. supervisors (up to a maximum of 40%), Ph.D. students (up to 20%, rounded up if necessary), the remaining 40% being completed with outside members who are scientists of repute, whose research activity is recognized internationally and / or personalities from the relevant industrial and socio-economic sectors”.

“Art. 25 Ph.D. students elect their representatives in the doctoral school council according to art. 14 (2)



of H.G. no. 681/2011 regarding the approval of the Code of doctoral studies, based on internal regulations”.

The election of students in the CSUD leadership and in the doctoral school councils is regulated by special, specific documents regarding the organization of student elections within the UVT ([Anexa6. Regulamentul de alegere a studenților reprezentanți în UVT](#)). Student elections take place annually, in accordance with a specific schedule, announced by student organizations in the UVT.- <https://www.uvt.ro/educatie/2022/10/democratia-in-uvt-candidaturi-depuse-studenti-reprezentanti-consiliile-facultatilor-senatul-uvt-consiliile-scolilor-doctorale-si-csud/>.

### **c) methodologies for organizing and conducting doctoral studies (admission procedures for Ph.D. students, completion of doctoral studies)**

The proper process of doctoral studies within IOSUD-UVT is governed by a series of methodologies and regulations which detail and make explicit the institutional regulation regarding the organization and process of doctoral studies. The regulations and the procedures are publicly available at <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>.

Thus, every year, CSUD discusses the framework governing the admission process of future Ph.D. students and recommends particular methodologies (available on <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>). These methodologies are in accordance with the national methodologies of the Ministry of National Education, as well as with the Methodologies for admission to studies for Romanian candidates from around the world. Based on the general admission methodologies, discussed in the CSUD, endorsed by the Board of Directors of the UVT and approved by decision of the university Senate, doctoral schools create their own admission methodologies, which are specific depending on the particularities of the field of doctoral studies.

Admission to doctoral studies in IOSUD-UVT is carried out in conditions of transparency, with the dissemination of useful information for enrollment. Thus, on the website are announced the available places and their type (full-time / part-time; budget-funded with scholarship / budget-funded without scholarship / self-funding), as well as their distribution among the existing doctoral schools and fields of doctoral studies. Notification for September 2022 admission is available at <http://www.uvt.ro/wp-content/uploads/sites/2/2022/06/Regulament-admitere-doctorat-UVT-2022-2023.pdf>, respectively, the Methodology for organizing and conducting the competition for admission to doctoral university studies within the SDEAA 2022-2023 ([Anexa7.Regulament Admitere-SDEAA](#)). Considering the pandemic context, the methodology was developed for online admission to doctoral studies in UVT ([Anexa8. HS.40\\_Anexa-6.-Metodologie-admitere-online-doctorat-UVT-2021-editia-I](#)).

IOSUD-UVT also has clear procedures for completing doctoral studies. Drafted on the basis of national legislation and compliant with national doctoral degree validation platforms (the Integrated Educational Register and the Single Matriculation Register), these procedures include information on the stages preceding the defence of the Ph.D. thesis as well as on the conditions for this process. The implementation of all these procedures is meant to ensure conditions of exactingness and complete transparency regarding Ph.D. theses. The latest version of the methodology related to thesis defence is available at <http://www.uvt.ro/wp-content/uploads/sites/2/2022/10/Metodologie-privind-organizarea-si-desfasurarea-procesului-de-sustinere-a-tezelor-de-doctorat-ed.-III-a-2022.pdf>. Thus, IOSUD-UVT gradually verifies the similarity of Ph.D. theses, without transforming this technical procedure into a substitute for the communication between the Ph.D. supervisor and the Ph.D. student. Each similarity report obtained using



iThenticate software is accompanied by the written assessment of the Ph.D. supervisor, who validates the thesis and recommends acceptance.

At the same time, the procedures for public defence of the Ph.D. thesis specify the situations in which its summary or full format are made public and are accessible before the public defence. Thus, the Ph.D. thesis (in print) is available at the Central University Library "Eugen Todoran" 20 days before the public defence, while the abstract of the thesis is available online: <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>.

Within the Regulation on the organization and conduct of doctoral studies in UVT, the regulations regarding the completion of doctoral university studies are specified - chapter 5 Content and completion of doctoral university study programs and Section C - Doctoral thesis and completion of doctoral university studies ([A2.Regulamentul-institutional-privind-organizarea-si-desfasurarea-studiilor-universitare-de-doctorat](#)). It is mentioned:

[Art. 5.12 \(1\) "Doctoral university studies are completed by public defence of the doctoral thesis in front of the committee for public defence of the doctoral thesis, hereinafter referred to as the doctoral committee". The public support can take place only after completing the stages a\) -g\) mentioned in Art 5.12 \(2\).](#)

The SDEAA has developed a guide for writing theses which is appended to its Regulation regarding its organization and activity ([A4.Regulament SDEAA](#)). It includes the following recommendations regarding: 1) the layout of the Ph.D. thesis; 2) the structure of the Ph.D. thesis, accompanied by specifications regarding the introduction, the theoretical chapters that review the previous researches, the description of the research methodology, the presentation of the research results and of the conclusions, the bibliography section and the Annexes section; 3) the standards regarding the writing of the Ph.D. thesis with reference to the academic writing style and to the observance of the ethical standards for scientific research.

**d) the existence of mechanisms for the recognition of the quality of Ph.D. supervisor and for the equivalence of doctorates obtained in other countries;**

Starting with 2017, in implementing national regulations, IOSUD-UVT established through internal methodologies and procedures the recognition of the quality of Ph.D. supervisor, based on certifications obtained in foreign universities, as well as the recognition of doctoral degrees obtained abroad. The methodology is publicly available at <https://www.uvt.ro/wp-content/uploads/2020/12/Metodologia-privind-recunoasterea-de-catre-UVT-a-calitatii-de-conducator-de-doctorat-obtinuta-in-institutii-de-invatamant-universitar-acreditate-din-strainatate-editia-a-II-a.-HS-36-din-13.07.2017..pdf> -[Anexa9.Metodologia privind recunoașterea, de către UVT, a calității de conducător de doctorat obținută în instituții de învățământ universitar acreditate din străinătate](#) (Methodology for the Recognition within WUT of the Doctoral Supervisor Quality Obtained by Foreign Accredited Higher Education Institutions); <https://www.uvt.ro/wp-content/uploads/2020/12/Metodologia-privind-recunoasterea-in-cadrul-UVT-a-diplomei-de-doctor-si-a-titulului-de-doctor-in-stiinte-sau-intr-un-domeniu-profesional-obtinue-in-institutiile-de-invatamant-superior-acreditate-din-s.pdf> [Anexa10.Metodologia privind recunoașterea în cadrul UVT a diplomei de doctor și a titlului de doctor în științe sau într-un domeniu profesional, obținute în instituțiile de învățământ](#) (Methodology for the Recognition within WUT of the Ph.D. Diploma and Doctoral Degree of Science or Professional Fields Certificates and Degrees Awarded by Foreign Accredited Higher Education Institutions).



Although the number of applications in this regard was not very high, the application of these procedures led to the recognition of the title of Doctor of Science for 4 young researchers who studied abroad and who chose to apply for research or teaching positions within the West University of Timisoara. At the same time, 7 habilitations obtained abroad were recognized, especially in order to co-opt Ph.D. supervisors from abroad in the doctoral schools from IOSUD-UVT, in order to internationalize the doctoral studies.

**e) functional management structures (the Doctoral School Council), proving the frequency of meetings;**

Until January 2020, the SDEAA Council was composed of Prof. Bogdan Dima, Ph.D. (West University of Timisoara, director); Prof. Liliana Donath, Ph.D. (West University of Timisoara, member); Prof. Nicolae Bibu, Ph.D. (West University of Timisoara, member), 1 Ph.D. student and 1 representative of the economic and social environment elected with an annual mandate. In the 2020-2024 term, the SDEAA board is made up of Mrs. Prof. Univ. Dr. Camelia Hațegan (Western University of Timișoara, member elected in January 2020), Mrs. Univ. Dr. Laura Mariana Cismas (West University of Timișoara, member elected in November 2021) and PhD student Bianca Călin (West University of Timișoara, member elected in November 2021). On 06.04.2022, elections were held to fill the vacancies of the two scientific personalities and/or from relevant industrial or socioeconomic sectors, university professor. Dr. Camelia Turcu, University of Orleans, France and prof. Dr. Sorin Kramer University of Exeter Business School, Great Britain. Starting in November 2021, Prof. Univ. Dr. Camelia Hațegan was appointed to lead SDEAA as interim director.

The SDEAA Council meets regularly once a month and whenever it is necessary to solve operational problems. According to its attributions, the SDEAA Council, among other things: a) approves the requests regarding the number and structure of the places for each admission session; b) approves the curriculum and the syllabi; c) approves the analytical report following the analysis and validation of the affiliation applications; d) approves the situations regarding interruptions, extensions or the expulsion of Ph.D. students who do not fulfil their contractual obligations; e) analyses the various requests of the Ph.D. supervisors and of the Ph.D. students; f) approves the amendments to the SDEAA regulation, the admission regulation, the scholarship regulation and other specific regulations, etc. In order to discuss the strategic development directions, all SDEAA members meet at least once a year and are consulted by SDEAA Council on the strategies and policies to be followed in the current period (as an example, the Calendar of SDEAA Council meetings is presented, as well as that of SDEAA's General Meetings ([Anexa11.Calendar Sedinte SDEAA 2021\\_2022](#))).

**f) the Doctoral Contract**

Each doctoral student concludes a study contract with the Organizing Institution for Doctoral University Studies (IOSUD - UVT). Within it, the following are provided: Art. 1. Object of the contract; Art. 2. Duration of the contract; Art. 3. Financial conditions of the contract; Art. 4. The rights and obligations of IOSUD - UVT and of the Doctoral School; Art. 5. Rights and obligations of the doctoral supervisor; Art. 6. The rights and obligations of the student - doctoral student; Art. 7. Teaching and research activities of the doctoral student; Art. 8. Modification and termination of the contract; Art. 9. Doctor's diploma; Art. 10. Liability of the parties; Art. 11. Litigation; Art. 12. Final provisions ([Anexa12.Contract de studii doctorat 2022-2023](#)).

The relations between the Ph.D. student, the Ph.D. supervisor and IOSUD-UVT are established and set out in the Doctoral Contract (available at [13](http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Contract-</a></p></div><div data-bbox=)



2022-2023\_1.pdf). This document sets out the rights and obligations of each of the parties, and charts the Ph.D. student's evolution in the years of study.

All changes that occur in the process (interruptions, extensions of the Ph.D. period) are stipulated through additional documents to the Doctoral Contract.

During the visit at the secretariat of the IOSUD, the evaluation panel analyzed the doctoral contracts of the PhD graduate Glovatschi I. Bogdana, that defended her thesis on 25.11.2022, and current PhD student Gabriela TRAILA, enrolled on 01.10 2022 at the doctoral field Marketing. In both files the doctoral contracts were included.

#### **g) internal procedures for the analysis and approval of proposals on the subject of the training program based on advanced university studies**

Together and in agreement with the Ph.D. supervisor, Ph.D. students devise a Study Plan which details their complete academic program (the disciplines from the advanced study program, (available at <http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Plan-de-invatamant-SDEAA.pdf>) the topics and schedule for the defence of the progress reports, the projects in which the Ph.D. student is involved, etc. ([Anexa13.Planul studiilor universitare de doctorale](#)). On the same occasion, based on discussions with the Ph.D. student and following the analysis of his research topic, the Ph.D. supervisor establishes the doctoral guidance committee ([Anexa14.Componenta-comisiei-de-ndrumare](#)). The documents that are drawn up during the doctoral training, as well as their completion, are posted on the website in the Forms section ([Anexa15. IOSUD\\_formulare](#)).

***The indicator is fulfilled.***

***Performance Indicator A.1.1.2. The doctoral school' Regulation includes mandatory criteria, procedures and standards binding on the aspects specified in Article 17, paragraph (5) of the Government Decision No. 681/2011 on the approval of the Code of Doctoral Studies with subsequent amendments and additions.***

According to the Code of doctoral studies (GD 681.2011), art. 17, the regulations of the doctoral schools within IOSUD-UVT include procedures, adapted to each field of doctoral university studies. The acceptance of new members to become affiliated with the doctoral schools is validated by the Councils of these doctoral schools, based on opportunity analyses, and taking into account the fulfilment of the scientific and professional integrity criteria. Also, the Doctoral School Councils discuss and validate the competencies that Ph.D. students are to acquire by following the training program of advanced university studies, establish the structure of disciplines offered by the curriculum and the number of credits for each discipline. At the same time, they manage the situations in which, based on the discussions with their respective supervisors and in order to prepare their research topics, Ph.D. students choose to follow other courses than those offered by the doctoral schools in which they enrolled, including courses that are part of the curriculum of master's degrees within UVT.



Doctoral schools follow the Romanian legislation in force as well as the Institutional Regulation on the Organization and Process of Doctoral Studies (available at <http://www.uvt.ro/wpcontent/uploads/sites/2/2022/04/Regulament-organizare-si-desfasurare-studii-de-doctorat.pdf>)

Doctoral schools follow the Romanian legislation in force as well as the Institutional Regulation on the organization and process of doctoral studies to resolve any situations of incompatibility or even conflict between the Ph.D. supervisor and the Ph.D. student, using mediation between the two or, where needed, to replace the Ph.D. supervisor. At the same time, the procedures regarding the prevention of intellectual fraud, including plagiarism, and issues related to the Ph.D. students' attendance follow these general procedures.

As specified in Art. 2. of the Regulation of the Doctoral School of Economics and Business Administration, it is elaborated under: "Art. 2. based on the provisions of the National Education Law No. 1 / 2011, of GD 681 / 3.08.2011 regarding the approval of the Code of doctoral studies and of the Institutional Regulation for the organization and process of doctoral programs within IOSUD-UVT".

The current version the Regulation of the Doctoral School of Economics and Business Administration includes provisions regarding: a) the acceptance of new members (Ph.D. supervisors) (Art. 3.5); b) the mechanisms by which decisions are taken regarding the opportunity, structure and content of the training program of advanced university studies (art. 7); c) the procedures for replacing the Ph.D. supervisor of a certain Ph.D. student and the procedures for mediating conflicts (art. 13.2 and art. 3); d) the conditions under which the doctoral program may be interrupted (art. 7.2) ; e) the strategies to prevent fraud in scientific research, including plagiarism (art. 3.4); f) ensuring access to research resources (art. 3.4); g) the required attendance levels for Ph.D. students (art. 8.2).

During the visit, the evaluation panel was informed that since 2022, Initiation Days in the Doctoral School have been organized.

*Recommendations: Organize information sessions for 1<sup>st</sup> year PhD students during which the provisions of all existent regulations are presented, inclusively about the current changes. To continue organizing Initiation Days in the Doctoral School.*

***The indicator is fulfilled.***

***Standard A.1.2. The IOSUD has the logistical resources necessary to carry out the doctoral studies' mission.***

Standard A.1.2 is considered fulfilled, based on the evaluation of the documents made available to the evaluation team, the discussions held with the management of the University, the management of the Doctoral School of Economics and Business Administration, but also based on the findings made during the present visit in front carried out between April 3-5, 2023 by the ARACIS team of evaluators.

***Performance Indicator A.1.2.1. The existence and effectiveness of an appropriate IT system to keep track of doctoral students and their academic background.***



The ACADEMIS information management system, currently existing in the West University of Timișoara, is an Integrated Information System for ERP Management (Enterprise Resources Planning), a solution for streamlining university management by computerizing all processes of the university and doctoral school operation (i.e. organize and monitor *academic-didactic activities, admission, examinations, scholarships, accommodation, transport statements, issuance of documents for studies, etc.*). This computer system is an appropriate tool for the record of Ph.D. students and their academic background. Ph.D. students have access to the platform via <https://elearning.e-uvt.ro>

***The indicator is fulfilled.***

***Performance Indicator A.1.2.2. The existence and use of an appropriate software program and evidence of its use to verify the percentage of similarity in all doctoral theses.***

In accordance with the provisions of Annex 1, Art. 4, pc. b) to Order 3897 / 16.05.2017 for amending the Regulation on the organization and functioning of the National Council for Validation of University Degrees, Diplomas and Certificates of 24.03.2016, IOSUD-WUT uses as a support tool for learning academic writing and for verifying the degree of similarity to the online iThenticate software (available at <http://www.ithenticate.com>) through which all Ph.D. theses are analyzed, according to internal procedures, before being defended in front of the guiding commission, and before the public defence, respectively. The resulting reports are submitted in full on the National REI Platform to verify and validate by CNATDCU the doctoral files and the proposal to confer the doctoral degree. The similarity report is also accompanied by a resolution of the Ph.D. supervisor by which s/he evaluates the similarity situations identified by the software. This procedure is considered essential in the IOSUD-WUT, as the coordinator's opinion confirms that the similarity is purely mechanical (broad titles, names of institutions, names of documents and normative acts, formulations entered into the common use of the language of a specific discipline, etc..) and one cannot talk about fraudulent taking over of comments belonging to other authors or taking over ideas, in other words, one cannot talk about plagiarism.

Thus, in accordance with Art 7 (3) from The methodology regarding the organization and development of the process of supporting doctoral theses within the UVT, approved by Senate Decision nr. 71 from 21.07.2022 ([Annex 18](#)), in IOSUD-UVT selected program used to analyze the similarity of Ph.D. thesis is iThenticate. <https://www.uvt.ro/wp-content/uploads/2022/07/Anexa-2.-Metodologia-privind-organizarea-si-desfasurarea-procesului-de-sustinere-a-tezelor-de-doctorat-ed.-III-a-2022.pdf>

Furthermore, the same software is also stipulated by the Procedure Regarding the Process Organization for Defending the Ph.D. Thesis in West University Timisoara in online version:

„Art 8. “BSD starts the similarity analysis procedure, by introducing the Ph.D. thesis in the anti-plagiarism program iThenticate”; Art. 9. “BSD sends the similarity report electronically to the Ph.D. supervisor, and s/he must draw up a resolution”; Art.10. “The Ph.D. supervisor sends the signed resolution (printed, completed, signed, scanned in PDF format) to BSD in digital version”. Art. 11. “After completing these procedures, the Ph.D. student defends the Ph.D. thesis in front of the guiding commission.” ([Annex 19](#)).





During the interview with the representatives of the Council of the Doctoral School, we were informed that PhD students were created accounts for Turnitin platform, a platform that can be used by them to check the plagiarism (even without the consent of the PhD advisor).

During the on-site visit, the similarity/plagiarism reports of the doctoral theses already defended was verified (i.e. antiplagiarism report from 20.10.2022 of the Glovatschi I. Bogdana thesis, that showed 0% similarity) The similarity report was accompanied with the resolution of the PhD advisor, Prof. Foltean.

***The indicator is fulfilled.***

***Standard A.1.3. The IOSUD makes sure that financial resources are used optimally, and the revenues obtained from doctoral studies are supplemented through additional funding besides governmental funding.***

All the indicators included in this standard, except the performance indicator A.1.3.3. are fulfilled. There are research grants, including institutional ones attracted by PhD supervisors who work in the field of Marketing, as well as other forms of funding (through European projects) that complement their own financial resources.

***Performance Indicator A.1.3.1. Existence of at least one research or institutional / human resources development grant under implementation at the time of submission of the internal evaluation file, per doctoral study domain under evaluation, or existence of at least 2 research or institutional development / human resources grant for the doctoral study domain, obtained by doctoral thesis advisors operating in the evaluated domain within the past 5 years. The grants address relevant themes for the respective domain and, as a rule, are engaging doctoral students.***

In the period 2014-2018, 40 Ph.D. students from SDEAA (14 in the field of "Finance", 3 in the field of "Accounting", 18 in the field of "Management", 3 in the field of "Economics" and 2 in the field of "Marketing") benefited from 2 grants (lasting 18 months) aimed at developing an integrated network of the doctoral and postdoctoral research system in the field of economic sciences: "Performance and excellence in doctoral and postdoctoral research in the field of economic sciences in Romania" (Contract no. POSDRU / 159/1.5/S/134197 and Contract no. POSDRU / 159/1.5 /S/142115 co-financed from the European Social Fund through the Sectoral Operational Program Human Resources Development 2007 - 2013 - <http://performanta.ase.ro/>; <http://www.excelenta.ase.ro/>). The general objective of the projects was to support excellence, dynamism and creativity in economic research by training a generation of young researchers (doctoral and postdoctoral students), able to develop applied research with national and international recognition, in line with priority areas at the European level.

During the same period, 7 Ph.D. students (out of which 2 in the field of "Marketing") benefited from access to the project Competitive researchers at European level in the field of humanities and socio-economic sciences. Multiregional Research Network POSDRU/159/1.5/S/140863 (16 months). The general objective of the project was to increase the competitiveness of research in the fields of humanities and



socioeconomic sciences in order to achieve top scientific results by promoting research careers, creating a network between universities, cultural and socio-economic environment and financial support of the target group inside the partnership during the project.

Also, between 24.05.2019 to 23.05.2021, the West University of Timișoara is a partner with UAIC and ASE (project applicant) in the project “Development of entrepreneurial skills for doctoral and postdoctoral students in the field of economic sciences”, SMIS code 125015, call POCU/380/6/13/- “Support for Ph.D. students and postdoctoral researchers”. In this project, a number of 10 Ph.D. students and 5 postdoctoral students are financially supported for a period of 18 months.

The project’s general objective is to improve the entrepreneurial training of Ph.D. students and postdoctoral researchers to facilitate the transition from education to work in economic sectors with competitive potential and areas with intelligent specialization. The project offers the members of the target group access to complementary programs to the doctoral/postdoctoral studies carried out, such as personalized entrepreneurial training modules according to the field of doctoral/postdoctoral studies, transversal skills development modules, specialized counselling and career guidance services, concluding partnerships with the business environment, respectively internships at the private partner, but also at other companies oriented towards consulting, research and innovation.

Therefore, the research carried out by the target group members in innovative specialization fields has a higher applicative character, improving their capacity to innovate and transfer the results obtained to the business environment. Thus, Ph.D. students and postdoctoral researchers will be able to occupy more jobs in sectors characterized by rapid technological change, respectively, to promote faster in the companies in which they operate.

The above-mentioned projects are implemented by SDEAA, but not specifically *obtained by doctoral thesis advisors operating in the evaluated domain within the past 5 years. However, students from the field of Marketing field were involved in these projects.*

During the evaluation visit, Mrs. Glovatschi I. Bogdana, former PhD students in the Marketing field, that currently is employed as research assistant at ECREB, confirmed that she was involved in the project “Development of entrepreneurial skills for doctoral and postdoctoral students in the field of economic sciences”, SMIS code 125015.

It is worth mentioning, that Prof. Carmen Adina Pastiu that joined the SDEAA in the field of Marketing is involved in the SECOFARM research project “Eco-efficiency and sustainability of small-scale farming: exploring slacks for undesirable outputs and public goods” CONTRACT: NO-2021/41/B/HS4/02433 with National Science Centre in Poland (NCN) - member of the project team (2021-2024). She has also obtained FDI project on sustainable entrepreneurship CNFIS FDI 2023 F 0109. Both projects were obtained after her affiliation to the SDEAA, Marketing doctoral field.

*Recommendations: To incentivise PhD supervisors to apply to research projects, ideally on topics related to the research topics of their PhD students, in which they could be involved.*

**The indicator is fulfilled.**



**Performance Indicator \*A.1.3.2.** *The percentage of doctoral students active at the time of the evaluation, who for at least six months receive additional funding sources besides government funding, through scholarships awarded by individual persons or by legal entities, or who are financially supported through research or institutional / human resources development grants is not less than 20%.*

Between 24.05.2019 until 23.05.2021, the West University of Timișoara is a partner with UAIC and ASE (project applicant) within the project “Development of entrepreneurial skills for doctoral and postdoctoral students in economics”, SMIS code 125015, POCU call/380/6/13/ - “Support for Ph.D. students and postdoctoral researchers”. In this project, a number of 10 Ph.D. students and 5 postdoctoral students are financially supported for a period of 18 months. The level of funding is 861 lei/month (400 euros \* 4.6525 lei/euro) for Ph.D. students, respectively 2791.50 lei/month (600 euros \* 4.6525 lei/euro) for postdoctoral researchers. Financial support is also provided for the publication of articles or for participation in international conferences organized in the EU Member States (other than Romania), and by facilitating access to international Bloomberg and Reuters databases. At the level of Ph.D. students, this financial support benefits: a) 5 Ph.D. students from the field “Finance” (24%); b) 2 Ph.D. students from the “Management” field (4%); c) 1 Ph.D. student in the field of “Accounting” (4%); d) 2 Ph.D. students in the field of “Marketing” (25%); e) no Ph.D. student in the field of “Economics” (0%).

Two PhD graduate that participated during the interview (Mr. Rusan (Joantă) Adrian - Răzvan confirmed that he benefited of grants for a period of 6 months from the budget of the above-mentioned projects. Mrs Glovatshi Bogdana mentioned that she benefited from the INOVANT project (Lead partner ASE)

*Recommendations: The university (through the department of international relations) is recommended to foster the participation into Erasmus+ mobility projects, COST projects and other types of grants, that offer paid scholarships/fellowships for PhD students. Additionally, university is recommended to look for strategic private partnerships that will accept to enroll PhD students into paid internships*

**The indicator is fulfilled.**

**Performance Indicator \*A.1.3.3.1** *At least 10% of the total amount of doctoral grants obtained by the university through institutional contracts and of tuition fees collected from the doctoral students enrolled in the paid tuition system is used to reimburse professional training expenses of doctoral students (attending conferences, summer schools, training, programs abroad, publication of specialty papers or other specific forms of dissemination etc.).*

UVT has a Methodology for accessing by Ph.D. students of institutional resources for professional training which was adopted at the IOSUD-WUT level on 20.05.2021 (Senate Decision nr 40 from 20.05.2021)

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<sup>1</sup> The indicators marked with an asterisk (\*) hold a special status, referring exclusively to the evaluation of doctoral studies domains, as per Article 12 from the annex No.1 of the Order of the minister of education No. 3651/12.04.2021 approving the Methodology for evaluating university doctoral studies and the system of criteria, standards and performance indicators used in the evaluation. In case they are not met, the Agency extends a period of maximum 3 years to IOSUD to correct the respective deficiencies.



According to the methodology, PhD students can benefit annually, during the preparation period of 3 years, from financial support for the development of training activities in the amount of 10% of the value of an annual doctoral grant” and those that carry out their studies under international joint supervision or for obtaining a European doctorate can benefit annually, during the 3-year training period, from financial support for carrying out training activities in the amount of 20% of the value of an annual doctoral grant”.

At the level of the economic-financial department of the West University of Timișoara, there is no analytical breakdown of the amounts allocated for the mobility of Ph.D. students on funding sources because the legislative provisions do not require such a measure.

2. From the analysis performed on the traveling expenses made at the level of the West University of Timișoara in the year 2018, the following information could be extracted: the approximate amounts allocated for the mobility of Ph.D. students raise to 105,956.60 lei, which is composed of: expenses with daily allowance 21,373.54 lei, expenses with internal travel 13,430.82 lei, expenses with external travel 50,717.31 lei, expenses with various taxes 20,434.93 lei.

3. According to the Annex 20 on Travels, the value extracted from the statements submitted to the economic-financial department was transferred to those who benefited from amounts for mobility. For SDEAA, this amount was of 39,726.44 lei for the year 2018.

From the centralization of information for the academic year 2021/2022, 16,291.55 lei were used (Annex 22).

From the discussions with the administration of the doctoral school and PhD students, none of the students from field of Marketing benefited of these incentives. This being explained by the fact that the Methodology started to be implemented from the second part of 2021 year, and because of lockdown caused by COVID-19 and the fact that many conferences were organized online (and therefore charging no or lower fees).

As mentioned by the PhD students during the interview, another challenge is that according to the methodology the expenses have to supported from PhD students’ own sources and only after they have all the evidences they can ask for disbursement. Sometimes, it takes sometime between the moment of payment and the moment they obtain the necessary evidences for disbursement, which determine PhD students, because of lack of money, to give up to the idea of participation to the conferences or publishing in WoS journals.

Taking into consideration all mentioned-above, the A.1.3.3. performance indicator does not reach the expected 10%. Hence, it is worth mentioning that through ECREB, PhD students are offered several opportunities for personal development, inclusive statistical methods and tools for research, academic writing, thematic webinars, etc, which explains the lower rate of PhD students to look for similar courses outside the university and country.

*Recommendations: to promote the opportunities the PhD students can benefit in terms of disbursing their costs related to trainings, participation to international schools, international conferences, publication of article in international journals, etc.*

***The indicator is fulfilled.***



## Criterion A.2. Research infrastructure

UVT provides to PhD students the wide range of facilities a premises for conducting research. SDEAA has equipped classes, conferences rooms and a dedicated research centre. The University library provides access to a wide collection of book and journals, both in the format copy as well as in the format of access to numerous international databases.

### ***Standard A.2.1. The IOSUD has a modern research infrastructure to support the conduct of doctoral studies' specific activities.***

The Criterion A2 is fulfilled, the research infrastructure owned by the Western University of Timișoara, IOSUD, as well as the Doctoral School of Economics and Business Administration is adequate, a fact revealed by the on-site assessment visit from April 3-5, 2023 as well as the discussions held at the level of the UVT Management (Rector, vice-rectors, deans) and the IOSUD and the interim Director of the Doctoral School of Economics and Business Administration, as well as the documents made available for analysis.

***Performance Indicator A.2.1.1. The venues and the material equipment available to the doctoral school enable the research activities in the evaluated domain to be carried out, in line with the assumed mission and objectives (computers, specific software, equipment, laboratory equipment, library, access to international databases etc.). The research infrastructure and the provision of research services are presented to the public through a specific platform. The research infrastructure described above, which was purchased and developed within the past 5 years will be presented distinctly.***

IOSUD - WUT has an individualized headquarters inside the West University of Timișoara on 1 Paris St. In addition to the office and archive space, there is a room designated for public dissertations on doctoral and habilitation theses and various public conferences. The conferences and symposia organized can also occur in the specially arranged spaces of WUT, especially in rooms A01 and A11 with projection and sound amplification equipment.

The Ph.D. students within SDEAA have, under the conditions of the internal regulations and based on the student card, access to the research infrastructure of the West University of Timișoara. The electronic resources provided by CULT (Central University Library Timisoara) are available at: <http://www.bcut.ro/Informatii-generale-s31-ro.htm>. They can be accessed from the networks of the WUT, including its dormitories and the library networks (wireless in the building B of the library) and include, among others: the ROLiNeST Portal; ANELIS PLUS; Web of Science; CEEOL; Ebsco; Oxford Journals; ScienceDirect; SCOPUS; Sage; SpringerLink e-journals; Ulrichs; Wiley Journals, etc. In addition, Internet access is provided to the Electronic Catalog (OPAC) of the CUL "Eugen Todoran", which contains 334,656 bibliographic units, and represents over 90% of the usual collection of documents (<http://aleph.bcut.ro/F?RN=204446683>).

ANELIS also provides free access to all essential databases (e.g. Ebsco Academic Search Premier and Proquest Central, ScienceDirect, Scopus, SpringerLink e-journals and Thomson ISI Web of Science), including ISI journals, books and chapters of books, books, doctoral papers (<https://intranet.uvt.ro/>, <https://portal.anelisplus.ro/>).



The Ph.D. students within SDEAA have, under the conditions of the internal regulations and based on the student card, access to the research infrastructure of the Faculty of Economics and Business Administration (computers, software, library, access to international databases). For first-year Ph.D. students, the courses occur in a room equipped with computers (25) and Internet access. Moreover, Ph.D. students within SDEAA have access, under the conditions of specific internal rules, to the resources held by the East-European Center for Research in Economics and Business (ECREB) in its capacity as a research center of the Faculty of Economics and Business Administration. Also, within ECREB, there are software licenses (STATA licensing (perpetual licensing) with support for 2 COREs, IBM SPSS Statistic Standard licensing, database access), and the procedures for purchasing SPSS licenses have started.

The research center "East European Center for Research in Economics and Business - ECREB" (<http://ecreb.ro/>) was established in June 2012. The research activity of the center also integrates research directions in the field of Marketing. The FEAA Faculty together with the ECREB Research Center organizes every 2 years the international conference "Current Economic Trends in Emerging and Developing Countries" TIMTED2017, TIMTED2019 and TIMTED2021 (<http://www.timted.ro/>). Continually concerned with the improvement of the educational process, the Faculty of Economics and Business Administration has developed a close collaboration with the regional economic-social environment, in order to increase the quality of the educational programs provided to students, while ensuring an infrastructure suitable for carrying out teaching and research activities (<https://feaa.uvt.ro/ro/facultate/infrastructura-feaa>).

During the evaluation visit that took place between April 3-5, 2023, the ARACIS evaluation team visited the IOSUD headquarters, lecture and conference rooms and had discussions with the interim director of the Doctoral School of Economics and Business Administration, Mrs. prof. Camelia Hategan on issues specific to the activity of doctoral students in this new headquarters, which, from the findings of the visit, is a very modern one and well equipped with equipment, furniture and software, creating the best conditions for doctoral students to carry out their activities within the framework of their doctoral studies.

*Recommendations: To attract funding for setting up a research lab dedicated to research of new trends in the field of Marketing ( i.e. Neuromarketing, consumer behaviour, use of Artificial Intelligence in market research, etc.)*

***The indicator is fulfilled.***

### **Criterion A.3. Quality of Human Resources**

The doctoral school SDEAA for the Marketing doctoral field has qualified staff with the necessary experience to run the doctoral university study program. Currently, there are four PhD supervisors and three of them fully meet the minimum standards for obtaining the qualification certificate (75%).

***Standard A.3.1. At the level of each domain there are sufficient qualified staff to ensure the conduct of doctoral study program.***

***Performance Indicator A.3.1.1. Minimum three doctoral thesis advisors within that doctoral domain, and at least 50% of them (but no less than three) meet the minimum standards of the National Council for Attestation of University Degrees, Diplomas and Certificates (CNATDCU) in force at the time when the***



evaluation is carried out, which standards are required and mandatory for obtaining the enabling certification.

Within the "Marketing" field, a number of four Ph.D. supervisors carry out their activity. As it results from the detailed files on each Ph.D. supervisor ([Anexa23.Fișe de verificare Marketing](#)) as well as from their synthesis ([Anexa24. Sinteza îndeplinirii standardelor Marketing](#)), 3 of these Ph.D. supervisors (Prof. dr.Foltean Florin, Prof. Dr. Moraru Andreea-Daniela and Conf. Dr. Paștiu Carmen Adina ) fully meet the minimum standards in force, while Prof. Dobre Costinel, partially meets the minimum CNATDCU standards, therefore 75% of PhD supervisors meet the minimum standards..

During the evaluation visit, Prof. Costinel Dobre have submitted the proof of publishing of a new WoS article (Dobre, C., Milovan, A.-M., Preda, G. and Naghi, R. (2023), "Post-purchase behaviour triggers in branded mobile shopping apps", *Marketing Intelligence & Planning*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-08-2022-0357>.), which let us state that the forth PhD supervisor meets the meet the minimum standards of the CNATDCU too.

*Recommendations: To undertake necessary measures and award incentives to help the other tenured professor to reach the minimum standards as soon as it is possible. Additionally, it is recommended to attract young researchers in the Marketing field and motivate them to become tenure track professors*

**The indicator is fulfilled.**

**Performance Indicator \*A.3.1.2.** *At least 50% of all doctoral advisors have a full-time employment contract for an indefinite period with the IOSUD.*

Two PhD supervisors (50%) are tenured professors within IOSUD and have a full-time contract, while the other two are tenured professors at the "Ovidius" University from Constanța (Decision of UVT Senate nr. 40 from 20.05.2021 (point 14) regarding the approval of Prof. Andreea - Daniela Moraru affiliation to the doctoral school SDEAA, field of Marketing) and "1 Decembrie 1918" University from Alba Iulia (Decision of UVT Senate nr. 75 from 27.10.2022 (point 9) regarding the approval of Prof Carmen Adina Paștiu affiliation to the doctoral school SDEAA, field of Marketing).

During the visit, the portfolio of Prof. Andreea - Daniela Moraru. It consists of Decision of UVT Senate nr. 40 from 20.05.2021 (point 14), CV, list of publications and the file of compliance with minimal standards and the order for awarding the certificate of habilitation. Individual employment contract for didactical activity on hourly basis, nr. 60831/21/30.09.2022.

Considering that Prof Carmen Adina Paștiu joined the doctoral school SDEAA in October 2022, after the admission period, there is only the decision of the Senate approving her affiliation. Still, for the academic year 2022-2023 she does not have any PhD students, and therefore, there is no employment contract with her.

*Recommendations: to keep and extend the employment level.*

**The indicator is fulfilled.**



**Performance Indicator A.3.1.3.** *The study subjects in the education program based on advanced higher education studies pertaining to the doctoral domain are taught by teaching staff or researchers who are doctoral thesis advisors / certified doctoral thesis advisors, professors / CS I or lecturer / CS II, with proved expertise in the field of the study subjects they teach, or other specialists in the field who meet the standards established by the institution in relation with the aforementioned teaching and research functions, as provided by the law.*

All the disciplines offered to Ph.D. students for each field within the SDEAA framework are supported by teachers who have the quality of Ph.D. supervisors, IOSUD-WUT affiliates, with rich expertise and didactic and research experience in the field of the taught disciplines. The experience in the field of the Ph.D. supervisors in charge of the disciplines offered to first-year Ph.D. students is proven by their teaching and scientific activity ([Annex 26](#))

***The indicator is fulfilled.***

**Performance Indicator \*A.3.1.4.** *The percentage of doctoral thesis advisors who concomitantly coordinate more than 8 doctoral students, but no more than 12, who are themselves studying in doctoral programs<sup>2</sup> does not exceed 20%.*

At the date of this report, no Ph.D. supervisor in the field coordinates more than 8 Ph.D. students, including those in extension or interruption (0%)

***The indicator is fulfilled.***

**Standard A.3.2. The Doctoral advisors within the domain are carrying out a scientific activity visible at international level.**

In accordance with the additional documents made available during the evaluation visit, but also with the Self-Assessment Report and the discussions held during the evaluation visit, PhD supervisors in the field of Marketing carry out an internationally visible scientific activity.

Standard A.3.2. is fulfilled.

**Performance Indicator A.3.2.1.** *At least 50% of the doctoral thesis advisors in the evaluated domain have at least 5 Web of Science- or ERIH-indexed publications in magazines of impact, or other achievements of relevant significance for that domain, including international-level contributions that indicate progress in scientific research - development - innovation for the evaluated domain. The aforementioned doctoral thesis advisors enjoy international awareness within the past five years,*

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<sup>2</sup> 3 years for the doctoral university studies with the duration stipulated at Article 159, paragraph (3), respectively 4 years for the doctoral university studies with the duration stipulated at Article 174, paragraph (3) of the Law of national education No.1/2011 with subsequent amendments and additions, with additional extension periods approved as per Article 39, paragraph (3) of the Code of doctoral studies approved by the GD No. 681/2011 with subsequent amendments and additions.





*consisting of: membership on scientific boards of international publications and conferences; membership on boards of international professional associations; guests in conferences or expert groups working abroad, or membership on doctoral defence commissions at universities abroad or co-leading with universities abroad. For Arts and Sports and Physical Education Sciences, doctoral thesis advisors shall prove their international visibility within the past five years by their membership on the boards of professional associations, membership in organizing committees of arts events and international competitions, membership on juries or umpire teams in artistic events or international competitions.*

As of the date of this report, among the doctoral supervisors in the field, three have 5 articles (or more) in Web of Science indexed publications (75%). Thus, all doctoral supervisors in the field published 23 such articles (an average per field of 5.75 articles / doctoral supervisor). In addition, it is worth noting that the average score of the domain for citations in ISI journals with zero AIS, calculated according to Order 6129/20.12.2016 is 7.25 (compared to the minimum standard of 1.2 points from the CNATDCU grid for obtaining the qualification certificate). ([Annex 23 and Annex 24](#)).

These Ph.D. supervisors prove international visibility by being: a) members of the scientific committees of international publications and conferences; b) members of some Ph.D. thesis committees at foreign universities or in joint supervision with a foreign university; c) invited to conferences or groups of experts held abroad ([Anexa28. CV\\_profesional\\_stiintific Marketing](#)).

Thus, Professor. Dr. Florin Foltean was Guest Editor of the Special Issue "Bridging Marketing Theory-Practice Gap to Enhance Firm Performance", 2019, Vol. 104, Journal of Business Research (indexed Clarivate Analytics, Science Direct), and Professor. Dr. Costinel Dobre is a member of the editorial board of the Journal of Marketing Analytics (journal indexed in Clarivate Analytics, ESCI, Springer).

*Recommendations: In the future it is recommended to maintain this level of publication activities, as well as encourage PhD advisors to get involved into scientific/editorial board of international conferences, editorial boards of international journals.*

***The indicator is fulfilled.***

***Performance Indicator \*A.3.2.2. At least 50% of the doctoral thesis advisors in a specific doctoral study domain continue to be active in their scientific field, and acquire at least 25% of the score requested by the minimal CNATDCU standards in force at the time of the evaluation, which are required and mandatory for acquiring their enabling certificate, based on their scientific results within the past five years.***

In the Marketing field, all doctoral supervisors fully or predominantly achieve the score related to the standards (or a fraction of it of at least 25% - by reference to the criterion regarding articles with a positive AIS, respectively to the criterion regarding citations) based on the scientific activity from the period 2017-2022 ([Annex 23.Fișe de verificare Marketing](#), [Anexa24. Sinteza îndeplinirii standardelor Marketing](#)).

***The indicator is fulfilled.***



## **Domain B. EDUCATIONAL EFFECTIVENESS**

To the doctoral studies both Romanian and international candidates are considered. Most of the current PhD students are graduates of UVT master programmes. In accordance with the Standard B.1.2 candidates admitted to doctoral studies have to demonstrate academic, research and professional performance. PhD candidates have to present the results of their scientific research project (50% of the final grade) and pass an online entrance exam (50% of the final grade).

There are clear procedures in place for the organisation of the exam, as well as there are clear criteria and indicators included in the evaluation grid of the candidates for the admission exam and the quality of the research project.

### **Criterion B.1. The number, quality and diversity of candidates enrolled for the admission contest**

Criterion B.1. is focusing on the number, quality and diversity of candidates enrolled for the admission contest. The institution organizing doctoral studies has the capacity to attract candidates from outside the higher education institution or in greater numbers than the number of places financed from the state budget.

***Standard B.1.1. The institution organizing doctoral studies has the capacity to attract candidates from outside the higher education institution or a number of candidates exceeding the number of seats available.***

The standard is met, the evaluated institution has proven that it has the ability to attract both candidates from Romania and abroad.

***Performance Indicator \*B.1.1.1. The ratio between the number of graduates of masters' programs of other higher education institutions, national or foreign, who have enrolled for the doctoral admission contest within the past five years and the number of seats funded by the state budget, put out through contest within the doctoral domain is at least 0.2 or the ratio between the number of candidates within the past five years and the number of seats funded by the state budget put out through contest within the doctoral studies domain is at least 1,2.***

During the period under analysis, the number of places budgeted annually for admission, allocated to IOSUD-UVT by the Ministry of National Education, fluctuated in the range of 80-95. Special grants for Ph.D. students in the category Romanians from everywhere were added to these places every year. Along with these doctoral grants, UVT also recruited self-financed students (Romanian students who pay the fee, respectively foreign students who pay on their own in a foreign currency). Starting with 2017, UVT allocates a number of places financed from the budget to Roma candidates.

On October 1, 2022, internal data indicated the following distribution of places according to the funding source (Table 2):

Table 2 The situation of doctoral students admitted for the period 2018-2022

Doctoranzi	2018	2019	2020	2021	2022
Romanians (budget-funded)	271	255	270	292	306
Romanians (self-funded)	231	264	296	316	252
Romanians from everywhere (with scholarship)	11	12	12	5	5
Romanians from everywhere (without scholarship)	2	4	4	4	2
Romanians from everywhere (self-funded)	1	2	1	0	0
Rroma (budget-funded)	4	5	5	2	1
Foreigners (budget-funded)	3	3	1	3	2
Foreigners (self-funded) - Lei	5	6	5	4	3
Foreigners (self-funded) - foreign currency	37	45	39	17	25
<b>Ratio foreign students/students</b>	<b>10%</b>	<b>12%</b>	<b>10%</b>	<b>5%</b>	<b>6%</b>
<b>Ratio total no. of students/budget-funded students</b>	<b>1,94</b>	<b>2,14</b>	<b>2,16</b>	<b>2,16</b>	<b>1,93</b>

IOSUD-UVT complies with the Romanian legislation in force, so that all candidates for doctoral studies are graduates of the master's degree cycle or of long-term studies (equivalent, according to the National Education Law in force) with master studies.

Within the doctoral schools, most of the candidates come from study programs also completed within the UVT faculties, even if there is a tendency to change the faculties for the doctoral program (a migration from the Faculty of Arts and Design, respectively from the Faculty of Political Science, Philosophy and Communication to the fields of doctoral studies at the Faculty of Letters, History and Theology).

Regarding the number of candidates coming from abroad, it is around 13% on average, being provided primarily by foreign candidates (Romanians from everywhere, graduates of universities in Serbia or Moldova, citizens of third countries, especially Iraq, Algeria, Vietnam, Armenia and India).

For the admission of the last 5 years, by field of study, the number of candidates is the one in table 3.

Table 3. The situation of admission candidates for the last 5 years

Domain	Admission 2018			Admission 2019			Admission 2020			Admission 2021			Admission 2022		
	Bud get foun ded	Bud get	Tuiti on	Bud get foun ded	Bud get	Tuiti on	Bud get foun ded	Bud get	Tuiti on	Bud get foun ded	Bud get	Tuiti on	Bud get foun ded	Bud get	Tuition
Accounting	5	3	2	4	1	2	3	8	0	2	1	1	4	1	0
Economics	1	1	2	3	1	1	2	0	2	0	0	0	1	2	0
Finance	2	1	1	1	2	3	2	0	3	4	2	2	3	4	2
Manageme nt	2	4	11	4	1	8	3	1	8	2	0	2	2	2	1
Marketing	1	0	0	0	1	1	0	1	1	2	1	0	0	1	0
<b>TOTAL</b>	<b>11</b>	<b>9</b>	<b>16</b>	<b>12</b>	<b>6</b>	<b>15</b>	<b>10</b>	<b>10</b>	<b>14</b>	<b>10</b>	<b>4</b>	<b>5</b>	<b>10</b>	<b>10</b>	<b>3</b>

### Requirement B.1.1.1

The ratio between the number of candidates in the last five years and the number of places financed from the state budget put up for competition in the field of doctoral studies is at least 1.2.						
	Admission 2018	Admission 2019	Admission 2020	Admission 2021	Admission 2022	Average 5 years
No. budgeted places	20	18	20	14	20	18,4
No. candidates	36	33	34	19	23	29
Ratio of candidates/ budgeted places	1,8	1,8	1,7	1,4	1,2	1,6
Ratio Marketing	1	2	2	1	1	1,4

Thus, the ratio between candidates and budgeted places, at the SDEAA level, evolved decreasingly from 1.8 to 1.2, with an average of 1.6.

For the "Marketing" field, cumulatively, in the period between the academic years 2018/2019 and 2022/2023, the ratio is 1.4.

*Recommendations: Better promote the doctoral field Marketing at the national (both to UVT master graduates and graduates of other universities) and international level (through education fairs and exhibitions). For this, it is recommended to produce guidelines in English language, engage current PhD students or post-docs to share their experience through short videos/interviews. Additionally, it is recommended to set-up doctoral programmes in joint custody with foreign doctoral schools.*

**The indicator is fulfilled.**

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

*In the marketing doctoral field, admission is based on competence criteria, and the dropout rate of doctoral studies falls within the standards established by ARACIS*

**Performance Indicator \*B.1.2.1.** *Admission to doctoral study programs is based on selection criteria including: previous academic, research and professional performance, their interest for scientific or arts/sports research, publications in the domain and a proposal for a research subject. Interviewing the candidate is compulsory, as part of the admission procedure.*



The information regarding admission to the doctorate in UVT is displayed on the university's website, - <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/> **Anexa7.Regulament Admitere-SDEAA**), <http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Regulament-SDEAA.pdf>, as follow:

“Art. 17. (1) The entrance exam to doctoral studies consists of an entrance examination conducted online in which the candidate presents a scientific research project (Annex 2). The main elements of this project are the following: the title of the scientific research project which is a topic announced by the doctoral supervisor for admission; the project summary (in Romanian and in English / French); the content of the scientific research project; the objectives and research activities within the project; the plan for disseminating the results of the doctoral research; elements of the candidate’s previous scientific research activity.

(2) Candidates may choose to elaborate and present the scientific research project in Romanian or in a language of international circulation.

(3) The online entrance exam is held through the platform: <https://meet.google.com/>. Logistical support will be provided by the IT & C / Digitalization Data Analysis Service. In order to create the Google Meet event, the SDEAA sends to the Doctoral Studies Office the preliminary planning (day / hour) of the interview for each constituted committee.

(4) The Doctoral Studies Office creates on the platform <https://meet.google.com/> the online session for the entrance exam according to the planning submitted by SDEAA. The chair of the admission committee will ensure the transmission of the admission documents and the final results to the Doctoral Studies Office in both electronic and physical form.

Art. 18. (1) The assessment of the candidates for the entrance exam will be made based on the criteria and indicators included in the evaluation grid of the candidates for the admission exam in the doctoral field of Economics (Annex 3).

(5) The share of each assessment criterion in the total score is as follows: 50% for C.I. Evaluation of the research project; 50% for C.II. Evaluation of the professional training activity and of the previous scientific activity of the candidate.”

*Recommendations: to continue to publish all relevant information on the website, including in English*

***The indicator is fulfilled.***

***Performance Indicator B.1.2.2.*** *The expelling rate, including renouncement / dropping out of doctoral students 3, respectively 4, years after admission<sup>3</sup> does not exceed 30%.*

Among the 9 doctoral students enrolled in the field cumulatively in the period between the academic years 2017/2018 and 2021/2022, 1 student withdrew 3 years after admission (11%) (***Anexa29.Evidența doctoranzi Marketing***).

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<sup>3</sup> 3 years for the doctoral university studies with the duration stipulated at Article 159, paragraph (3), respectively 4 years for the doctoral university studies with the duration stipulated at Article 174, paragraph (3) of the Law of national education No. 1/2011 with subsequent amendments and additions.



*Recommendations: Continuously monitor the progress of PhD students, award attractive incentives to keep them on track.*

***The indicator is fulfilled.***

## **Criterion B.2. The content of doctoral programs**

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

*The analysis of the self-evaluation report, the curriculum and the syllabi of the courses included in the doctoral study programme, allowed us to state that, in the first year, the enrolled PhD students are offered 8 courses aimed to improve doctoral students' research skills (i.e. Methodology for economic science; Academic writing; Research methods; Scientometrics and evaluation of scientific research), strengthen and deepen their knowledge about the trends in the fields of research (i.e. Conceptual developments and paradigmatic changes in business; Current economic issues) and to strengthen ethical behaviour in science (i.e. Ethics and intellectual property in scientific research).*

*Thus, the training program curriculum for doctoral students enrolled in the Marketing study domain includes at least three subjects relevant to their training in scientific research, including a subject for in-depth study of research methodology, as well as a subject aimed at statistical data processing.*

***The standard B.2.1 is fulfilled.***

***Performance Indicator B.2.1.1. The training program based on advanced academic studies includes at least 3 disciplines relevant to the scientific research training of doctoral students; at least one of these disciplines is intended to study in-depth the research methodology and/or the statistical data processing.***

For the academic year 2022/2023, first semester, SDEAA offers all Ph.D. students enrolled in the first year a number of 8 subjects 1) Ethics and intellectual property in scientific research; 2) Methodology for economic science; 3) Conceptual developments and paradigmatic changes in business; 4) Academic writing; 5) Research methods; 6) Current economic issues; 7) Contemporary challenges in external corporate reporting; 8). Scientometrics and evaluation of scientific research. Through themes, conceptual and applied content, and activities carried out with doctoral students, the disciplines aim at both research issues and statistical and econometric modeling methods in accordance with the current standards in the field internationally ([Anexa30.Plan de invatamant SDEAA 2022-2023](#)).

During the interview with PhD students, it was highlighted that the courses included in the curriculum meet their needs for conducting research. Additionally, they find helpful the seminars and workshops organized at the premises ECREB.

From the meeting with doctoral students (Mr. Cosmin Constantinescu) and graduates of the Marketing doctoral field, it emerged that they are satisfied with the specialized subjects included in the Advanced University Training Program considering that they are relevant for the research undertaken as a doctoral



student and for writing their doctoral thesis. However, those that did the courses online wished to have the opportunity to participate to face-to face classes.

*Recommendations: to include in the content of the courses new trends in the fiels of marketing research, as well as new technologies (i.e. AI, VR, etc.)*

***The indicator is fulfilled.***

***Performance Indicator B.2.1.2.*** *At least one discipline is dedicated to Ethics and Intellectual Property in scientific research or there are well-defined topics on these subjects within a discipline taught in the doctoral program.*

The educational plan of the SDEAA Doctoral School contains the discipline *Ethics and intellectual property in scientific research* – [Annex 30.Plan de invatamant SDEAA 2022-2023, Anexa31.SDEAA\\_Fise\\_disciplina](#). From the discussions held with the doctoral students, they were satisfied with the contents offered in the discipline dedicated to ethics and consider it useful in their research and in the elaboration of the doctoral thesis.

***The indicator is fulfilled.***

***Performance Indicator B.2.1.3.*** *The IOSUD has mechanisms to ensure that the academic training program based on advanced university studies addresses „the learning outcomes”, specifying the knowledge, skills, responsibility and autonomy that doctoral students should acquire after completing each discipline or through the research activities<sup>4</sup>.*

SDEAA establishes the level descriptors of the structural elements of the scientific and professional competences that are transposed in “Grid 1” associated to the training program based on advanced university studies and ensures the correlations between scientific and professional research competences and transversal competences and content areas, the studied subjects and the allocated credits transposed in “Grid 2” (Anexa32.SDEAA\_Grila 1). These are tools for monitoring the subjects offered to all Ph.D. students. Individually, at the level of each Ph.D. student, the aim is to acquire the competencies, skills and attitudes that Ph.D. students should gain through the doctoral university curriculum (Anexa33.SDEAA\_Grila 2).

***The indicator is fulfilled.***

***Performance Indicator B.2.1.4.*** *All along the duration of the doctoral training, doctoral students in the domain receive counselling/guidance from functional guidance commissions, which is reflected in written guidance and feedback or regular meeting.*

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<sup>4</sup> Or by what the graduate should know, understand and to be able to do, according to the provisions of the Methodology of 17 March 2017 regarding inscription and registration of higher education qualifications in the National Register of Qualifications in Higher Education (RNCIS) approved by the Order No.3475/2017 with subsequent amendments and additions.



As specified in the SDEAA Regulation (Art 13.1), during the doctoral study program, the Ph.D. student has the right “a) to benefit from the support, guidance and coordination of the Ph.D. supervisor, as well as the doctoral supervisory committee; b) to take part in the seminars or work meetings of the research-development staff within IOSUD-UVT, when relevant topics for doctoral studies are under discussion” (Annex 4.Regulament SDEAA).

SDEAA: a) gives Ph.D. students access to the contact addresses of the members of the doctoral supervisory committees; b) follows the registration by these members of all the observations formulated on the occasion of the presentation of the progress reports within the minutes of the presentation; c) facilitates the formal and informal meetings between the Ph.D. students and the members of the doctoral supervisory committees and decides, at the proposal of the Ph.D. supervisors, their replacement in case they, for objective reasons, no longer have the capacity to carry out their supervisory activity together with Ph.D. supervisors; d) facilitates contacts between Ph.D. students and research staff within the East-European Center for Research in Economics and Business (ECREB) as a research center of the Faculty of Economics and Business Administration and offers in partnership with it specific training events for the scientific research activity specific to Ph.D. students

During the visit to the Institute of Doctoral Studies, the committee checked the file of the doctoral student Glovatschi I. Bogdana, enrolled on 1.10.2017 and defended its thesis on 25.11.2022. The file contains, study contract, the study and research plan, research reports, antiplagiarism report with 0% (20.10.2022), accompanied with the resolution of the PhD advisor Prof. Foltean. The portfolio has all signatures.

Another file analyzed was for an existing PhD student - Gabriela TRAILA, enrolled on 01.10 2022 at the doctoral field Marketing. The portfolio contains the study contract, the study and research plan, and the academic situation until this moment. It also contains the master diploma in original.

From the discussions with the graduates and doctoral students of the field of Marketing, the importance of the guidance committees during the preparation of doctoral reports, coming up with advises/recommendations to improve the content of the thesis content, but also the preparation of the public defence of the thesis resulted. During the interviews with the PhD students and PhD graduates, it was highlighted the importance of the advices they have received from the guidance committee (for example Mrs. Sirbu mentioned that she is very grateful to receive valuable support from the guidance committee to help her improve her academic writing style, and improve the quality of her thesis)

During the pandemic, the role of these commissions was amplified through guidance and interaction with doctoral students.

*Recommendations: to include in the guidance committees professors from abroad that would help PhD students to intake international trends in the field of Marketing in their research.*

***The indicator is fulfilled.***

***Performance Indicator B.2.1.5.*** For a doctoral study domain, the ratio between the number of doctoral students and the number of teaching staff/researchers providing doctoral guidance must not exceed 3:1.





SDEAA applies the provisions of the *IOSUD-UVT Institutional Regulation regarding the organization and conduct of doctoral university studies*, which specifies:

„Art. 2.29. (1) During the doctorate, the Ph.D. student will be supported by a doctoral supervisory committee, made up of **3 other members** who may be part of the research team of the Ph.D. supervisor, other persons affiliated with the doctoral school or teachers and researchers not affiliated to it.

(2) The members of the doctoral supervisory committee will be selected by the Ph.D. supervisor following the consultation with the Ph.D. student”.

Within the field, at the date of the present report, the coordination of the 8 current Ph.D. students is ensured by Ph.D. supervisors together with other teachers, who are associate professors or lecturers. In total, 9 teachers provide guidance within the doctoral guidance committees. The mentioned ratio is 1.12:1 ([Anexa34.Comisii indrumare Marketing 2022](#)).

***The indicator is fulfilled.***

### **Criterion B.3. The results of doctoral studies and procedures for their evaluation.**

The analysis of the Criterion B.3. show fulfillment of all performance indicators. Therefore, the assesment highlight good performance in terms of capitalisation of the research results through participation of PhD students in various international conferences and publishing their articoles in scientific journals. There is good record of inviting external referrees for the final defence of the doctoral theses.

#### ***Standard B.3.1. Doctoral students capitalize on the research through presentations at scientific conferences, scientific publications, technological transfer, patents, products and service orders.***

Standard 3.1. is fulfilled

***Performance Indicator B.3.1.1.*** *For the evaluated domain, the evaluation commission will be provided with at least one paper or some other relevant contribution per doctoral student who has obtained a doctor's title within the past 5 years. From this list, the members of the evaluation commission shall randomly select 5 such papers / relevant contributions per doctoral study domain for review. At least 3 selected papers must contain significant original contributions in the respective domain.*

The list of relevant scientific papers authored during the doctoral studies program by Ph.D. students who have obtained their Ph.D. in the last 5 years in the field, list prepared based on available information, can be found at [Anexa35.Lista lucrarilor știintifice doctori](#).

The analysis of the scientific papers produced by PhD graduates (Annex 35) can be mentioned that most of the articles included were submitted for publishing during their PhD studies. Hence, there are few scientific articles produced by PhD graduates of the Marketing doctoral field.

During the interview with the PhD graduates, Mr. Adrian-Razvan Joanta confirmed that he published one article after the defence of his PhD thesis.

The other two PhD graduates did notto publish yet any scientific article, as they defended their theses in autumn 2022.



*Recommendations: To continue to maintain a relation of the PhD graduates, by sharing with them the events (conferences, workshops, etc) organized, encouraging them to publish, after the graduation the content of their thesis, to produce other articles.*

**The indicator is fulfilled.**

**Performance Indicator \*B.3.1.2.** *The ratio between the number of presentations of doctoral students who completed their doctoral studies within the evaluated period (past 5 years), including posters, exhibitions made at prestigious international events (organized in the country or abroad) and the number of doctoral students who have completed their doctoral studies within the evaluated period (past 5 years) is at least 1.*

The report of the number of relevant scientific papers authored and communicated during the doctoral studies program at various national or international scientific events by Ph.D. students who have obtained the Ph.D. in the last 5 years in the field, list prepared based on available information, can be found at [Anexa36.Lista participărilor doctoranzilor la conferințe](#). According to this report, the mentioned ratio is  $11/6=1,83$ .

*Recommendations: To better promote the available international conferences to the Phd graduates and encourage them to participate as affiliated to UVT.*

**The indicator is fulfilled.**

**Standard B.3.2. The Doctoral School engages a significant number of external scientific specialists in the commissions for public defence of doctoral theses in the analyzed domain.**

Standard 3.2. is fulfilled

**Performance Indicator \*B.3.2.1.** *The number of doctoral theses allocated to one specialist coming from a higher education institution, other than the evaluated IOSUD should not exceed two (2) in a year for the theses coordinated by the same doctoral thesis advisor.*

The list of evaluators from a higher education institution, other than the IOSUD assessed, is presented at [Anexa37.Comisii\\_sustinere referenți](#). According to the centralized report, out of the 7 external referees used in the field, none was in more than 2 committees for one or more Ph.D. supervisors in the field.

**The indicator is fulfilled.**

**Performance Indicator \*B.3.2.2.** *The ratio between the doctoral theses allocated to one scientific specialist coming from a higher education institution, other than the institution where the defence on the doctoral thesis is organized, and the number of doctoral theses presented in the same doctoral study domain in the doctoral school should not exceed 0.3, considering the past five years. Only those doctoral study domains in which minimum ten doctoral theses have been presented within the past five years should be analyzed.*

In the last 5 years, only 5 doctoral theses were defended, the requirements of point B.3.2.2 do not apply.



## **Domain C. QUALITY MANAGEMENT**

The Western University of Timișoara and IOSUD respectively, pays, through its entire educational and research offer, special attention to identifying and satisfying the requirements of the labor market, as well as cultivating communication with it. West University of Timișoara establish, implement, update and maintain quality assurance policy.

The management of the Western University of Timișoara is constantly concerned with the continuous improvement of the organization and execution of activities, feedback, with priority on the main dimensions: education, scientific research and social insertion.

The quality of the education process in the Western University of Timișoara is achieved through the annual internal evaluation of study programs from all forms of education, based on nationally and internationally recognized quality standards; the external evaluation of the study programs and the compatibility of the educational offer of the university with that of the universities in the European Union, and not only, from the perspective of the conferred competences, the quality and topicality of the accumulated knowledge, the practical skills developed and/or the attitudes formed by going through each program of studies. The Western University of Timișoara aims to implement, maintain and improve the Quality Management System within all organizational departments of the University, both as a support for the achievement and follow-up of internal objectives related to quality as well as for the fulfillment of the quality requirements imposed by national standards and international in the field of education.

### **Criterion C.1. Existence and periodic implementation of the internal quality assurance system**

*There are procedures, mechanisms and tools to ensure quality assurance, inclusively at the level of SDEAA. However, not all of them are largely used by the beneficiaries (i.e. counselling and orientation services) and some of the tools (questionnaire) are not applied on a consistent basis.*

***Standard C.1.1. There are an institutional framework and procedures in place and relevant internal quality assurance policies, applied for monitoring the internal quality assurance.***

*The assessment of the self-evaluation report and the documents provided during the evaluation visit allowed us to confirm the existence of QA policies, procedures and tools. Therefore, C1.1. standard is fulfilled*

***Performance Indicator C.1.1.1. The Doctoral school in the respective university study domain shall demonstrate the continuous development of the evaluation process and its internal quality assurance following a procedure developed and applied at the level of the IOSUD, the following assessed criteria being mandatory:***



- (a) *the scientific work of Doctoral advisors;*
- (b) *the infrastructure and logistics necessary to carry out the research activity;*
- (c) *the procedures and subsequent rules based on which doctoral studies are organized;*
- (d) *the scientific activity of doctoral students;*
- (e) *the training program based on advanced academic studies of doctoral students;*
- (f) *social and academic services (including for participation at different events, publishing papers etc.) and counselling made available to doctoral students.*

**The efficiency of internal quality assurance** procedures and structures is evaluated annually in the UVT Rector's and Deans' management reports ([Anexa38.Raport\\_Rector\\_UVT\\_2021](#), [Anexa39.Raport\\_Decan\\_FEAA\\_2021](#)). These reports contain references to the activities of Western University structures (Faculties, Doctoral Schools) as well as the activities of administrative structures explicitly involved in quality management (eg, the Department for Quality Management).

In order to ensure the quality of the activities carried out within the doctoral schools, IOSUD UVT organized, periodically, internal evaluations of the doctoral schools. The internal evaluation reports considered the evolution of the logistic infrastructure necessary for the research activity, the scientific activity of the Ph.D. advisors, respectively the evolution of norms and procedures for carrying out the activities within the doctoral schools.

Thus, internal evaluation reports have been carried out (such as the IOSUD report from 2016 available at <https://www.uvt.ro/wp-content/uploads/2021/01/Autoevaluare-activitatii-IOSUD-UVT-2016.pdf>) as well as internal evaluation reports of the doctoral schools and of the fields of doctoral studies, based on OMEN no. 5403/1.11.2018 (<https://www.uvt.ro/wp-content/uploads/2021/06/Hotarirea-Senatului-43-din-17.06.2021.pdf>).

At the same time, in order to optimize all the components of the doctoral activity, a series of internal audit and control procedures have been initiated within the university. Thus, by the directive no. 9132 of 19.03.2019, the Rector of the West University of Timișoara, at the proposal of the CSUD Director, appointed a commission to audit the teaching activities carried out by Ph.D. students within the different university departments.

#### **a) the scientific activity of the Ph.D. supervisors**

The scientific activity is monitored regularly every two years in the context of the CNFIS IC reports. To facilitate this reporting, a digitization process of the individual assessment sheets of the CNATDCU criteria was initiated based on an online URAP system (<http://urap.uvt.ro>) that allows:

- constant updating of the individual assessment sheets by each faculty member/Ph.D. advisor
- automatic upload of indexed articles in Scopus and the Web of Science Core Collection and their citations
- calculation of indicators from the individual assessment sheets, according to CNATDCU criteria
- downloading the individual assessment sheets and Annexe 5 of the CNFIS reporting.

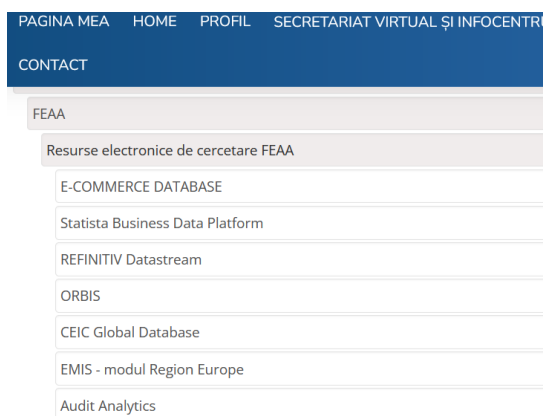
An analysis was carried out by IOSUD in March 2021 regarding the scientific production of Ph.D. advisors with impact in the period 2016-2020. In terms of scientific output, 86 Ph.D. advisors have 2858 UVT-affiliated registrations in the Web of Science (Core) out of a total of 5265 UVT-affiliated registrations,

which represents 54% of the number of registrations with UVT affiliation in WoS. In the last 5 years (2016-2020), 1021 registrations with UVT affiliation were recorded, which represents 36% of the number of registrations in the Web of Science of Ph.D. advisors.

In november 2021 all doctoral schools have been evaluated by ARACIS: [https://www.aracis.ro/evaluari\\_dsd/?fwp\\_universitate=universitatea-de-vest-din-timisoara](https://www.aracis.ro/evaluari_dsd/?fwp_universitate=universitatea-de-vest-din-timisoara) .

#### **b) the infrastructure and logistics necessary to carry out the research activity**

The Ph.D. students work in laboratories and research centers whose infrastructure and logistics are managed at the level of the faculties. Starting with 2021 all doctoral students have access to additional research resources <https://elearning.e-uvt.ro/> (Figure 1).



**Figure 1.** Electronic research resources

#### **c) the regulations and procedures of implementing the doctoral studies**

The regulations and procedures are publicly available at <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>. Thus, CSUD discusses annually the frameworks of the admissions to doctoral studies, proposing customized admission methodologies (publicly available at <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>). Based on the general admission methodologies, discussed in CSUD, approved by the Board of Directors of UVT and approved by the University Senate, doctoral schools devise their own specific admission methodologies, depending on the particularities of the doctoral field.

Admission to doctoral studies at UVT is carried out in terms of transparency, with the dissemination of useful information for enrollment. Thus, the available places as well as the distribution of places on doctoral schools and fields are announced on the website. The latest information for the admissions in September 2022 is available at <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>.

IOSUD-UVT also has clear procedures for completing doctoral studies. Drafted according to the national legislation and compliant with national doctoral validation platforms (Integrated Educational Register and Single Matriculation Register), these procedures include information about the preliminary stages of the defence of the Ph.D. thesis as well as about the terms for defending it. All these procedures are meant to ensure conditions of total exigency and transparency regarding the Ph.D. theses. The latest version of the methodology for defending Ph.D. theses is available at <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>.



**d) the scientific activity of Ph.D. students**

The scientific activity and artistic creation of Ph.D. students is carefully supervised by the Ph.D. advisors and by the guidance committees. The publication list of each Ph.D. student accompanies the Ph.D. thesis submitted for analysis. The Department of Scientific Research and Artistic Creation of UVT maintains a record of publications with UVT affiliation, which is updated periodically.

IOSUD carried out an analysis in March 2021 regarding the scientific production of Ph.D. students in the period 2016-2021, which showed that the 456 Ph.D. graduates have 264 registrations in Web of Science (Core).

**e) the training program based on advanced university studies of Ph.D. students.**

When signing the Study Agreement, the Ph.D. students establish, together with the Ph.D. thesis coordinator and in agreement with him/her, a Research Plan (publicly available at ([disponibil public la http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Plan-de-invatamant-SDEAA.pdf](http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Plan-de-invatamant-SDEAA.pdf)) where the themes and periods for the progress reports are specified, as well as the training program based on advanced university studies, the scientific research projects of the Ph.D. students, the mobilities, etc.

**f) the social and academic support services** ((including attending various events, publishing articles, etc.) and counseling services provided to Ph.D. students.

The UVT social service manages the accommodation process of Ph.D. students in dormitories and ensures the maintenance of accommodation spaces.

The Center for Counseling and Career Orientation (<http://www.ccoc.uvt.ro>) of UVT offers students orientation and vocational counseling services, as well as psychological counseling.

Attending local, national, international scientific events and publishing articles was financially supported by the doctoral grant fund "Development of entrepreneurial skills for doctoral and postdoctoral students in Economics", SMIS code 125015, call POCU/380/6/13/ - "Support for Ph.D. students and postdoctoral researchers", by support funds (FDI), by faculty funds, or by national or international research and development grants. In year 2021 was adopted the *Methodology for accessing by the PhD students of the institutional resources for professional formation*.

*During the visit and interviews with the PhD students, PhD graduates, there was mentioned in repetitive times how useful are the training module/seminars/webinars/events organized by the ECREB, other university centres from Romania, as well as other events organized by the SDEAA academic staff. Of crucial help is the free access to the international databases they benefit through their student account.*

*Recommendations: To continue to organize the events aiming to strengthening the research capacity of the PhD students.*

***The indicator is fulfilled.***

***Performance Indicator \*C.1.1.2.*** Mechanisms are implemented during the stage of the doctoral study program to enable feedback from doctoral students allowing to identify their needs, as well as their overall level of satisfaction with the doctoral study program in order to ensure continuous improvement of the



*academic and administrative processes. Following the analysis of the results, there is evidence that an action plan was drafted and implemented.*

SDEAA is implementing periodically a questionnaire regarding the degree of satisfaction of Ph.D. students in relation to the activity carried out within the doctoral studies program ([Anexa40.SDEAA\\_Chestionar](#)). This questionnaire aims, among others at: a) the collaboration with the Ph.D. thesis coordinator and the guidance committee; b) the organization of the courses provided in the first year; c) the motivations of the Ph.D. students for choosing the doctoral studies program; d) suggestions for improving the activity; e) the utility perceived by Ph.D. students in supporting their professional career and in relation to the labor market.

Surveys are applied to evaluate the quality of the courses, to evaluate professor. Still less evidences were provided to show that the questionnaires to evaluate the quality of the doctoral study program are implemented.

During the evaluation visit, PhD Students (Mr. Cosmin Costantinescu) and the PhD graduates (Mr. Joantă, Mrs Sirbu) could not confirm that they filled in the questionnaire for the evaluation of the doctoral studies. The only questionnaires filled in were those to evaluate the quality of the course.

However, in the discussion with them they were eager to share their willingness to have more networking events with other PhD students, to be better informed about the opportunities available to obtain financial support to participate to international conferences, to get involved into international projects. Hence, all of

*Recommendations:* Quality assurance has to become the part of the organizational culture of the institution. The evolution and development of a real organizational culture of quality assurance at every stage of university and doctoral school operation should be in focus. It is recommended to apply the questionnaire for assessing the degree of satisfaction of Ph.D. students every year, discuss the results of the data gathered within the Administration council and take actions in order to meet the needs of the PhD students (if any)

***The indicator is fulfilled.***

## **Criterion C.2. Transparency of information and accessibility of learning resources**

***Standard C.2.1. Information of interest to doctoral students, future candidates and public interest information is available for electronic format consultation.***

Performance Indicator C.2.1. is focusing on the online information available about the doctoral school and domains. The website of the IOSUD-UVT is <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>. Information about the Doctoral School and the domains can be found on the website of the Faculty of Economics and Business Administration. The available information is Romanian and English language. Still the content of the regulations and methodologies is mostly in Romanian. If the

internationalization of the doctoral school and the different domains is a priority in the future, it is recommended to develop the English contents as well.

**The C2.1 standard is fulfilled.**

**Performance Indicator C.2.1.1.** *The IOSUD publishes on the website of the organizing institution, in compliance with the general regulations on data protection, information such as:*

- (a) *the Doctoral School regulation;*
- (b) *the admission regulation;*
- (c) *the doctoral studies contract;*
- (d) *the study completion regulation including the procedure for the public presentation of the thesis;*
- (e) *the content of training program based on advanced academic studies;*
- (f) *the academic and scientific profile, thematic areas/research themes of the Doctoral advisors within the domain, as well as their institutional contact data;*
- (g) *the list of doctoral students within the domain with necessary information;*
- (h) *information on the standards for developing the doctoral thesis;*
- (i) *links to the doctoral theses' summaries to be publicly presented and the date, time, place where they will be presented; this information will be communicated at least twenty days before the presentation.*

IOSUD-UVT publishes on its website relevant information regarding the organization and performance of the doctoral studies within the university. Thus, the Institutional Regulations on the Organization and Performance of Doctoral Studies can be found on the website, as well as precise information on enrolment, organization of doctoral studies/research, and public defence of the Ph.D. thesis (Figure 2).



**Figure 2.** IOSUD-UVT. Doctoral school regulations



IOSUD-UVT updates each year the methodology for admission to doctoral studies, depending on national methodologies and regulations, respectively taking into account the internal priorities of doctoral schools, their evolution and projects. The website of the university presents, thus, the annual admission methodologies, the admission calendar, the particular situations (admission for candidates with disabilities, admission for foreign citizens, admission for Romanians from everywhere, admission for Roma, etc.), providing the electronic versions of all forms required for admission (Figure 3) -

<http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Regulament-SDEAA.pdf>  
<http://www.uvt.ro/wp-content/uploads/sites/2/2022/06/Calendar-admitere-doctorat-1.pdf>

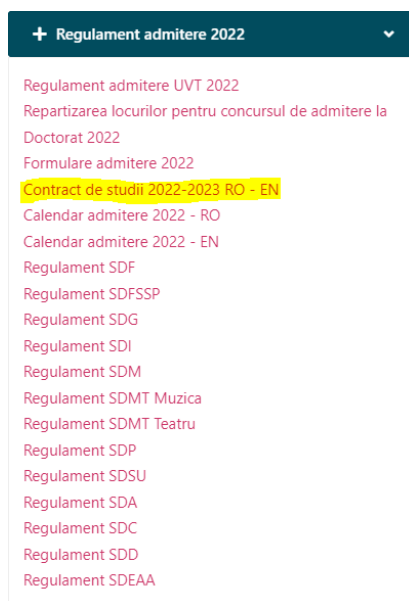
<http://www.uvt.ro/wp-content/uploads/sites/2/2022/06/Calendar-admitere-doctorat-1.pdf>



**Figure 3.** Webxite IOSUD-UVT - Regulations and admission information

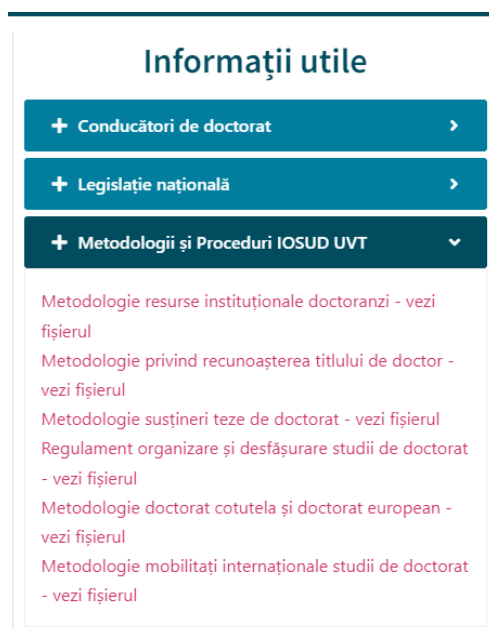
The doctoral studies contract is published on the IOSUD-UVT website (Figure 4) [http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Contract-2022-2023\\_1.pdf](http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Contract-2022-2023_1.pdf) -

In the same direction of correct, detailed and transparent information regarding doctoral university studies, on the IOSUD-UVT website can be consulted useful information regarding the doctorate: ongoing projects, the content of advanced university study programs, information regarding the actual doctoral research (research reports, interruptions of studies, extension of studies, etc.).



**Figure 4.** IOSUD-UVT - Doctoral studies contract

Also, the other (specific) regulations regarding the doctorate are presented in detail on the website, in particular the regulation and procedures for the public defence of the doctoral thesis. The steps that must be taken in order to publicly present the doctoral thesis are highlighted, in compliance with scientific rigor and the Romanian legislation in force - <http://www.uvt.ro/wp-content/uploads/sites/2/2022/10/Metodologie-privind-organizarea-si-desfasurarea-procesului-de-sustinere-a-tezelor-de-doctorat-ed.-III-a-2022.pdf> (Figure 5).



**Figure 5.** IOSUD-UVT Methodology regarding the organization and development of the doctoral theses support process

For each doctoral school, the content of the training program based on advanced university studies is displayed. For the 2022-2023 academic year, the preparation program for each doctoral field has been

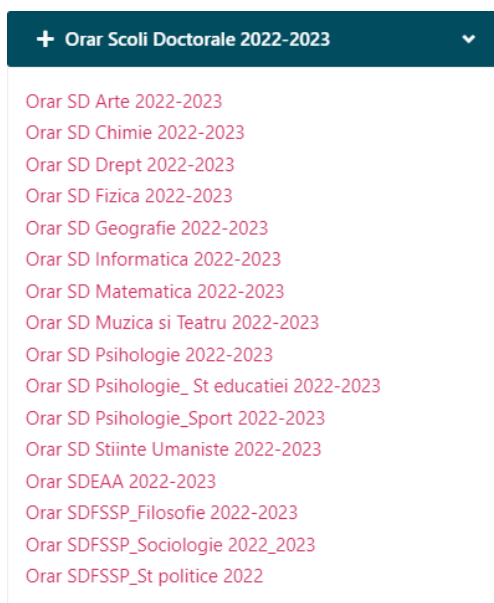
established, which is available at the following website address <http://www.uvt.ro/wp-content/uploads/sites/2/2022/07/Plan-de-invatomant-SDEAA.pdf>. The education plan and syllabus are displayed (Figure 6a).



The screenshot displays two panels from the IOSUD-UVT website. The left panel, titled '+ Planuri de învățământ 2022-2023', lists various educational plans for the 2022-2023 academic year, including plans for SDA, SDD, SDEAA, SDF, SDFSSP (Stiinte Politice, Filosofie, Sociologie), SDG, SDI, SDM, SDMT (Muzică, Teatru și Artele Spectacolului), SDP, SDSU, SDCh, and the DSUD-AS plan. The right panel, titled '+ Fișele disciplinelor școli doctorale 2022-2023', shows the list of disciplines for the 'Asistență socială' program, including: Fisa Disciplinei 01, Etica Si Integritate Academica (COSMIN GOIAN); Fisa Disciplinei 02, Metode și Tehnici Aplicate In Asistenta Sociala (PATRICIA RUNCAN); Fisa Disciplinei 03, Dimensiuni Epistemologice Si Metodologice Ale Cercetarii In Asistenta Sociala (Conf. Mihai IOVU); and Fisa Disciplinei 04, Metode De Evaluare A Rezilientei Grupurilor Vulnerabile (MIHAELA TOMITA).

**Figure 6a.** IOSUD-UVT. Training programs based on advanced university studies

At the same time, the schedule of courses within the training program and the consultation schedule established by each doctoral supervisor is displayed (Figure 6b).



The screenshot shows a dropdown menu titled '+ Orar Scolii Doctorale 2022-2023'. The menu lists the following courses: Orar SD Arte 2022-2023; Orar SD Chimie 2022-2023; Orar SD Drept 2022-2023; Orar SD Fizica 2022-2023; Orar SD Geografie 2022-2023; Orar SD Informatica 2022-2023; Orar SD Matematica 2022-2023; Orar SD Muzica si Teatru 2022-2023; Orar SD Psihologie 2022-2023; Orar SD Psihologie\_ St educatiei 2022-2023; Orar SD Psihologie\_Sport 2022-2023; Orar SD Stiinte Umaniste 2022-2023; Orar SDEAA 2022-2023; Orar SDFSSP\_Filosofie 2022-2023; Orar SDFSSP\_Sociologie 2022\_2023; and Orar SDFSSP\_St politice 2022.

**Figure 6b.** SDEAA Schedule

Information about PhD supervisors (PhD field, contact address) is posted at - [http://www.uvt.ro/wp-content/uploads/sites/2/2022/11/Lista\\_conducatori\\_doctorat\\_afiliati\\_IOSUD-UVT.pdf](http://www.uvt.ro/wp-content/uploads/sites/2/2022/11/Lista_conducatori_doctorat_afiliati_IOSUD-UVT.pdf) (Figura 7).

+ Conducători de doctorat

- Conducători de doctorat - vezi fișierul
- Conducători de doctorat și teme propuse SDEAA 2022
- Conducători de doctorat și teme propuse SDM 2022
- Conducători de doctorat și teme propuse SDA 2022
- Conducători de doctorat și teme propuse SDI
- Conducători de doctorat și teme propuse SDSU 2022
- Conducători de doctorat și teme propuse muzică 2022
- Conducători de doctorat și teme propuse teatru și artele spectacolului 2022
- Conducători de doctorat SDF 2022
- Conducători de doctorat și teme propuse SD Psi 2022
- Conducători de doctorat și teme propuse SDCh 2022
- Conducători de doctorat și teme propuse SDD 2022
- Conducători de doctorat și teme propuse Asistență socială 2022

Coordonatori de doctorat afiliați la IOSUD - UVT				
1.	Informatică economică	Conf. dr. Gabriela MIRCEA	OMEN 4186/21.06.2017	gabriela.mircea@e-uvt.ro
2.	Informatică economică	Prof.dr. Mihaela MUNTEAN	OMECTS 5679/19.11.2010	mihaela.muntean@e-uvt.ro
3.	Informatică economică	Conf. univ. dr. Brandas Vasile Claudiu	OMEC 5823/16.10.2020	claudiu.brandas@e-uvt.ro
4.	Științe ale comunicării	Prof.dr. Ileana Cristina Rotaru	OMEN 4079/28.05.2019	ileana.rotaru@e-uvt.ro

Figure 7. IOSUD-UVT. Information about doctoral supervisors and PhD. students

SDEAA has developed a guide for drafting theses that is included in the annex to its Organization and Functioning Regulations (*Anexa4.Regulament SDEAA*). Within it, the recommendations regarding: 1) the format of the doctoral thesis are mentioned in a specific manner; 2) the structure of the doctoral thesis with details regarding the introduction, the theoretical chapters that review previous research, the description of the research methodology, the presentation of the research results, the presentation of the thesis conclusions, the bibliography section and the appendices section; 3) the standards regarding the drafting of the doctoral thesis with reference to the academic writing style and compliance with ethical standards in the field of scientific research, ANNEX <http://www.uvt.ro/wp-content/uploads/sites/2/2022/04/Regulament-organizare-si-desfasurare-studii-de-doctorat.pdf> Regulament SDEAA – Anexa 4.

IOSUD-UVT publishes on the website links to the abstract 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 defence (<https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/>) - Figure 8.

SUSȚINERI PUBLICE TEZE DE DOCTORAT	
▶ Arte vizuale	▶ Știința sportului și educației fizice
▶ Chimie	▶ Filologie
▶ Geografie	▶ Istorie
▶ Fizică	▶ Contabilitate
▶ Drept	▶ Economie
▶ Informatică	▶ Finanțe
▶ Matematică	▶ Management
▶ Muzică	▶ Marketing
▶ Teatru și artele spectacolului	▶ Filosofie
▶ Psihologie	▶ Sociologie
▶ Științe ale educației	▶ Științe Politice

Figure 8. IOUD-UVT - Section public defences of doctoral theses

*Recommendations: the general information about the organisation of doctoral studies in Romanian and English. However, the full text methodologies and regulations are still in Romanian, It is*



recommended to upload on the website the regulations and methodologies in English, if the universities is looking to attract international PhD students.

**The indicator is fulfilled.**

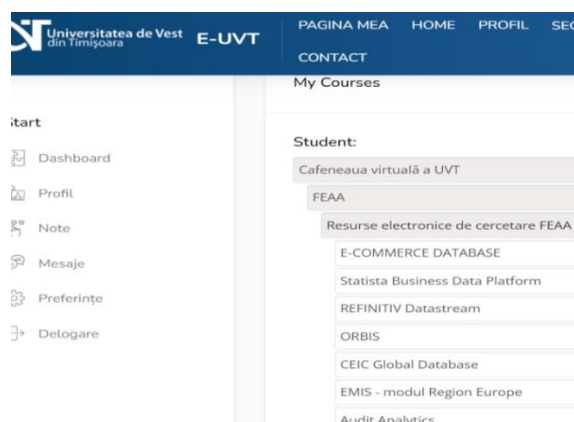
**Standard C.2.2. The IOSUD/The Doctoral School provides doctoral students with access to the resources needed for conducting doctoral studies.**

**Performance Indicator C.2.2.1.** All doctoral students have free access to one platform providing academic databases relevant to the doctoral studies domain of their thesis.

UVT is part of the Anelis+ consortium, which brings together the main higher education institutions and research institutes in Romania, interested in access to the top scientific bibliography. UVT currently has subscriptions to the following databases of scientific articles: *ScienceDirect Freedom Collection Journals ACCES, Springelink journals, Thomson Web of Knowledge, American Institute of Physics Journals, American Physical Society Journals, Oxford Journals, IEEE / IEL, SCOPUS, Sage Journals HSS, Wiley Journals, American Chemical Society, Cambridge Journals, Institute of Physics Journals, MatSciNet, EBSCO Academic Search Complete, EBSCO Business Source Complete, EBSCO Art Full text, NATURE, ScienceDirect NATIONAL ARCHIVE, Springer Archive, Wiley Archive, Institute of Physics Journals Archive, ScienceDirect Current Archive 2016.*

Within the SDEAA doctoral school, access to academic databases is ensured for all doctoral students. Internet access to the Electronic Catalog (OPAC) of B.C.U. is ensured. "Eugen Todoran", which contains 334,656 bibliographic units, which represents over 90% of the usual document fund (<http://aleph.bcut.ro/F?RN=204446683>). ANELIS also offers free access to all important databases (ex. Ebsco Academic Search Premier and Proquest Central, ScienceDirect, Scopus, SpringerLink e-journals and Thomson ISI Web of Science), including ISI journals, books and book chapters, books, doctoral theses (<https://intranet.uvt.ro/>, <https://portal.anelisplus.ro/>).

Starting in 2022, both doctoral students and teaching staff have access through the <https://elearning.e-uvt.ro/> platform to a series of electronic research resources, such as E-Commerce database, Statistica Business Data Platform, REFINITIV Datastream, ORBIS, CEIC Global Database, EMIS - modul Region Europe, Audit Analytics (Figure 9).

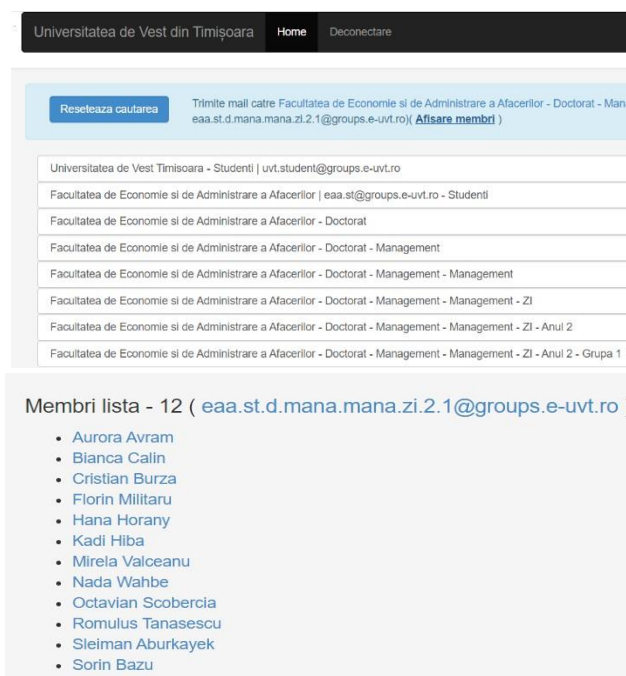


**Figure 9.** IOSUD-UVT. SDEAA Access to online resources

**The indicator is fulfilled.**

**Performance Indicator C.2.2.2.** Each doctoral student shall have access, upon request, to an electronic system for verifying the degree of similarity with other existing scientific or artistic works.

Ph.D. students can get access/become holders of an *ithenticate* account upon request, based on a simple request to the IT&C service and after verifying their Ph.D. student status (<https://lists.uvt.ro/> Figure 10).



**Figure 10.** IOSUD-UVT. Evidence of the doctoral students - institutional e-mail addresses

During the interviews with PhD students and graduates, it was confirmed that the access to the international databases

***The indicator is fulfilled.***

**Performance Indicator C.2.2.3.** All doctoral students have access to scientific research laboratories or other facilities depending on the specific domain/domains within the Doctoral School, according to internal order procedures.

The doctoral study contracts stipulate the right of doctoral students to have access to the libraries within the UVT, respectively to the different research laboratories, depending on the specific academic field. The annexes attached to the internal evaluation reports of the academic fields specify the laboratories, respectively their specific material base.

There are research centers within the West University of Timișoara, that carry out projects with international, national or local funding. Ph.D. advisors are involved in these projects, as well as Ph.D. students as members of research teams.

During 2018, UVT carried out an institutional development project through which it assessed the research centers within the university, accrediting the functional centers also through the visit of external experts. These centers currently operate in three main areas: the field of exact sciences, the field of socio-economic sciences, respectively the field of humanities (<http://uvt.ro/organizare/organigrama/>).

The Ph.D. students within SDEAA have access, under the terms of the specific internal regulations, to the



resources and programs offered by the East-European Center for Research in Economics and Business (ECREB) in its position of research center of the Faculty of Economics and Business Administration. ECREB offers to Ph.D. students: 1) training sessions in the field of scientific research conducted by research staff as well as by guests from educational institutions and research centers in the country and abroad (ECREB Sessions ([http://ecreb.ro/archives/u\\_event\\_cat/courses](http://ecreb.ro/archives/u_event_cat/courses)); b) conferences and presentations held by prestigious guests from the country and abroad (ECREB lectures) ([http://ecreb.ro/archives/u\\_event\\_cat/lectures](http://ecreb.ro/archives/u_event_cat/lectures)); c) access to software and other tools useful for doctoral research (STATA, Eviews).

We mention the existence of the Office of Ethics and Academic Integrity within IOSUD-UVT (<http://www.uvt.ro/wp-content/uploads/sites/2/2022/03/ROF-Biroul-de-Etica-si-Integritate-Academica-UVT.pdf> **Anexa41.ROF Birou de Etica si Integritate Academica UVT**), and the application of the Strategy for Preventing and Combating the Plagiarism Phenomenon (<https://www.uvt.ro/wp-content/uploads/2021/12/Anexa-2-Strategia-de-prevenire-si-combatere-a-fenomenului-de-plagiat-1.pdf> **Anexa42.Strategia de prevenire si combatere a fenomenului de plagiat**).

*Recommendations: To continuously update the collection of the university library with the new books and studies.*

***The indicator is fulfilled.***

### **Criterion C.3. Internationalization**

A strategic objective of SDEAA is to increase the degree of internationalization of its activity by: (a) attracting doctoral students from the European space and from outside it; (b) making international co-tutoring agreements; (c) inviting international personalities from the economic field for the dissemination of knowledge and professional expertise among doctoral students; (d) increasing the international academic and professional visibility of the doctoral supervisors.

***Standard C.3.1. There is a strategy in place and it is applied to enhance the internationalization of doctoral studies.***

***Performance Indicator \*C.3.1.1. IOSUD, for every evaluated domain, has concluded mobility agreements with universities abroad, with research institutes, with companies working in the field of study, aimed at the mobility of doctoral students and academic staff (e.g., ERASMUS agreements for the doctoral studies). At least 35% of the doctoral students have completed a training course abroad or other mobility forms such as attending international scientific conferences. IOSUD drafts and applies policies and measures aiming at increasing the number of doctoral students participating at mobility periods abroad, up to at least 20%, which is the target at the level of the European Higher Education Area.***

The full list of partnership agreements primarily includes partner universities within the international Erasmus and Erasmus+ programs. Through the Department of International Relations, but also through the Erasmus+ coordinators within the faculties, partnership agreements have been signed with a series



of universities abroad, both in Europe and in the partner countries. The list of partners is available at <https://ri.uvt.ro/programul-de-mobilitati-erasmus/>

Bilateral agreements also allow for mobility; the list of international partners is available at <https://ri.uvt.ro/acorduri-de-colaborare-cu-parteneri-internationali/>

The number of doctoral students who carried out Erasmus+ mobilities is:

- 2017-2018: 27 students in mobility.
- 2018-2019: 10 students in mobility
- 2019-2020: 13 students in mobility
- 2020-2021 2 long-term study mobility and 9 long-term practice mobility
- 2021-2022 1 long-term study mobility, 1 short-term study mobility (participation in a Blended Intensive Programme), 5 long-term practice mobility and 6 short-term practice mobility.

Within the POSDRU doctoral research scholarship projects, 177 Ph.D. students had the obligation to carry out external documentary mobility programs and to participate in at least one international conference held abroad.

Also, within the reported period the Ph.D. students attended more than 250 national and international conferences. Between 2013-2018, SDEAA students benefited from 13 ERASMUS+ grants during which study mobility and, respectively, placement / practical training mobility (*outgoing*) were carried out at partner institutions in France, Spain and Italy. Also, there were 3 ERASMUS+ grants with *incoming* mobility ([Anexa43.SDEAA\\_Internationalizare](#)).

The "Marketing" doctoral field has signed for Erasmus+ partnership agreements which explicitly stipulate Ph.D. cooperation and its clarifying elements (excluding other types of bilateral agreements that do not include such details but only set up a general framework for cooperation among partner universities) with a number of universities in the European Union and outside it such as: Varna University of Economics, University of National and World Economy, Universidade da Coruña, Complutense University of Madrid, Université Nice Sophia Antipolis, L'Université Paris-Est Créteil (UPEC), Università del Salento, Kaunas University of Technology College Universitaire de Roumanie en Haiti, The International College of Liberal Arts at Yamanashi Gakuin University, The International University of Rabat, Universiti Utara Malaysia, College of Business Economics and Entrepreneurship, Poltava University of Economics and Trade (PUET), Kyiv National Economic University.

*Recommendations: To continue to get involved into more mobility partnerships and offer mobility opportunities for PhD students in the field of Marketing. To design an internationalisation strategy of the university in general, including the doctoral studies in particular. To get involved, both PhD supervisors and PhD students into COST actions, which will help better intergrate them into European Research Networks, benefit of financial support for carrying out the research missions, participate into international conferences, publish articles.*

**The indicator is fulfilled.**

**Performance Indicator C.3.1.2.** *In the evaluated doctoral study domain, support is granted, including financial support, to the organization of doctoral studies in international co-tutelage or invitation of leading experts to deliver courses/lectures for doctoral students.*





During the analyzed period, international experts were invited to give courses/lectures for PhD students within SDEAA, but also specific lectures for Marketing students. For example, Maria Petrescu, Ph.D Associate Professor of Marketing, Nova Southeastern University, Mihai Calciu, university lecturer, were invited to give lectures under the auspices of ECREB. Ph.D., from the University of Lille, Paul Sergius Koku, Professor of Marketing at the College of Business, Florida State University, etc. Also, on the occasion of the scientific events organized annually by the Faculty of Economics and Business Administration or under the auspices of ECREB, doctoral students in the field of Marketing can participate in lectures given by prestigious professors and researchers from abroad.

***The indicator is fulfilled.***

***Performance Indicator C.3.1.3.*** *The internationalization of activities carried out during the doctoral studies is supported by IOSUD through concrete measures (e.g., by participating in educational fairs to attract international doctoral students; by including international experts in guidance committees or doctoral committees etc.).*

The West University of Timisoara participates actively in the foreign education fairs that are organized to advertise its offer for international studies. Also, having partnerships with several stakeholders, our university attracts foreign students from North African countries or the Arabian Peninsula.

Without this being generalized, however, within the analyzed period, several researchers and professors from foreign universities were included in the activity of doctoral schools. Thus, a number of researchers or professors from foreign universities have joined our doctoral schools as

Ph.D. advisors; also, researchers or professors from institutes and universities abroad were part of several doctoral advisory committees or the Ph.D. thesis committees. În cadrul IOSUD-UVT a fost adoptată o *Methodology regarding the co-supervision doctorate and the European doctorate* ([Anexa44. Metodologie-doctorat-cotutela-si-doctorat-european](#)).

It stipulates that: “Art. 8. In the case of a doctorate in international joint supervision of students enrolled in IOSUD-UVT, if the national legislation applicable to doctoral studies provides for enrollment in IOSUD in joint supervision, IOSUD-UVT does not lose its rights regarding the main role of IOSUD in the Ph.D. study program. It is compulsory that this aspect to be mentioned within the joint supervision agreement.

Article 9

- a. Both Ph.D. advisors will be part of the Doctoral Advisory Committee.
- b. Both Ph.D. advisors will be part of the public Ph.D. thesis committee in Romania of a Ph.D. thesis developed in joint supervision.
- c. Both Ph.D. advisors will agree on the students’ doctoral program.
- d. The changes regarding the development of the doctoral study program for which the joint supervision agreement was concluded, such as the change of the Ph.D. advisor, the change of the title of the Ph.D. thesis, the date of the public presentation, will comply with the legal provisions in force and both Ph.D. advisors will agree upon.

Art. 11. In case a Ph.D. advisor of IOSUD-UVT is requested for guidance by another institution, having a national or international joint supervision agreement, the respective Ph.D. advisor presents for analysis by the Doctoral School Council, the agreement proposed by IOSUD where the Ph.D. student for whom joint supervision is requested is enrolled. The joint supervision agreement is endorsed by the Ph.D.



advisor, by the Director of the Doctoral School, the Director of CSUD and is institutionally assumed by the Rector.

Art. 15. The European Doctorate (European Doctorate / Doctor Europaeus / Doctor Europaea) is a qualification added to the doctorate in sciences for recognizing the European dimension of doctoral studies and facilitating the integration of doctoral graduates from the European Union in the international academic and socio-economic environment.

Art. 16. The European doctorate at IOSUD-UVT complies with the recommendations of the European University Association (EUA) and is recognized by European universities that implement the model and conditions established by EUA.

Art. 17. The European doctorate is optional. Ph.D. students enrolled at IOSUD-UVT can enroll on a European doctoral line based on an application endorsed by the Ph.D. advisor and the director of the doctoral school and approved by the CSUD coordinator. (Annex 6)

Art. 18. The European doctoral certificate is granted if the following conditions are met:

The Ph.D. student of IOSUD-UVT has been enrolled on the European doctorate program at the end of the second year of his/her doctoral studies.

The Ph.D. thesis is written in an international language, preferably English.

In the first three years of study, the student has completed a research internship of at least three months at a university or research institute within the European Community and this period is certified by the host organization.

The public presentation of the thesis is supported (through the thesis reports) by at least three Ph.D. advisors, out of which at least two belong to higher education institutions from two countries other than the one where the presentation takes place (IOSUD members' reports are not included- UVT, nor of the partner IOSUD if the doctorate is in joint supervision).

At least one member of the Ph.D. public thesis committee belongs to a higher education institution from a country other than the one where the thesis is publicly presented.

The public presentation of the thesis is in an official language of the European Community which is not the language of the country where the presentation takes place.

Art. 19. Failure to meet these criteria leads to the cancellation of this program. The Ph.D. student can give up by writing an application. The Ph.D. advisor may request the interruption of this program".

Regarding the promotion of the UVT doctoral offer addressed to international students, we use::

- websites UVT: <https://www.uvt.ro/cercetare/doctorat/studii-universitare-de-doctorat/> respectively:

<https://ri.uvt.ro/cetateni-din-state-terte-uniunii-europene-2/?lang=en>

- National study platform in Romania:

According to the self evaluation report, in the period of 2017-2022, there are aprox. 50 international fairs and exhibitions to which UVT, through DRI, has promoted its educational offer in the international fairs in the field of higher education.

***The indicator is fulfilled.***



## IV. SWOT Analysis

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• The research infrastructure is appropriate to the mission and the assumed objectives, highlighting the infrastructure of the ECREB research center, the laboratories, the equipment and the existing databases in the SDEAA endowment;</li> <li>• The internationalization process, the number of foreign doctoral students who have completed or are in the doctoral internship in the field of Marketing, in relation to the total number of doctoral students. The large number of potential foreign candidates who want to do a PhD in Marketing from SDEAA. Quality of invited foreign researchers within SDEAA, Marketing field (USA, France, England);</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• The quality and quantity of activities for disseminating research results during the internship by doctoral students. Recommendation: Stimulating doctoral students (including financially) in order to participate in international conferences and publish research results in journals indexed in Clarivate Analytics</li> <li>• The reduced number of doctoral supervisors. Recommendation: Continue identifying Marketing researchers to affiliate with SDEAA, Marketing</li> <li>• The inconsistency of the application of evaluation mechanisms regarding the general level of satisfaction with the doctoral university study program; Recommendation: Streamlining the evaluation process regarding the general level of satisfaction with the doctoral university study program;</li> <li>• Reduced outgoing mobility of doctoral students in Marketing.</li> <li>• Absence of specialists from foreign universities or from the country in the guidance commissions (the analyzed period: 2016, 2020). Recommendation: Drawing up a procedure regarding the implementation of an internationalization plan with clear and specific measures.</li> <li>• Concluding some partnerships in order to achieve doctorates in co-supervision and inviting some professors from the partner universities to the doctoral student guidance committees.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• The existence of economic partners who express their interest in collaboration within the Marketing doctoral field;</li> <li>• The attractiveness of the doctoral field allows attracting a significant number of candidates.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Decrease in interest in doctoral university studies from master's graduates.</li> <li>• Decrease in the number of places with funding from the state budget.</li> </ul>

<ul style="list-style-type: none"> <li>• The digitization of education and its move mainly to the online environment facilitates the participation of doctoral supervisors and doctoral students in prestigious international conferences or provides access to different "networks", for the exchange of best practices, the formation of research clusters.</li> </ul>	<ul style="list-style-type: none"> <li>• The lack of a budget of SDEAA, with possible implications on the quality of doctoral theses, especially in a leading field such as Marketing;</li> <li>• Administrative and legislative restrictions that affect the internationalization process (attracting foreign PhD students, paying foreign professors, etc.).</li> <li>• Limited (geographically) recruitment pool of PhD candidates.</li> </ul>
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## V. Overview of judgments awarded and of the recommendations

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
1.	PI	<p><b>A.1.1.1.</b> The existence of specific regulations and their application at the level of the Doctoral School of the respective university doctoral study domain:</p> <p>a) the internal regulations of the Doctoral School;</p> <p>b) the Methodology for conducting elections for the position of director of the Council of doctoral school (CSD), as well as elections by the students of their representative in CSD and the evidence of their conduct;</p> <p>c) the Methodologies for organizing and conducting doctoral studies (for the admission of doctoral students, for the completion of doctoral studies);</p> <p>d) the existence of mechanisms for recognizing the status of a Doctoral advisor and the equivalence of the doctoral degree obtained abroad;</p> <p>e) functional management structures (Council of the doctoral school), giving as well proof of the regularity of meetings;</p> <p>f) the contract for doctoral studies;</p> <p>g) internal procedures for the analysis and approval of proposals regarding the training</p>	<b>fulfilled</b>	

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
		for doctoral study programs based on advanced academic studies.		
2.	PI	<b>A.1.1.2.</b> The doctoral school' Regulation includes mandatory criteria, procedures and standards binding on the aspects specified in Article 17, paragraph (5) of the Government Decision No. 681/2011 on the approval of the Code of Doctoral Studies with subsequent amendments and additions.	<b>fulfilled</b>	Organize information sessions for 1 <sup>st</sup> year PhD students during which the provisions of all existent regulations are presented, inclusively about the current changes. To continue organizing Initiation Days in the Doctoral School.
3.	PI	<b>A.1.2.1.</b> The existence and effectiveness of an appropriate IT system to keep track of doctoral students and their academic background.	<b>fulfilled</b>	
4.	PI	<b>A.1.2.2.</b> The existence and use of an appropriate software program and evidence of its use to verify the percentage of similarity in all doctoral theses.	<b>fulfilled</b>	
5.	IP	<b>A.1.3.1.</b> Existence of at least one research or institutional / human resources development grant under implementation at the time of submission of the internal evaluation file, per doctoral study domain under evaluation, or existence of at least 2 research or institutional development / human resources grant for the doctoral study domain, obtained by doctoral thesis advisors operating in the evaluated domain within the past 5 years. The grants address relevant themes for the respective domain and, as a rule, are engaging doctoral students.	<b>fulfilled</b>	To incentivise PhD supervisors to apply to research projects, ideally on topics related to the research topics of their PhD students, in which they could be involved
6.	PI *	<b>A.1.3.2.</b> The percentage of doctoral students active at the time of the evaluation, who for at least six months receive additional funding sources besides government funding, through scholarships awarded by individual persons or by legal entities, or who are financially supported through research or institutional / human resources development grants is not less than 20%.	<b>fulfilled</b>	The university (through the department of international relations) is recommended to foster the participation into Erasmus+ mobility projects, COST projects and other types of grants, that offer paid scholarships/fellowships for PhD students. Additionally, university is recommended to look for strategic private partnerships that will accept to enroll PhD students into paid interships

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
7.	PI *	<b>A.1.3.3.</b> At least 10% of the total amount of doctoral grants obtained by the university through institutional contracts and of tuition fees collected from the doctoral students enrolled in the paid tuition system is used to reimburse professional training expenses of doctoral students (attending conferences, summer schools, training, programs abroad, publication of specialty papers or other specific forms of dissemination etc.).	<b>fulfilled</b>	to promote the opportunities the PhD students can benefit in terms of disbursing their costs related to trainings, participation to international schools, international conferences, publication of article in international journals, etc
8.	CPI	<b>A.2.1.1.</b> The venues and the material equipment available to the doctoral school enable the research activities in the evaluated domain to be carried out, in line with the assumed mission and objectives (computers, specific software, equipment, laboratory equipment, library, access to international databases etc.). The research infrastructure and the provision of research services are presented to the public through a specific platform. The research infrastructure described above, which was purchased and developed within the past 5 years will be presented distinctly	<b>fulfilled</b>	To attract funding for setting up a research lab dedicated to research of new trends in the field of Marketing ( i.e. Neuromarketing, consumer behaviour, use of Artificial Intelligence in market research, etc.)
9.	CPI	<b>A.3.1.1.</b> Minimum three doctoral thesis advisors within that doctoral domain, and at least 50% of them (but no less than three) meet the minimum standards of the National Council for Attestation of University Degrees, Diplomas and Certificates (CNATDCU) in force at the time when the evaluation is carried out, which standards are required and mandatory for obtaining the enabling certification.	<b>fulfilled</b>	To undertake necessary measures and award incentives to help the other tenured professor to reach the minimum standards as soon as it is possible. Additionally, it is recommended to attract young researchers in the Marketing field and motivate them to become tenure track professors
10.	PI *	<b>A.3.1.2.</b> At least 50% of all doctoral advisors have a full-time employment contract for an indefinite period with the IOSUD.	<b>fulfilled</b>	to keep and extent the employment level.

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
11.	PI	<p><b>A.3.1.3.</b> The study subjects in the education program based on advanced higher education studies pertaining to the doctoral domain are taught by teaching staff or researchers who are doctoral thesis advisors / certified doctoral thesis advisors, professors / CS I or lecturer / CS II, with proved expertise in the field of the study subjects they teach, or other specialists in the field who meet the standards established by the institution in relation with the aforementioned teaching and research functions, as provided by the law.</p>	fulfilled	
12.	PI *	<p><b>A.3.1.4.</b> The percentage of doctoral thesis advisors who concomitantly coordinate more than 8 doctoral students, but no more than 12, who are themselves studying in doctoral programs does not exceed 20%.</p>	fulfilled	
13.	CPI	<p><b>A.3.2.1.</b> At least 50% of the doctoral thesis advisors in the evaluated domain have at least 5 Web of Science- or ERIH-indexed publications in magazines of impact, or other achievements of relevant significance for that domain, including international-level contributions that indicate progress in scientific research - development - innovation for the evaluated domain. The aforementioned doctoral thesis advisors enjoy international awareness within the past five years, consisting of: membership on scientific boards of international publications and conferences; membership on boards of international professional associations; guests in conferences or expert groups working abroad, or membership on doctoral defence commissions at universities abroad or co-leading with universities abroad. For Arts and Sports and Physical Education Sciences, doctoral thesis advisors shall prove their international visibility within the past five years by their membership on the boards of professional associations, membership in organizing committees of arts events and international competitions, membership on</p>	fulfilled	<p>In the future it is recommended to maintain this level of publication activities, as well as encourage PhD advisors to get involved into scientific/editorial board of international conferences, editorial boards of international journals.</p>

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
		juries or umpire teams in artistic events or international competitions.		
14.	PI *	<b>A.3.2.2.</b> At least 50% of the doctoral thesis advisors in a specific doctoral study domain continue to be active in their scientific field, and acquire at least 25% of the score requested by the minimal CNATDCU standards in force at the time of the evaluation, which are required and mandatory for acquiring their enabling certificate, based on their scientific results within the past five years	<b>fulfilled</b>	
15.	PI *	<b>B.1.1.1.</b> The ratio between the number of graduates of masters' programs of other higher education institutions, national or foreign, who have enrolled for the doctoral admission contest within the past five years and the number of seats funded by the state budget, put out through contest within the doctoral domain is at least 0.2 or the ratio between the number of candidates within the past five years and the number of seats funded by the state budget put out through contest within the doctoral studies domain is at least 1,2.	<b>fulfilled</b>	Better promote the doctoral field Marketing at the national (both to UVT master graduates and graduates of other universities) and international level (through education fairs and exhibitions). For this, it is recommended to produce guidelines in English language, engage current PhD students or post-docs to share their experience through short videos/interviews. Additionally, it is recommended to set-up doctoral programmes in joint custody with foreign doctoral schools
16.	PI *	<b>B.1.2.1.</b> Admission to doctoral study programs is based on selection criteria including: previous academic, research and professional performance, their interest for scientific or arts/sports research, publications in the domain and a proposal for a research subject. Interviewing the candidate is compulsory, as part of the admission procedure.	<b>fulfilled</b>	to continue to publish all relevant information on the website, including in English
17.	PI	<b>B.1.2.2.</b> The expelling rate, including renouncement / dropping out of doctoral students 3, respectively 4, years after admission does not exceed 30%.	<b>fulfilled</b>	Continuously monitor the progress of PhD students, award attractive incentives to keep them on track.
18.	PI	<b>B.2.1.1.</b> The training program based on advanced academic studies includes at least	<b>fulfilled</b>	to include in the content of the courses new trends in the fiels of marketing



No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
		3 disciplines relevant to the scientific research training of doctoral students; at least one of these disciplines is intended to study in-depth the research methodology and/or the statistical data processing.		research, as well as new technologies (i.e. AI, VR, etc.)
19.	PI	<b>B.2.1.2.</b> At least one discipline is dedicated to Ethics and Intellectual Property in scientific research or there are well-defined topics on these subjects within a discipline taught in the doctoral program.	<b>fulfilled</b>	
20.	PI	<b>B.2.1.3.</b> The IOSUD has mechanisms to ensure that the academic training program based on advanced university studies addresses „the learning outcomes”, specifying the knowledge, skills, responsibility and autonomy that doctoral students should acquire after completing each discipline or through the research activities.	<b>fulfilled</b>	
21.	PI	<b>B.2.1.4.</b> All along the duration of the doctoral training, doctoral students in the domain receive counselling/guidance from functional guidance commissions, which is reflected in written guidance and feedback or regular meeting.	<b>fulfilled</b>	to include in the guidance committees professors from abroad that would help PhD students to intake international trends in the field of Marketing in their research.
22.	CPI	<b>B.2.1.5.</b> For a doctoral study domain, the ratio between the number of doctoral students and the number of teaching staff/researchers providing doctoral guidance must not exceed 3:1.	<b>fulfilled</b>	
23.	CPI	<b>B.3.1.1.</b> For the evaluated domain, the evaluation commission will be provided with at least one paper or some other relevant contribution per doctoral student who has obtained a doctor's title within the past 5 years. From this list, the members of the evaluation commission shall randomly select 5 such papers / relevant contributions per doctoral study domain for review. At least 3	<b>fulfilled</b>	To continue to maintain a relation of the PhD graduates, by sharing with them the events (conferences, workshops, etc) organized, encouraging them to publish, after the graduation the content of their thesis, to produce other articles.

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
		selected papers must contain significant original contributions in the respective domain		
24.	PI *	<b>B.3.1.2.</b> The ratio between the number of presentations of doctoral students who completed their doctoral studies within the evaluated period (past 5 years), including posters, exhibitions made at prestigious international events (organized in the country or abroad) and the number of doctoral students who have completed their doctoral studies within the evaluated period (past 5 years) is at least 1.	fulfilled	To better promote the available international conferences to the Phd graduates and encourage them to participate as affiliated to UVT
25.	PI *	<b>B.3.2.1.</b> The number of doctoral theses allocated to one specialist coming from a higher education institution, other than the evaluated IOSUD should not exceed two (2) in a year for the theses coordinated by the same doctoral thesis advisor.	fulfilled	
26.	PI *	<b>B.3.2.2.</b> The ratio between the doctoral theses allocated to one scientific specialist coming from a higher education institution, other than the institution where the defence on the doctoral thesis is organized, and the number of doctoral theses presented in the same doctoral study domain in the doctoral school should not exceed 0.3, considering the past five years. Only those doctoral study domains in which minimum ten doctoral theses have been presented within the past five years should be analyzed.	fulfilled	
27.	PI	<b>C.1.1.1.</b> The Doctoral school in the respective university study domain shall demonstrate the continuous development of the evaluation process and its internal quality assurance following a procedure developed and applied at the level of the IOSUD, the following assessed criteria being mandatory:  a) the scientific work of Doctoral advisors;  b) the infrastructure and logistics necessary to carry out the research activity;	fulfilled	To continue to organize the events aiming to strengthening the research capacity of the PhD students.

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
		c) the procedures and subsequent rules based on which doctoral studies are organized; d) the scientific activity of doctoral students; e) the training program based on advanced academic studies of doctoral students; f) social and academic services (including for participation at different events, publishing papers etc.) and counselling made available to doctoral students.		
28.	PI *	<b>C.1.1.2.</b> Mechanisms are implemented during the stage of the doctoral study program to enable feedback from doctoral students allowing to identify their needs, as well as their overall level of satisfaction with the doctoral study program in order to ensure continuous improvement of the academic and administrative processes. Following the analysis of the results, there is evidence that an action plan was drafted and implemented.	fulfilled	Quality assurance has to become the part of the organizational culture of the institution. The evolution and development of a real organizational culture of quality assurance at every stage of university and doctoral school operation should be in focus.
29.	CPI	<b>C.2.1.1.</b> The IOSUD publishes on the website of the organizing institution, in compliance with the general regulations on data protection, information such as: a) the Doctoral School regulation; b) the admission regulation; c) the doctoral studies contract; d) the study completion regulation including the procedure for the public presentation of the thesis; e) the content of training program based on advanced academic studies; f) the academic and scientific profile, thematic areas/research themes of the Doctoral advisors within the domain, as well as their institutional contact data; g) the list of doctoral students within the domain with necessary information (year of registration; advisor);	fulfilled	the general information about the organisation of doctoral studies in Romanian and English. However, the full text methodologies and regulations are still in Romanian, It is recommended to upload on the website the regulations and methodologies in English, if the universities is looking to attract international PhD students.

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
		<p>h) information on the standards for developing the doctoral thesis;</p> <p>i) links to the doctoral theses' summaries to be publicly presented and the date, time, place where they will be presented; this information will be communicated at least twenty days before the presentation.</p>		
30.	PI	<p><b>C.2.2.1.</b> All doctoral students have free access to one platform providing academic databases relevant to the doctoral studies domain of their thesis.</p>	fulfilled	
31.	PI	<p><b>C.2.2.2.</b> Each doctoral student shall have access, upon request, to an electronic system for verifying the degree of similarity with other existing scientific or artistic works.</p>	fulfilled	
32.	PI	<p><b>C.2.2.3.</b> All doctoral students have access to scientific research laboratories or other facilities depending on the specific domain/domains within the Doctoral School, according to internal order procedures.</p>	fulfilled	To continuously update the collection of the university library with the new books and studies.
33.	PI *	<p><b>C.3.1.1.</b> IOSUD, for every evaluated domain, has concluded mobility agreements with universities abroad, with research institutes, with companies working in the field of study, aimed at the mobility of doctoral students and academic staff (e.g., ERASMUS agreements for the doctoral studies). At least 35% of the doctoral students have completed a training course abroad or other mobility forms such as attending international scientific conferences. IOSUD drafts and applies policies and measures aiming at increasing the number of doctoral students participating at mobility periods abroad, up to at least 20%, which is the target at the level of the European Higher Education Area.</p>	fulfilled	To continue to get involved into more mobility partnerships and offer mobility opportunities for PhD students in the field of Marketing. To design an internationalisation strategy of the university in general, including the doctoral studies in particular. To get involved, both PhD supervisors and PhD students into COST actions, which will help better intergrate them into European Research Networks, benefit of financial support for carrying out the research missions, participate into international conferences, publish articles.

No.	Type of indicator (PI, PI *, CPI)	Performance indicator	Judgment	Recommendations
34.	PI	<b>C.3.1.2.</b> In the evaluated doctoral study domain, support is granted, including financial support, to the organization of doctoral studies in international co-tutelage or invitation of leading experts to deliver courses/lectures for doctoral students.	<b>fulfilled</b>	
35.	PI	<b>C.3.1.3.</b> The internationalization of activities carried out during the doctoral studies is supported by IOSUD through concrete measures (e.g., by participating in educational fairs to attract international doctoral students; by including international experts in guidance committees or doctoral committees etc.).	<b>fulfilled</b>	

## VI. Conclusions and general recommendations

*As a result of the analysis of the Internal Evaluation Report, with its annexes, following the interviews and discussions held between April 3-5th, 2023, emerging from the documents and explanations provided additionally by the UVT representatives, it is concluded:*

- 1. At the level of the Doctoral School of Economics and Business Administration, internal regulations specific to the field of Marketing doctoral studies are ensured.*
- 2. At the UVT level, there are logistical resources for the record of doctoral students, namely: the ACADEMIS computer system, which is an ERP (Enterprise Resources Planning) type Integrated Resource Management Computer System, solution for making university management more efficient, by computerizing all processes, flows and procedures, and includes the following main components: University Management System (UMS) – The school management component; SAP – Financial Economic Component.*
- 3. The customized Moodle application "eLearning UVT" (<https://elearning.e-uvt.ro/>), launched as a national premiere for the Romanian university network by UVT, allows access from mobile devices to the official online education platform for teaching-learning-evaluation of UVT, which supports students, but also academic staff, as a communication interface between them, an additional tool in the elearning technology used in the university, based on of username and password.*
- 4. UVT has software for checking the percentage of similarity, such as the on-line software iThenticate (available at <http://www.ithenticate.com>).*
- 5. There are grants for research or institutional development per field of doctoral studies.*
- 6. UVT has its own spaces for the appropriate development of educational and scientific research activities.*



7. *The premises and material endowment of the Doctoral School allow the realization of research activities, in the field of Marketing, in accordance with the mission and the assumed objectives (computers, software, equipment, laboratory equipment, library, access to international databases, etc.).*
8. *PhD advisors in the field of Marketing are recognized personalities in the academic and scientific world, being members of various prestigious professional organizations.*
9. *IOSUD has created the necessary mechanisms to ensure that the training program based on advanced university studies, related to the field of Marketing, aims at "learning outcomes".*
10. *UVT establishes, implements, updates and maintains the quality assurance policy. The UVT aims to implement, maintain and improve the Quality Management System within all organizational departments of the University, both as a support for the achievement and follow-up of internal objectives related to quality as well as for the fulfillment of the quality requirements imposed by national and international standards in the field education.*

*Still several **recommendations** have been outlined in order to further ensure the quality assurance and development of the doctoral studies in the field of Marketing:*

- Quality assurance has to become the part of the organizational culture of the institution. The evolution and development of a real organizational culture of quality assurance at every stage of university and doctoral school operation should be in focus.
- To incentivise PhD supervisors to apply to research projects, ideally on topics related to the research topics of their PhD students, in which they could be involved;
- to foster the participation into Erasmus+ mobility projects, COST projects and other types of grants, that offer paid scholarships/fellowships for PhD students. Additionally, university is recommended to look for strategic private partnerships that will accept to enroll PhD students into paid interships;
- to promote the opportunities the PhD students can benefit in terms of disbursing their costs related to trainings, participation to international schools, international conferences, publication of article in international journals, etc;
- To continue to get involved into more mobility partnerships and offer mobility opportunities for PhD students in the field of Marketing. To design an internationalisation strategy of the university in general, including the doctoral studies in particular. To get involved, both PhD supervisors and PhD students into COST actions, which will help better intergrate them into European Research Networks, benefit of financial support for carrying out the research missions, participate into international conferences, publish articles.
- To attract funding for setting up a research lab dedicated to research of new trends in the field of Marketing ( i.e. Neuromarketing, consumer behaviour, use of Artificial Intelligence in market research, etc.)
- To undertake necessary measures and award incentives to help the other tenured professor to reach the minimum standards as soon as it is possible. Additionally, it is recommended to attract young researchers in the Marketing field and motivate them to become tenure track professors
- To translate and upload on the website the regulations and methodologies in English, if the universities is looking to attract international PhD students.



## VII. Annexes

*The following types of documents shall be attached:*

- *The detailed schedule of the evaluation visit*
- *The survey questionnaire applied to doctoral students or academic staff in the doctoral study domain under review, the results - optional (e.g., in graphic form) and their interpretation - if applicable.*
- *Scanned documents – any document requested from the IOSUD during the evaluation visit and received, which is not found in the internal evaluation file received before the visit and referred to in the report.*
  - *Annex 1. Individual employments contract of Mrs. Prof Moraru Andreea -Daniela, Nr. 60831/30.09,2022*
  - *Annex 2. UVT Senate Decision onr. 75 from 27.10.2022 (point 9) regarding the approval of Prof Carmen Adina Paștiu affiliation to the doctoral school SDEAA, field of Marketing*
- *Any other documents relevant to the evaluation process referred to in the report.*
  - *Annex 3. Events calendar of ECREB center for 2022*
  - *Annex 4. Plan Măsuri Remediere a indicatorilor de performanță parțial indepliniti pe domeniul de doctorat Marketing*