

**“ALEXANDRU IOAN CUZA” UNIVERSITY, IAȘI**

Carol I Blvd., no. 11, 700506, Iași

Tel.: 0232-20.10.10 Fax: 0232-201201

E-mail: contact@uaic.ro

Registration no. UAIC

Registration no. ARACIS

To: ARACIS COUNCIL

In accordance with the legal provisions in force and based on the *Guide for the regular external evaluation of doctoral schools* and on the *Guide for the regular external evaluation of university doctoral studies domains*, respectively, “Alexandru Ioan Cuza” University’s Council of Administration decided to request the initiation of regular external evaluation procedures for doctoral studies for the following doctoral schools and for the following doctoral study domains:

No.	Doctoral school	Doctoral study domains	Person in charge (name, surname, e-mail, telephone)	No. of doctoral thesis advisors/ domain
1.	Doctoral School of Economics and Business Administration	1. Marketing	Associate Professor Andreia Gabriela ANDREI, PhD habil. andrea.andrei@uaic.ro , 0722-988574	7
		2.		
		3.		
		4.		
		5.		
		...		

The CSUD (The Doctoral Studies Council) director is Professor Ionel Mangalagiu PhD, and the contact details are:

- Telephone: 0723 240075
- E-mail: ionelm@uaic.ro

We hereby acknowledge full awareness of the fees imposed by the *ARACIS Council Decision no. 2 of 28.01. 2021 regarding approval of fees for doctoral studies’ external evaluation.*

<https://www.aracis.ro/wp-content/uploads/2021/03/HC-2-28.01.2021.pdf>

**RECTOR,
LS**



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INTERNAL EVALUATION REPORT

Data provided to the ARACIS Department of Accreditation by:

Faculty:

FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION

Doctoral study domain:

MARKETING

Contact person: *Associate Professor Andreia-Gabriela ANDREI, PhD habil.*

E-mail: andreia.andrei@uaic.ro / andrei.andreia@gmail.com

Phone: 0722988574

The data provided in the present Report are complete, accurate and in accordance with professional ethics.

Doctoral School Director,
Professor Adriana ZAIȚ, PhD

CSUD Director,
Professor Ionel MANGALAGIU, PhD

May 2021



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1. GENERAL INFORMATION

1.1. Presentation of the Doctoral School of Economics and Business Administration, "Alexandru Ioan Cuza" University, Iași

1.1.1. SDEAA (Doctoral School of Economics and Business Administration) – General Information

“Alexandru Ioan Cuza” University of Iași is the oldest higher education institution in Romania. Established on October 26, 1860 (Annex 1a, Annex 1b) shortly after the Romanian Principalities Union in 1859, the **Iași University** marked the modern beginnings of national higher education. The first academic institution in the country, Iași University became the core of intellectual forces from all Romanian provinces, thus enabling educational, cultural and scientific development at the national level. At present, “Alexandru Ioan Cuza” University of Iași represents a strong academic community, which carries out its activities in university autonomy and academic democracy conditions.

“Alexandru Ioan Cuza” University IOSUD was established in May 2005 (Annex 2), by replacing IOD-UAIC, in accordance with legislation in force. In this context, on September 1st, 2005 the **Doctoral School of Economics and Business Administration** (Annex 3), was established although doctoral level education had been carried out for over three decades within the **Faculty of Economics and Business Administration**. At present, due to the 51 doctoral thesis advisors, 104 guidance commission members and 152 currently enrolled PhD students, SDEEA is an extremely active academic community. The PhD programs are supported by the effort and active involvement of professors and researchers within the four faculty departments: *Department of Accounting, Economic Informatics and Statistics, Department of Economics and International Relations, Department of Finance, Money and Public Administration, Department of Management, Marketing and Business Administration.*

1.1.2. SDEAA Structure

The Doctoral School of Economics and Business Administration is a separate department within the Faculty of Economics and Business Administration, with its own regulations and structure and comprises 9 doctoral study domains: *Cybernetics and Statistics, Accounting, Economics, International Economics and Business, Finance, Economic Informatics, Management, Marketing, and Administrative Sciences.*



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SDEAA management is ensured by a Council (CSD), whose members are ([Annex 4a](#), [Annex 4b](#)):

Director: Professor Adriana ZAIȚ, PhD, “Alexandru Ioan Cuza” University of Iași

CSD Members:

- ✚ Professor Daniela AGHEORGHIESEI, PhD, “Alexandru Ioan Cuza” University of Iași
- ✚ Professor Mircea GEORGESCU, PhD, “Alexandru Ioan Cuza” University of Iași
- ✚ Professor Ovidiu STOICA, PhD, “Alexandru Ioan Cuza” University of Iași
- ✚ Professor Elio BORGONOV, PhD, Bocconi University, Milan, Italy
- ✚ Professor Lucian CROITORU, PhD, Bucharest University of Economic Sciences
- ✚ PhD student Aurelia ILIEȘ, “Alexandru Ioan Cuza” University of Iași
- ✚ PhD student Cristian TERZA, “Alexandru Ioan Cuza” University of Iași

1.1.3. SDEAA evolution

Since 2005, the Doctoral School of Economics and Business Administration has evolved at all levels (scientific, administrative, relational), particularly in terms of: strategic orientation, rich academic education offer (in terms of disciplines in the curriculum and teaching staff availability), high quality of guidance commissions’ coordination and support, evaluation criteria for doctoral theses and PhD students’ scientific evolution, relationship building with other research institutions and the economic environment.

A synthetic picture of the evolution of the number of PhD candidates and students is provided in the following table:

Table no. 1.1. Available seats, applicants, PhD students enrolled within the Doctoral School of Economics and Business Administration (2011-2020)

Academic year	Available seats	Applicants	Enrolled PhD students
2011-2012	77 state budget, 35 paid tuition	69	51
2012 – 2013	55 state budget, 24 paid tuition	63	47
2013 – 2014	44 state budget, 25 paid tuition	42	36
2014-2015	31 state budget, 2 paid tuition	49	33
2015-2016	30 state budget, 5 paid tuition	38	32
2016-2017	26 state budget, 15 paid tuition	31	31
2017-2018	23 state budget, 15 paid tuition	47	39
2018-2019	25 state budget, 15 paid tuition	41	40
2019-2020	28 state budget, 15 paid tuition	44	42
2020-2021	25 state budget, 20 paid tuition	43	37

The latest SDEAA self-evaluation reports and the summary of the SDEAA Council’s report provide further details on this evolution ([Annex 5a](#), [Annex 5b](#), [Annex 5c](#)).



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1.1.4. Research mission

The institutional **mission** of the Doctoral School of Economics is to provide a friendly and, at the same time, ***rigorous research environment and to enable PhD students’ professional and intellectual development as well as to contribute to society’s evolution.***

SDEAA’s **vision is to become an advanced research landmark in the academia, as well as in the social and economic environment, doctoral education, research and dissemination of results.**

As for its research mission, SDEAA aims to support and develop high quality doctoral researches by adopting and covering two perspectives: ***methodologically rigorous and socially relevant.*** Therefore, if we refer to the **relevance-rigor matrix**, in its scientific research and results, SDEAA aims to conduct doctoral research within the “pragmatic science” sphere.

Table no. 1.2. The relevance-rigor matrix of research

		Methodological rigor	
		<i>Low</i>	<i>High</i>
Practical relevance	<i>High</i>	Popularist Science	Pragmatic Science
	<i>Low</i>	Puerile Science	Pedantic Science

1.1.5. Quality Certification Level

The Doctoral School of Economics and Business Administration follows the principles stated in the *European Charter for Researchers* and the *Code of Conduct for the Recruitment of Researchers*. Since April 10, 2014, the “Alexandru Ioan Cuza” University IOSUD holds the **HR Excellence in Research** quality certificate.

1.1.6. Specific measures on quality management and professional ethics promotion implemented at the Doctoral School level

Besides acting in line with the “Alexandru Ioan Cuza” University IOSUD’s quality management methodology and internal regulations, the Doctoral School of Economics and Business Administration applies its own procedures aimed to improve the quality of the whole doctoral process, which include advice and counseling provided by the doctoral advisors’ General Assembly regarding regulations’ adjustments, feedback from PhD students as well as from SDEAA’s partners outside the University, etc.



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The SDEAA value system is founded on the “cardinal virtues”, i.e.: *Prudence, Justice, Fortitude and Temperance* and on the research values in the *European Code of Conduct for Research Integrity*, acknowledged at European level:

- + *Reliability;*
- + *Honesty;*
- + *Respect;*
- + *Accountability/Dependability.*

Besides the fact that SDEAA Regulations include special provisions on ethics ([Annex 6a](#), [Annex 6b](#)), the Doctoral School of Economics and Business Administration has adopted and fully applies the authorship principles of the *Vancouver Convention of Joint Authorship* according to which a person is entitled to be co-author of an article only if he/she:

- + has significantly contributed to article conception or design, to gathering, analyzing or interpreting the data in the article;
- + has contributed to drafting or reviewing the article;
- + has verified the final version of the article;
- + has agreed to take on responsibility for all aspects related to the accuracy or integrity of the data provided in the article.

1.1.7. Human resources

There are currently 51 doctoral thesis advisors within the Doctoral School of Economics and Business Administration, activating in the following doctoral domains:

Table no. 1.3. Doctoral Thesis Advisors within SDEAA

No.	Doctoral Study Domain	Doctoral Thesis Advisor	E-mail
1.	<i>Cybernetics and Statistics</i>	Professor Dinu AIRINEI, PhD	adinu@uaic.ro
2.	<i>Cybernetics and Statistics</i>	Professor Ana GRAMA, PhD	agrama@uaic.ro
3.	<i>Cybernetics and Statistics</i>	Professor Anca Laura ASANDULUI, PhD	asand@uaic.ro
4.	<i>Cybernetics and Statistics</i>	Professor Mircea ASANDULUI, PhD habil.	mircea.asandului@uaic.ro
5.	<i>Cybernetics and Statistics</i>	Professor Dănuț-Vasile JEMNA, PhD habil.	danut.jemna@uaic.ro
6.	<i>Cybernetics and Statistics</i>	Professor Carmen Elena PINTILESCU, PhD	carmen.pintilescu@uaic.ro
7.	<i>Accounting</i>	Professor Iuliana Eugenia GEORGESCU, PhD	iuliag@uaic.ro

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8.	<i>Accounting</i>	Professor Emil HOROMNEA, PhD	ehoromnea@yahoo.com
9.	<i>Accounting</i>	Professor Marilena MIRONIUC, PhD	marilena@uaic.ro
10.	<i>Accounting</i>	Professor Ioan ANDONE, PhD	iandone@uaic.ro
11.	<i>Economics</i>	Professor Andreea-Oana IACOBUȚĂ-MIHĂIȚĂ, PhD habil.	andreea.iacobuta@uaic.ro
12.	<i>Economics</i>	Professor Ion IGNAT, PhD	ignation@uaic.ro
13.	<i>Economics</i>	Professor Laura MAXIM, PhD habil.	lauradiaconu_07@yahoo.com
14.	<i>Economics</i>	Professor Ion POHOAȚĂ, PhD	ionpohoata@yahoo.com
15.	<i>Economics</i>	Professor Constantin Cristian POPESCU, PhD habil.	popescu@uaic.ro
16.	<i>International Economics and Business</i>	Lecturer Adrian Vasile HORODNIC, PhD habil.	adi_horodnic@yahoo.com
17.	<i>International Economics and Business</i>	Professor Liviu-George MAHA, PhD habil.	mlg@uaic.ro
18.	<i>International Economics and Business</i>	Professor Gabriela Carmen PASCARIU, PhD	gcpas@uaic.ro
19.	<i>International Economics and Business</i>	Professor Spiridon PRALEA, PhD	pralea@uaic.ro
20.	<i>Finance</i>	Professor Alin Marius ANDRIEȘ, PhD habil.	alin.andries@uaic.ro
21.	<i>Finance</i>	Professor Sorin Gabriel ANTON, PhD habil.	sorin.anton@uaic.ro
22.	<i>Finance</i>	Professor Sebastian Bogdan CĂPRARU, PhD habil.	csb@uaic.ro
23.	<i>Finance</i>	Professor Vasile COCRIȘ, PhD	vcocris@uaic.ro
24.	<i>Finance</i>	Professor Mihaela ONOFREI, PhD	onofrei@uaic.ro
25.	<i>Finance</i>	Professor Ovidiu STOICA, PhD	ostoica@uaic.ro
26.	<i>Economic Informatics</i>	Professor Forin DUMITRIU, PhD	fdumi@uaic.ro
27.	<i>Economic Informatics</i>	Professor Marin FOTACHE, PhD	fotache@uaic.ro
28.	<i>Economic Informatics</i>	Professor Mircea Radu GEORGESCU, PhD	mirceag@uaic.ro

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29.	<i>Economic Informatics</i>	Lecturer Daniel HOMOCIANU, PhD habil.	daniel.homocianu@feaa.uaic.ro
30.	<i>Economic Informatics</i>	Professor Gabriela MEȘNIȚĂ, PhD	gabriela.mesnita@feaa.uaic.ro
31.	<i>Economic Informatics</i>	Lecturer Sabina-Cristina NECULA, PhD habil.	sabina.necula@uaic.ro
32.	<i>Economic Informatics</i>	Professor Dumitru OPREA, PhD	doprea@uaic.ro
33.	<i>Economic Informatics</i>	Professor Vasile-Daniel PĂVĂLOAIA, PhD habil.	danpav@uaic.ro
34.	<i>Economic Informatics</i>	Associate Professor Laura Diana RADU, PhD habil.	glaura@uaic.ro
35.	<i>Economic Informatics</i>	Professor Alexandru ȚUGUI, PhD	altug@uaic.ro
36.	<i>Management</i>	Professor Daniela Tatiana AGHEORGHIESEI, PhD habil.	dte@uaic.ro
37.	<i>Management</i>	Professor Maria Viorica BEDRULE GRIGORUȚĂ, PhD	maria.bedrulegrigoruta@uaic.ro
38.	<i>Management</i>	Professor Valentin NIȚĂ, PhD	valnit2003@gmail.com
39.	<i>Management</i>	Professor Adriana PRODAN, PhD	pada@uaic.ro
40.	<i>Management</i>	Professor Cristina Teodora ROMAN, PhD habil.	throman@uaic.ro
41.	<i>Management</i>	Professor Dumitru ZAIȚ, PhD	dzait@uaic.ro
42.	<i>Marketing</i>	Associate Professor Andreia Gabriela ANDREI, PhD habil.	andrei.andreia@gmail.com
43.	<i>Marketing</i>	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	ioana.horodnic@uaic.ro
44.	<i>Marketing</i>	Professor Adriana MANOLICĂ, PhD habil.	manolica@uaic.ro
45.	<i>Marketing</i>	Professor Emil MAXIM, PhD	emaxim@uaic.ro
46.	<i>Marketing</i>	Professor Ștefan PRUTIANU, PhD	pruti@uaic.ro
47.	<i>Marketing</i>	Professor Constantin SASU, PhD	csasu@uaic.ro
48.	<i>Marketing</i>	Professor Adriana ZAIȚ, PhD	azait@uaic.ro
49.	<i>Administrative Sciences</i>	Professor Ana Maria BERCU, PhD habil.	bercu@uaic.ro
50.	<i>Administrative Sciences</i>	Professor Florin OPREA, PhD habil.	foprea@uaic.ro
51.	<i>Administrative Sciences</i>	Professor Mihaela TOFAN, PhD habil.	mtofan@uaic.ro



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Doctoral thesis advisors aged over 70 no longer coordinate new PhD students but focus on finalizing the projects they are involved in. When they began to coordinate doctoral theses, no procedure granting affiliation to the Doctoral School was in place and therefore, no procedure for “unaffiliation” was required. However, these advisors can always be consulted in order to capitalize their valuable research and didactic experience.

1.1.8. SDEAA Research infrastructure

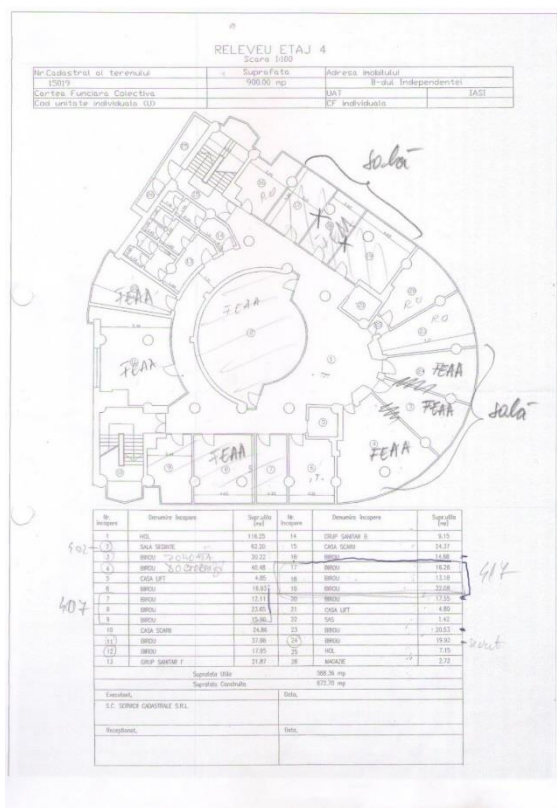
The Doctoral School of Economics and Business Administration headquarters is located in the R Building of “Alexandru Ioan Cuza” University of Iași, 14 Alexandru Lapusneanu Street. Here, PhD students can use offices/ individual study rooms, which provide free access to 10 All-In-One Lenovo desktops, laptops and other devices. Also, the same building hosts (particularly in a 50 seat-room and in 2 lecture rooms) SDEAA activities, i.e. lectures, seminars, workshops, conferences, public debates and doctoral theses defenses. All rooms are provided with modern equipment: *smart table*, laptops, sound systems, internet etc.





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Room R411, i.e. PhD students' individual study room, was turned into a mini-library, which adds to the other 2 main libraries of the Faculty.

The Library of the Faculty of Economics and Business Administration is located on Carol I Blvd., No. 22A, B Building, 1st Floor, Room B401 and was founded in 2002 when the Faculty marked 40 years of existence. Nevertheless, the BCU's (University Central Library) Economic Sciences branch had functioned in the C Building since 1964 (due to the major contribution of great professors in the field) but its constant development in terms of number of students, sections, specializations, education forms, etc. required the establishment of a separate entity, able to concentrate specialized book funds in the main building of the Faculty of Economics and Business Administration. Due to the fact that the Faculty of Economics and Business Administration has its own library space, its architecture has become user-friendly, i.e. users do not waste any time, they can look for information on their own, independently (due to free access to book shelves), they can download and copy all necessary material.

FEAA (Faculty of Economics and Business Administration) library is specialized in economics but, given the numerous disciplines it relates to, it also gathers publications in socio-politics, history, geography, as well as a generous number of reference works (encyclopedias, dictionaries, monographies, legislation). The collections comprise approximately 25.000 volumes (books and Romanian and foreign serial publications), subscriptions to paperback Romanian and foreign periodicals, to online documents, audio-visual documents, and Database subscriptions (InfoTrac-Custom Journals; Britannica on-line and Universalis on-line). In terms of logistics, the Library provides access to 100 computers, 3 photocopiers, 3 printers, an e-mail server, video supervision system, fire hazards and security systems, digital access and an anti-theft electronic system for each volume. Internet access is ensured by the University network and is; the Server Department of FEAA is in charge with e-security. The Data Base Department has created a library-specific software used to process publications, which includes an online catalogue and a search engine.

Data on FEAA's libraries' capacity:

- ✚ FEAA Library, B Building, 1st Floor: surface: 640 square meters, 240 seats;
- ✚ FEAA Library, C Building, 3rd Floor: surface: 547 square meters, 165 seats;
- ✚ Book fund: 24.663 titles, 62.027 volumes (books and periodicals).



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Table no. 1.4. Distribution of FEAA library volumes according to domains

No.	Domain	Volumes
1.	ADMINISTRATIVE SCIENCES	282
2.	ECONOMICS	844
3.	BUSINESS ADMINISTRATION	954
4.	FINANCE	86
5.	CYBERNETICS, STATISTICS AND ECONOMIC INFORMATICS	2005
6.	ACCOUNTING	2946
7.	INTERNATIONAL ECONOMIC RELATIONS	2365
8.	MANAGEMENT	5500
9.	MARKETING	2910
TOTAL		17892

Table no. 1.5. Distribution of FEAA library audio-video educational materials according to domains

No.	Domain	Items
1.	ADMINISTRATIVE SCIENCES	107
2.	ECONOMICS	126
3.	BUSINESS ADMINISTRATION	125
4.	FINANCE	109
5.	CYBERNETICS, STATISTICS AND ECONOMIC INFORMATICS	91
6.	ACCOUNTING	166
7.	INTERNATIONAL ECONOMIC RELATIONS	100
8.	MANAGEMENT	118
9.	MARKETING	130
TOTAL		1072

To the above educational resources, we may add the online databases, to which SDEAA community has subscription-based access granted through the project **ANELIS PLUS 2020 – Acces Național Electronic la Literatura Științifică pentru Susținerea Sistemului de Cercetare și Educație din România (National electronic access to scientific literature to support the educational and research system in Romania)** (co-funded by the Regional Development European Fund through the Competitiveness Operational Program 2014-2020).

The **general objective** of the **ANELIS PLUS 2020** project is *to increase Romania's CDI capacity in health and intelligent specializations domains*. Its aim is thus fully achieved. The project contributes to increasing Romanian research environment's involvement in international specialized research networks which are highly relevant for the further development of science and technology and which will, at the same time, contribute to enhancing the necessary informational infrastructure to support complex research projects. Moreover, the project



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contributes significantly to intensifying Romanian participation in European Union level research due to its objectives and expected results, which will increase Romanian research visibility and will facilitate networking with international research structures.

Therefore, “Alexandru Ioan Cuza University” of Iași is subscribed to: *Science Direct Freedom Collection, Scopus, SciFinder (CAS), MathSciNet*. SDEAA community also has access to the resources provided by the BCU (“Mihai Eminescu” University Central Library, Iași) subscriptions:

1. Databases/platforms full text



[SpringerLink Journals](#)

[details...](#)



[ProQuest Central](#)

[details...](#)



[Emerald Journals](#)



Science Journals

[AAAS](#)



Science Direct - Journals

[Freedom Collection](#)



Thompson Reuters

[Web of Knowledge](#)

[\(WoS, JCR, DII\)](#)



[American Institute of Physics Journals](#)

[details...](#)



[American Physical Society Journals](#)



[Oxford Journals](#)

[details...](#)



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[SAGE Journals HHS Collection](#)

[details...](#)



[EBSCO Academic Search Complete](#)

[details...](#)



[EBSCO Business Source Complete](#)

[details...](#)



[IEEE All - Society Periodicals Package \(ASPP Online\)](#)

[SCOPUS](#)

[details...](#)

Wiley Online Library

[Wiley Journals](#)



[MatSciNet](#)



[Taylor & Francis Journals](#)



[Reaxys](#)



[American Chemical Society Journals](#)

IOP Institute of Physics

[Institute of Physics Journals](#)



[Cambridge Journals](#)



[CAB Abstracts](#)



[SIAM Journals](#)



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2. Bibliographic and bibliometric databases



THOMSON REUTERS
[Web of Science](#)

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THOMSON REUTERS
[Journal Citation Report](#)

[details...](#)



THOMSON REUTERS
[Derwent Innovation Index](#)



ELSEVIER
[SCOPUS](#)

[details...](#)

Table no. 1.6. Main foreign publications - FEAA Library subscriptions

No.	Title	Quota
1.	<i>ACM Transaction on information systems</i>	Y -18
2.	<i>ACM Transaction on software engineering</i>	Y - 19
3.	<i>Agricultural economics</i>	Y - 20
4.	<i>Alternatives economiques</i>	Y-118
5.	<i>Austrian economic newsletter</i>	Y- 59
6.	<i>Business Forecast Report</i>	Y- 53
7.	<i>Business week</i>	Y -12
8.	<i>Communication of the ACM</i>	Y - 21
9.	<i>Computer business review</i>	Y 22
10.	<i>Contemporary economic policy</i>	Y-58
11.	<i>E -FINANCE</i>	Y-66
12.	<i>Economic development and cultural change</i>	Y - 23
13.	<i>Economics of transition</i>	Y - 24
14.	<i>Economie Regionale & Urbaine</i>	Y-141
15.	<i>Enterprise and society</i>	Y - 25
16.	<i>European journal of information systems</i>	Y - 26



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No.	Title	Quota
17.	<i>European law review</i>	Y - 27
18.	<i>European review of agriculture economics</i>	Y - 28
19.	<i>Financial Times</i>	Z - 21
20.	<i>Foreign affairs</i>	Y - 30
21.	<i>Free Market</i>	Y - 56
22.	<i>Futuribles</i>	X- 37
23.	<i>Go4it</i>	Y-131
24.	<i>Harvard business review</i>	Y - 31
25.	<i>Information & Management</i>	Y -112
26.	<i>Information society</i>	Y - 32
27.	<i>Inside Knowledge</i>	Y-128
28.	<i>International Herald Tribune</i>	Z - 22
29.	<i>International journal of public and private law</i>	Y - 34
30.	<i>International review of administrative sciences</i>	Y - 35
31.	<i>Journal of Economic literature</i>	Y - 36
32.	<i>Journal of Economic perspective</i>	Y - 38
33.	<i>Journal of financial economics</i>	Y - 14
34.	<i>Journal of international economic law</i>	Y - 40
35.	<i>Journal of international marketing</i>	Y - 10
36.	<i>Journal of international trade and economic</i>	Y - 41
37.	<i>Journal of law economics and organization</i>	Y - 42
38.	<i>Journal of libertarian study</i>	Y - 29
39.	<i>Journal of management education</i>	X - 3
40.	<i>Journal of Management Information System</i>	Y - 57
41.	<i>Journal of marketing</i>	Y - 13
42.	<i>Knowledge Management</i>	Y-133
43.	<i>Le nouvel economiste</i>	Z-23
44.	<i>L'Entreprise</i>	Y - 109
45.	<i>Management learning</i>	Y - 104
46.	<i>Membership package</i>	Y - 45
47.	<i>MiS Quarterly</i>	Y - 105
48.	<i>Misses memo</i>	X - 1
49.	<i>OEconomica</i>	Y-125-126
50.	<i>Oxford economic papers</i>	Y - 43
51.	<i>Oxford review of economic policy</i>	Y - 44
52.	<i>PC MAGAZINE Boulder</i>	Y - 103
53.	<i>Problemes economiques</i>	Y -46
54.	<i>Quarterly journal of Austrian economics</i>	Y - 47
55.	<i>Review of financial economics</i>	Y - 48
56.	<i>Review of financial study</i>	Y - 49



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No.	Title	Quota
57.	<i>Revue de philosophy economique</i>	Y - 50
58.	<i>Revue d'economie politique</i>	X - 34
59.	<i>Revue francaise de gestion</i>	X-40
60.	<i>Romanian Economic Observer</i>	X-38
61.	<i>Romanian Journal of European Affairs</i>	Y- 54
62.	<i>The American economic review</i>	Y - 37
63.	<i>The Economist</i>	Y - 6
64.	<i>The Journal of Libertarian Studies</i>	Y-135
65.	<i>The Quarterly Journal of Economics</i>	Y-123
66.	<i>The Wall Street Journal</i>	Z-12
67.	<i>The World Economy</i>	Y - 106
68.	<i>Theoretical and applied Economics - Economie teoreticăși aplicată</i>	Y-8
69.	<i>Time</i>	Y - 117
70.	<i>World Bank economic review</i>	Y - 51
71.	<i>World Bank research observer</i>	Y-139
72.	<i>World economic outlook</i>	Y - 55



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Table no. 1.7. Main Romanian publications – FEAA Library subscriptions

No.	Title	Quota
1.	<i>Adevărul economic</i>	Z-13
2.	<i>Agricultura României</i>	Z-16
3.	<i>Anale Științe economice</i>	X-14 _ X-33
4.	<i>Analele Institutului Național de Cercetări Economice</i>	X-12; X-13
5.	<i>Anuarul de Comerț Exterior al României</i>	Y - 81
6.	<i>Anuarul Institutului 'Gh. Zane'</i>	Y-124
7.	<i>Anuarul Statistic</i>	Y-1, Y-2
8.	<i>Asigurarea calității</i>	Y - 117
9.	<i>Audit financiar</i>	Y-9
10.	<i>Banii noștri</i>	Z-19
11.	<i>Bilanț</i>	Y- 15
12.	<i>BIZ</i>	Y-63
13.	<i>Buletin economic legislativ</i>	X-6
14.	<i>Buletin statistic de comerț exterior</i>	Y - 108
15.	<i>Buletin statistic de industrie</i>	Y-76
16.	<i>Buletin statistic de preturi</i>	Y-136
17.	<i>Buletin statistic lunar</i>	Y-75
18.	<i>Bursa</i>	Z-5
19.	<i>Bursa - Societăți listate de Bursa de Valori București</i>	Y - 116
20.	<i>Bursa IT</i>	Y - 115
21.	<i>Business magazin</i>	Y- 119
22.	<i>Calitatea</i>	Y-134
23.	<i>Capital</i>	Z-9
24.	<i>Cariere</i>	Y-120
25.	<i>CHIP</i>	Y - 107
26.	<i>Contabilitatea, expertiza si auditul afacerilor</i>	Y - 77
27.	<i>Control Economic si Financiar</i>	Y-64
28.	<i>Conturile Naționale</i>	Y-114
29.	<i>Curentul</i>	Z-6
30.	<i>Curier legislativ</i>	X-9
31.	<i>Curierul fiscal</i>	Y-17
32.	<i>Design</i>	Y-130
33.	<i>Drept Comunitar</i>	X - 36
34.	<i>Economie si Administrație Locala</i>	Y-65
35.	<i>Economie teoretica si aplicata</i>	Y- 54
36.	<i>Economistul</i>	Z-7
37.	<i>Euroconsultanta</i>	Y-137
38.	<i>Finanțe, Bănci, Asigurări</i>	Y-70



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No.	Title	Quota
39.	<i>Gestiunea si contabilitatea firmei</i>	Y-61
40.	<i>Ghid Juridic</i>	Y-71
41.	<i>Idei de afaceri</i>	Y-7
42.	<i>Impozite si taxe</i>	Y-80
43.	<i>Inventica si economie</i>	Y-72
44.	<i>Jurnalul Afacerilor</i>	Y-67
45.	<i>Legislația României</i>	X-11
46.	<i>Magazin internațional</i>	Z - 20
47.	<i>Magazin istoric</i>	X-7
48.	<i>Management</i>	Y- 74
49.	<i>Money</i>	Y- 15
50.	<i>Monitorul Oficial</i>	Y-3
51.	<i>Net Report</i>	Y-9
52.	<i>PC Magazine</i>	Y-8
53.	<i>PC World</i>	Y-62
54.	<i>Piața Financiară</i>	Y- 39
55.	<i>Probleme economice</i>	X-5
56.	<i>Raporturi de munca</i>	Y-60
57.	<i>Revista 22</i>	Z-2
58.	<i>Revista de comerț</i>	Y-69
59.	<i>Revista de drept al afacerilor</i>	X-41
60.	<i>Revista de drept comercial</i>	Y - 79
61.	<i>Revista Finanțe Publice si Contabilitate</i>	Y - 52
62.	<i>Revista IMM</i>	Y-68
63.	<i>Revista romana de dreptul muncii</i>	X-42
64.	<i>Revista romana de economie</i>	X-39
65.	<i>Revista Romana de Marketing</i>	Y-140
66.	<i>Revista Romana de Statistica</i>	X-8
67.	<i>România in cifre</i>	X-43
68.	<i>Săptămâna financiară</i>	Z-24
69.	<i>Starea economica si sociala</i>	Y-138
70.	<i>Studii de conjunctura economica</i>	Y-78
71.	<i>Studii si cercetări economice</i>	X-2
72.	<i>Suplimente Capital</i>	Y - 16
73.	<i>Suplimente Ziarul Financiar</i>	Y - 33
74.	<i>Target (Supliment Ziarul Financiar)</i>	Y-127
75.	<i>Tribuna economica</i>	Y-11
76.	<i>Tribuna învățământului</i>	Z-17
77.	<i>Universul afacerilor</i>	Z-18
78.	<i>Ziarul Financiar</i>	Z-8



The Faculty provides doctoral advisors and PhD students full support for research and mobility in order to ensure their professional development. The annual budget allocated for these activities is between 3% and 5% of SDEAA's revenue and fees. According with regulations in force and with the IOSUD-UAIC payment policy, payroll is performed on an hourly basis. The Doctoral School of Economics and Business Administration provides secretariat and technical support services to ensure the appropriate functioning of doctoral and habilitation activities.

1.1.9. Educational efficiency at SDEAA level

SDEAA's students' educational path is carefully guided by the staff involved in teaching activities during the first semester, the Secretariat and by the FEAA Database Department. The whole schooling process is managed through *eSims*, which is used to register all doctoral studies-related data, from admission, to results achieved during advanced university studies and individual research programs, and to doctoral thesis public defense, as well as information on the coordinator, guidance commission members, title of thesis, etc.

In reaching its objectives, the Doctoral School of Economics and Business Administration aims to go through some essential educational stages:

- providing advanced university studies able to widen PhD students' economic culture ; we approach this aim by relying on two major dimensions of the lifelong learning process:
 - theoretical and methodological (of science and scientific research);
 - pragmatic – with a stress on the practical aspects of economic sciences, in various forms: management, marketing, finance, accounting, economic informatics, statistics, international economic relations, etc.
- instructing and familiarizing PhD students on holding presentations and producing academic writing on highly interesting theoretical and practical topics; consequently, all lectures, seminars, scientific presentations, and progress reports analyses are devised and subordinated to this purpose.
- initiation and extension of cooperation with other doctoral schools in Romania and abroad in terms of:
 - doctoral management know-how;
 - scientific information;
 - publications;
 - organization of scientific sessions, workshops, symposiums, etc. to disseminate and capitalize on activities performed;
 - encouraging experience exchange and cooperation through experts' mobility and visits;
 - national and international co-trustee;
 - logistics, etc.



- improvement of Romanian economic research quality by promoting highly interesting and relevant topics as well as by employing highly motivated, genuinely talented young researchers, with a proven record of success in the field.

The doctoral process also requires constant participation in scientific events to ensure that PhD students, advisors and guidance commissions' members receive feedback and disseminate their own research results. Through FEAA, SDEAA supports this process by organizing a number of such events and conferences, among which we may mention:

Table no. 1.8. Scientific events organized by FEAA between 2013 and 2020 which advisors, PhD students and guidance commissions' members participated in

Event	Period	Place	Type	Classification of the event based on participation	Link to the event site
EURINT 2020 EU and its neighborhood: enhancing EU actorness in the eastern borderlands	15-17 November 2020	Iași	Conference	International	https://eurint.uaic.ro/
Globalization and higher education in economics and business administration – GEBA 2020,	22-23 October 2020	Iași	Conference	International	http://www.feaa.uaic.ro/geba/
International Conference Sustainable education through European studies for young researchers (SESYR)	14 -15 July 2020	Iași	Conference	International	http://sesyr.feaa.uaic.ro/news/Documents/Booklet_Poster%20session%20and%20international%20conference.pdf
International Conference “European Finance, Business and Regulation” - EUFIRE 2020	15 May 2020	Iași	Conference	International	http://eufire.uaic.ro/
Globalization and higher education in economics and business administration – GEBA 2019,	17-20 October 2019	Iași	Conference	International	http://www.feaa.uaic.ro/geba/
10th Week of Innovative Regions in Europe, Panel Conference “Research with economic purpose”	28 June 2019	Iași	Conference	International	http://www.feaa.uaic.ro/crf/conference.php
<i>International Conference Policy measures for tackling undeclared work</i> (within the project H2020-MSCA-IF-2016 - Shadows: Tackling Undeclared Work in the European Union)	6 June 2019	Iași	Conference	International	https://www.uaic.ro/noutati_cercetare/conferinta-proiect-shadowstackling-undeclared-work-in-the-european-union
EURINT 2019 European Union's structural challenges: the way forward	17-18 May 2019	Iași	Conference	International	https://eurint.uaic.ro/
International Conference “EU Financial Regulation”	17 May 2019	Iași	Conference	International	http://eufire.uaic.ro/
Workshop “Practici de management al proiectelor europene, antreprenariat și angajare” [European projects, entrepreneurship and employment management practices], organized within SESYR project	22 November 2018	Iași	Workshop	International	http://sesyr.feaa.uaic.ro/
Why to apply for a Marie Skłodowska-Curie Fellowship?	23 October 2018	Iași	Seminar	International	https://www.facebook.com/permalink.php?story_fbid=1198814796937456&id=920212361464369&_tn=-R

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Event	Period	Place	Type	Classification of the event based on participation	Link to the event site
Round table “Managementul proiectelor europene. Antreprenoriatul și ocuparea forței de muncă în UE. Etica și integritatea în educația doctorală europeană” [European projects management. Entrepreneurship and employment in the EU. Ethics and integrity in European doctoral education].	8 June 2018	Iași	Round table	International	http://sesyr.feaa.uaic.ro/news/Documents/program_Masa%20Rotunda.pdf
EURINT 2018 Reflecting on Europe's (dis)order: scenarios for the EU's future	18-19 May 2018	Iași	Conference	International	https://eurint.uaic.ro/
Scientific conference (ERMAS 2018)	25-27 July 2018	Iași	Conference	International	http://www.feaa.uaic.ro/ermas2018/
International conference Globalization and Higher Education in Economics and Business Administration (GEBA 2017)	19-22 October 2017	Iași	Conference	International	http://www.feaa.uaic.ro/geba/
European Union at crossroads: building resilience in times of change will be joined by the European Union Institute for Security Studies EUISS	19-20 May 2017	Iași	Conference	International	http://cse.uaic.ro/eurint/index.htm
International Workshop “Governance and Risk of Financial institutions”	6 June 2016	Iași	Workshop	International	https://sites.google.com/site/projectbrifis/activities
Impozitele și performanța întreprinderii [Tax and company performance]	7 October 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Interaction Effects of Monetary Policy and Macroprudential Regulation: Evidence from Central and Eastern Europe	28 October 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Impozitele și performanța întreprinderii [Tax and company performance]	7 October 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Deductibilitatea TVA în viziunea recentă a instanțelor românești [VAT deductibility in the recent view of Romanian courts]	4 November 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Credit Booms and Busts in Emerging Markets: The Role of Bank Governance and Risk Management	8 December 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Institutional environment and corporate financing in CEE countries	18 November 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Quantifying the level of fiscal integration: a EU case study	16 December 2016	Iași	Seminar	National	http://www.feaa.uaic.ro/ro/main/category/139
Globalization and Higher Education in Economics and Business Administration (GEBA 2016)	20-26 October 2016	Iași	Congress	International	http://www.feaa.uaic.ro/geba/2015
Program intensiv în managementul riscului bancar în cadrul parteneriatului strategic Erasmus+ INTQUANT [Intensive program in bank risk management within the strategic partnership Erasmus+ INTQUANT] (www.quantitativefinance.eu)	10-23 July 2016	Iași	Summer school	International	http://360.uaic.ro/blog/2016/07/25/intquant-primul-program-intensiv-in-managementul-riscului-bancar/
The Eastern Partnership under strain – time for a rethinking? (EURINT 2016)	20-21 May 2016	Iași	Conference	International	http://cse.uaic.ro/eurint/eurint2016.htm



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Event	Period	Place	Type	Classification of the event based on participation	Link to the event site
European Regional Competitiveness and Human Resource Development	13 June - 1 July 2016	Iași	Summer school	International	http://eurcomp.feaa.uaic.ro/
Functia și functionarul public European [Position and the European public servant]	11 July - 22 July 2016	Iași	Summer school	International	
Conference ADR Teach for future	May 2016	Iași	Conference	National, with international participation	
Reuniune delegație UAIC_ADR_Olanda [Delegation Reunion UAIC_ADR Netherland]	18 March 2016	Iași	Other events	National, with international participation	
2016 International Conference on Non-Bank Finance, Autoritatea de Supraveghere Financiară București [Bucharest Financial Supervisory Authority]	2-3 June 2016	Bucuresti	Conference	National, with international participation	www.asfconference.ro
Annual Conference of the LSP unit, Intercultural Communication: Global Challenges, Practices and Forms of Expression	13-14 May 2016	Iași	Conference	National, with international participation	http://www.feaa.uaic.ro/ro/main/category/104
9th Annual Conference of the LSP Unit, Intercultural Communication: Global Challenges, Practices and Forms of Expression	13-14 May 2016	Iași	Conference	National, with international participation	http://www.feaa.uaic.ro/ro/main/category/104
Second International Conference of Development and Economy	9-12 June 2016	Thessaloniki, Greece	Exhibition of research results or inventions	International	http://www.icodecon.com/
International Workshop "Governance and Risk of Financial institutions"	6 June 2016	Iași	Workshop	International	https://sites.google.com/site/projectbrifis/activities
Toposforschung im Lichte der Utopie (Paul Celan). Literarische Erörterungen in/aus Mitteleuropa - DAAD-Alumni-Netzwerk-Tagung (Konstanz - Iași)	20 - 25 September	Iași	Conference	International	http://germanistik.uaic.ro/index.php/colocviu-konstanz-iași/
EURINT 2016	21-22 May 2016	Iași	Conference	International	http://cse.uaic.ro/eurint/index_html_files/EURINT_Programme_2016_web.pdf
Seminar Building resilience in the EU's neighborhood countries. New approaches for a more effective Eastern Partnership	20 May 2016	Iași	Seminar	International	http://cse.uaic.ro/arhiva.htm
Concursul de eseuri Visul meu European & Sesiunea de comunicări științifice studențești [Essay Contest My European Dream & Student Scientific Communication Session]	13-14 May 2016	Iași	Seminar	Local	http://cse.uaic.ro/arhiva.htm
TAG-EU OPEN DOOR CONFERENCE	13 June 2016	Iași	Conference	Local	http://tag-eu.uaic.ro/index.php/events/open-door-conference/
The importance of the environment in providing public goods - A particular focus on the N-E part of Romania	26 February 2016	Iași	Workshop	Regional	http://tag-eu.uaic.ro/wp-content/uploads/2016



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Event	Period	Place	Type	Classification of the event based on participation	Link to the event site
					/11/green-workshop-2015.jpg

By participating since their first year of study within SDEAA in the conferences organized at the Faculty (FEAA) and University (UAIC) level, (either by presenting a paper or simply by attending), PhD students get the opportunity to discuss and receive useful feedback on their doctoral research as well as to compare their own research efforts with those of senior researchers. Doctoral research visibility is also achieved by participating in the 3MT competition organized within *Coimbra Group* as well as by publishing papers (co-authored by doctoral advisors and/ or by guidance commissions' members) in indexed journals.

1.2. Presentation of the “Marketing” doctoral study domain

1.2.1. Objectives

The specific objectives of the **MARKETING doctoral study domain** are within the general objectives of the Doctoral School of Economics and Business Administration:

- To provide advanced knowledge on the newest concepts and theories in the field of MARKETING
- To enable PhD students to acquire advanced research and doctoral research results dissemination skills
- To stimulate multi- and inter-disciplinary intellectual debate and communication
- To promote the integrity and responsibility principles in academic research
- To promote diversity, cooperation and non-discrimination principles

1.2.2. Mission

The mission adopted by the members of the Doctoral School of Economics and Business Administration in the MARKETING doctoral study domain is subordinated to that of SDEAA, i.e. *to provide a rigorous and supportive research environment enabling PhD students' professional and intellectual development and to contribute the overall progress of society.*

Our vision is to become an advanced research landmark in the field of MARKETING for the social, economic and academic environment by offering high quality university education, at the doctoral level, as well, through the knowledge and values conveyed to and the abilities thus acquired by our students; these will further contribute to our graduates' personal and professional



development as well as to the economic, social and philosophical progress of the institutions, structures and entities that they will work for in the future.

1.2.3. Curriculum

The SDEAA curriculum, including the one of the MARKETING doctoral study domain, is posted on the Doctoral School site (Portal), in the Documents section: <http://doctorat.feaa.uaic.ro/documente>. It includes 4 compulsory disciplines and a list of optional disciplines, out of which PhD students have to choose between 2 and 4 (so as to complete the required number of credits) depending on their specialization ([Annex 7a](#), [Annex 7b](#)).

Compulsory disciplines:

1. Scientific Research Methodology (with 3 distinct modules):

Epistemology

Scientific Research Methodology

Academic writing I

2. Research and Analysis Methods for Qualitative Data
3. Research and Analysis Methods for Quantitative Data
4. Academic ethics and integrity

Optional disciplines (modules in the 12 disciplines list below, total number of hours - 60):

1. *Technology and society in economy* (20 hours)
2. *Doctoral research sustainability* (20 hours)
3. *Categorical data analysis* (10 hours)
4. *Current research trends in accounting and financial analysis* (30 hours)
5. *Empirical banking* (20 hours)
6. *Banking economics* (20 hours)
7. *Advanced research in finance* (30 hours)
8. *Academic writing II* – specific elements for various doctoral study domains (30 hours)
9. *Doctoral Research in the Field of Management and Marketing – Quantitative pathway* (30 hours)
10. *Doctoral Research in the Field of Management and Marketing – Qualitative pathway* (30 hours)
11. Independent modules: netnographic, social-media and new-media research (6 hours); *evidence based research* in social sciences (8 hours); branding, image, reputation, *relationship management* (6 hours); latent processes and variables in social researches (8 hours); PLS and SEM in economics and social sciences research (6 + 6 hours).
12. *EAI (International Economics and Business) advanced research* (30 hours)



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1.2.4. Doctoral advisors

Within the Doctoral School of Economics and Business Administration there are currently **4 active doctoral advisors in the MARKETING doctoral study domain**. They all (100%) meet the **CNATDCU minimum standards** in force at the time of this evaluation report, standards that are necessary and mandatory for obtaining the habilitation certificate.

Besides the 4 active doctoral advisors, there are also **3 retired doctoral advisors who keep their quality of associate doctoral thesis advisors** after the age of 70 but who (according to the IOSUD and SDEAA Regulations) are **no longer involved in the activities related to the admission and supervision of new PhD students, or in teaching activities**, etc. At present, the 3 retired doctoral advisors partially meet the standards; this leads to a 57% standards compliance rate, if we are to refer to the total of 7 doctoral advisors affiliated, without taking into account their status – active/ retired (see detailed situation in the Table below).

Table no. 1.9. Doctoral thesis advisors in the field of MARKETING

No.	Doctoral Thesis Advisor	O.M. Authorization/ Habilitation Decision	CNATDCU Minimum Standards Met	Status	E-mail
1.	Professor Adriana ZAITȚ, PhD	OMECT 1805/20.08.2007 (Annex 8)	YES (Annex 10a)	Active	azait@uaic.ro
2.	Professor Adriana MANOLICĂ, PhD habil.	OMEN 3437/22.03.2018 HS 16 /30.01.2020 (Annex 9a , Annex 9b)	YES (Annex 10b)	Active	manolica@uaic.ro
3.	Associate Professor Andreia Gabriela ANDREI, PhD habil.	OMEN 5522/14.11.2018 HS 22./13.12.2018 (Annex 9c , Annex 9d)	YES (Annex 10c)	Active	andrea.andrei@uaic.ro
4.	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	OMEN 4662/30.07.2019 HS 11./21.03.2020 (Annex 9e , Annex 9f)	YES (Annex 10d)	Active	ioana.horodnic@uaic.ro
5.	Professor Constantin SASU, PhD	OMECT 1805/20.08.2007 (Annex 8)	partially	Retired*	csasu@uaic.ro
6.	Professor Emil MAXIM, PhD	OMECT 1805/20.08.2007 (Annex 8)	partially	Retired*	emaxim@uaic.ro
7.	Professor Ștefan PRUTIANU, PhD	OMECT 1805/20.08.2007 (Annex 8)	partially	Retired*	pruti@uaic.ro



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**No longer carries out activities related to coordination of new PhD students, admission, teaching at SDEAA etc.*

Please note that our colleague, Associate Professor Bogdan Anastasiei, PhD is currently in the process of acquiring his habilitation certificate, and he meets the minimum CNATDCU standards.

1.2.5. Evolution of number of PhD students in the last 5 years

1.2.5.1. Doctoral study program admission within SDEAA

The admission contest is organized at the Doctoral School of Economics and Business Administration level, according to doctoral study domains; the number of seats for each domain is decided based on doctoral advisors and students' performance as well as on each domain's popularity among potential candidates.

Table no. 1.10. SDEAA admission contest – total available seats (MEC scholarships, UAIC scholarship and state budget – no scholarship)

		<i>MG</i>	<i>MK</i>	<i>ST</i>	<i>EC</i>	EAI	<i>IE</i>	<i>F</i>	<i>C</i>	TOTAL
MEC Scholarships	2016-2017	0	0	1	2	1	1	3	2	10
	2017-2018	1	1	1	1	1	1	2	1	9
	2018-2019	1	1	1	1	2	0	2	1	9
	2019-2020	2	1	2	1	1	1	2	1	11
	2020-2021	2	1	2	1	1	0	3	1	11
UAIC Scholarships	2016-2017	1	1	1	1	1	0	1	2	8
	2017-2018	1	1	0	2	2	1	0	1	8
	2018-2019	2	3	1	1	1	0	2	1	11
	2019-2020	2	2	0	0	0	1	3	2	10
	2020-2021	2	2	0	2	0	0	1	1	8
State Budget	2016-2017	0	0	0	2	0	0	1	3	6
	2017-2018	2	0	0	2	0	3	1	3	11
	2018-2019	3	1	1	0	3	0	1	1	10
	2019-2020	2	0	0	0	0	1	0	2	5
	2020-2021	1	0	0	0	1	3	2	2	9



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The overall analysis of the candidates who applied for a seat and of those admitted demonstrates a high level of popularity of doctoral study programs within the Doctoral School of Economics and Business Administration, in general, and of the MARKETING domain, in particular.

Table no. 1.11. Doctoral studies in MARKETING – Admission

Admission year	Number of applicants	Admitted candidates
2016-2017	2	2
2017-2018	3	3
2018-2019	7	7
2019-2020	6	6
2020-2021	6	6

1.2.5.2. Active PhD students

Table no. 1.12. PhD students (MARKETING)

Year of study	UAIC scholarship	MEN scholarship	State Buget	Paid Tuition (RON)	Paid Tuition (EUR)	Total
1(2020)	1	1	1	1	2	6
2(2019)	2	1			3	6
3(2018)	3	1	1	2		7
4(2017)	1				1	2
5(2016)						0
Extension (2015-2016)			1			1
TOTAL	7	3	3	3	6	22

Table no. 1.13. Total number of PhD students (including those who defended their thesis) (MARKETING)

Year of study	No. of PhD students
1 (2020)	6
2 (2019)	7
3 (2018)	7
4 (2017)	4
5 (2016)	2



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1.2.5.3. Expelled PhD students

Table no. 1.14. Expelled PhD student (MARKETING)

Year of enrollment	Name of PhD student	Expelling decision
2016	PUSAC married HÎNCU Ș. LILIANA	D2/06.02.2020

1.2.6. Evolution of number of PhDs in the last 5 years

Year of study	Number of PhD students who obtained their PhD title (Marketing)
2020	1
2019	3
2018	7
2017	2
2016	1

Table no. 1.15. List of PhD public defenses in the last five years (MARKETING)

Nr. Crt.	PhD student name	Advisor	Date of enrollment	Date of public defence	PhD title (order number)
1.	IRINA I. IOANA	Professor A. Zait, PhD	2013	9.12.2016	4384/18.07.2017
2.	ABĂLĂESEI M. MIHAELA	Professor C. Sasu, PhD	2013	7.02.2017	4384/18.07.2017
3.	SANDU D. RALUCA-MIHAELA	Professor C. Sasu, PhD	2013	12.07.2017	5298/5.10.2017
4.	CARA V. CORINA	Professor A. Zait, PhD	2014	20.07.2018	5474/14.11.2018
5.	TOCILĂ G. TUDOR	Professor A. Zait, PhD	2014	20.07.2018	5474/14.11.2018
6.	PODOVEI married CLIPA I. ANCA - MARIA	Professor S. Prutianu, PhD	2016	20.07.2018	5474/14.11.2018
7.	BEREA A. CRISTINEL - GABRIEL	Professor S. Prutianu, PhD	2015	28.09.2018	5745/28.12.2018
8.	JURAVLE married GAVRA V. ARIADNA - IOANA	Professor C. Sasu, PhD	2014	28.09.2018	5745/28.12.2018
9.	ELBAZ M. SHIMON	Professor A. Zait, PhD	2015	27.10.2018	5745/28.12.2018
10.	GOZIKER A. OKSANA	Professor C. Sasu, PhD	2014	27.10.2018	5745/28.12.2018
11.	ANDRONICIUC N. ANDRA - IOANA	Professor C. Sasu, PhD	2015	29.03.2019	4517/22.07.2019



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12.	UNGUREANU married ICHIM I. DANIELA	Professor C. Sasu, PhD	2015	29.03.2019	4517/22.07.2019
13.	SPĂTARU married PRAVĂȚ C. GEANINA - CONSTANȚA	Professor C. Sasu, PhD	2014	27.09.2019	5644/30.12.2019
14.	ȘTIR I. MIHAELA	Professor A. Zait, PhD	2017	04.12.2020	3461/08.03.2021
15.	MOSHE ROZENTAL CARMIT	Professor A. Zait, PhD	2017	15.01.2021	-

1.2.7. Research Centers

There are currently 2 research centers in Marketing, coordinated by doctoral advisors in the field of Marketing, affiliated to the Doctoral School of Economics and Business Administration within the “Alexandru Ioan Cuza” University of Iași.

1. *CEMEX - Centrul de Cercetare de Excelență în Management și Marketing [Center of Excellence in Management and Marketing]* (included as research infrastructure in ERRIS - <https://eiris.eu/ERIF-2000-000Y-2723>)
2. *IRKML - Interdisciplinary Research and Knowledge Management Laboratory* (included as research infrastructure in ERRIS - <https://eiris.eu/ERIF-2000-000Z-3085>)

Both centers are affiliated to the Department of Management, Marketing and Business Administration (DMMBA), Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași.

CEMEX was created as early as 2001 within the Department of Management, Marketing and Business Administration as a joint structure, common to the (closely related) fields of Marketing and Management. In recent years *CEMEX* has been coordinated by Professor Adriana Zait, PhD. It includes, among its numerous members, 3 doctoral advisors in the field of Marketing from the “Alexandru Ioan Cuza” University of Iași (Professor Adriana Zait, PhD, Professor Adriana Manolică, PhD habil., Associate Professor Alexandra Ioana Horodnic, PhD habil.) and it provides constant support to the numerous research projects carried out by its (older or newer) members.

IRKML - Interdisciplinary Research and Knowledge Management Laboratory was recently established by a doctoral advisor in the field of Marketing (Associate Professor Andreia Gabriela Andrei, PhD habil.) to provide support to interdisciplinary approaches that marketing research often resorts to. Aiming at research projects focused on interdisciplinarity and the role of knowledge in generating and supporting competitive advantage in the new socio-economic context, the center has already gathered 11 active members, including a doctoral Marketing student from UAIC (PhD student Iuliana Ilieș).

The two research centers aim to foster an adequate framework for correlating research activity with doctoral studies, conducting high-performance scientific research activities, developing collaborative relationships with prestigious specialists in the country and abroad,



identifying and accessing national and international funding sources, developing research infrastructure and collaborations with the economic environment.

1.2.8. Main scientific results

1.2.8.1. Articles in ISI journals with AIS >0 (2016-2021)

30 articles published by Marketing doctoral advisors in ISI journals with AIS > 0, of which 4 articles in Q1 quartile (red) Core Economics:

- **Zait, A.**, Bratianu, C., Vătămănescu, E.M., **Andrei, A.G.**, **Horodnic, I.A.** (2021). Interdisciplinarity: a complexity approach toward academic research. *Systems Research and Behavioral Science*, 38(3), 294–306, <https://doi.org/10.1002/sres.2783>
- Vătămănescu, E-M., Mitan, A., **Andrei, A.G.**, Ghigiu, A.M. (2021), Linking cooperation benefits and innovative performance within small and medium-sized enterprises networks: a strategic approach on knowledge sharing and direct collaboration, *Kybernetes*, <https://doi.org/10.1108/K-11-2020-0731>
- **Andrei A.G.**, **Zait A.**, Stoian C, Țugulea O., **Manolica A.** (2020). Citizen engagement in the 'post-truth era'. A knowledge management inquiry into the online spread of information. *Kybernetes*, 49(5), 1429-1443, <https://doi.org/10.1108/K-03-2019-0178>
- Vătămănescu, E.M., Cegarra-Navarro, J.G., **Andrei, A.G.**, Dinca V., Alexandru, V.A. (2020), SMEs strategic networks and innovative performance: a relational design and methodology for knowledge sharing, *Journal of Knowledge Management*, 24 (6), 1369-1392. <https://doi.org/10.1108/JKM-01-2020-0010> (zona rosie Q1)
- Alexandru, V.A., Bolisani, E., **Andrei, A.G.**, Cegarra-Navarro, J.G., Martínez Martínez, A., Paiola, M., Scarso, E., Vătămănescu, E.M. & Zieba, M., (2020). Knowledge management approaches of small and medium-sized firms: a cluster analysis. *Kybernetes*, 49(1), 73-87, <https://doi.org/10.1108/K-03-2019-0211>
- **Horodnic, I.A.**, Williams, C.C., **Manolică, A.**, Roman, C.T. & Boldureanu, G. (2020) Employer perspectives on undeclared work in the service sector: impacts and policy responses, *The Service Industries Journal*, pp.1-20, DOI:10.1080/02642069.2020.1731476
- **Manolică, A.**, Bahova, M., Roman, T., Abrudan, M. M., & Nistor, G. C. (2020). CULTURAL PROFILE OF A BRAND: STARBUCKS CASE. *Transformations in Business & Economics*, 19 <http://www.transformations.knf.vu.lt/50b/article/cult>
- **Horodnic, I.A.**, Williams, C.C. (2019). Tackling undeclared work in the European Union: beyond the rational economic actor approach. *Policy Studies*, <https://doi.org/10.1080/01442872.2019.1649384>



- Williams, C.C., **Horodnic, I.A.** (2019). Evaluating working conditions in the informal economy: Evidence from the 2015 European Working Conditions Survey. *International Sociology*, Vol. 34, Issue 3, 281-306.
- Pagliacci, M., **Manolică, A.**, Roman, T., & Boldureanu, G. (2019). THE CONSUMERS OF GREEN PRODUCTS THE CASE OF ROMANIAN MOLDAVIA COUNTIES. *Amfiteatru Economic*, 21(13), 830-844. DOI: 10.24818/EA/2019/S13/830
- **Manolică, A.**, Conoro, A., Roman, T., Abrudan, M. M., & Maxim, A. (2019). FANDOM CONSUMPTION-THE GLOBAL TRANSFORMATION OF THE 21 ST CENTURY SUBCULTURES. *Transformations in Business & Economics*, 18. <http://www.transformations.knf.vu.lt/47a/article/fand>
- Gazzola, P., Vătămănescu, E. M., **Andrei, A. G.**, & Marrapodi, C. (2019). Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. *Corporate Social Responsibility and Environmental Management*, 26(4), 741-751, <https://doi.org/10.1002/csr.1715> (red Q1)
- Clipa, A. M., Clipa, C. I., Danileț, M., & **Andrei, A. G.** (2019). Enhancing sustainable employment relationships: An empirical investigation of the influence of trust in employer and subjective value in employment contract negotiations. *Sustainability*, 11(18), 4995.
- Vătămănescu E.M., **Andrei A.G.**, & Pînzaru F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: The Facebook case. *Information Technology & People*, 31(1). 84-110, <https://doi.org/10.1108/ITP-06-2016-0135>
- Luca, F.A., Ciobanu, C.I., **Andrei, A.G.**, Horodnic, A.V. (2018) *Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe*, în *Sustainability*, Vol. 10, No. 1, Article Number: 209 (**AIS – 0,335**)
- Williams, C.C., **Horodnic, I.A.** (2018). Extent and distribution of unregistered employment in the service industries in Europe. *Service Industries Journal*, Vol. 38, Issue 11-12, 856-874.
- **Andrei, A.G.**, Zait, A., Vătămănescu, E.M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. *Industrial Management & Data Systems*, 117 (3), 478 – 495, <https://doi.org/10.1108/IMDS-11-2015-0487>
- **Andrei, A.G.**, Gazzola, P., Zbucnea, A., & Alexandru, V.A. (2017). Modeling socially responsible consumption and the need for uniqueness: a PLS-SEM approach. *Kybernetes*, 46(8): 1325 – 1340. <https://doi.org/10.1108/K-03-2017-0103>
- Vătămănescu, E.M., **Andrei, A.G.**, Nicolescu, L, Pînzaru, F., & Zbucnea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. Online versus Offline Business Networking. *Information Systems Management*, 34(3): 205-219. <http://dx.doi.org/10.1080/10580530.2017.1329997>



- Williams, C.C., **Horodnic, I.A.** (2017). Evaluating the Illegal Employer Practice of Under-Reporting Employees' Salaries. *British Journal of Industrial Relations*, Vol. 55, Issue 1, 83-111.
- Williams, C.C., **Horodnic, I.A.** (2017). Regulating the sharing economy to prevent the growth of the informal sector in the hospitality industry. *International Journal of Contemporary Hospitality Management*, Vol. 29, Issue 9, 2261-2278. (red Q1)
- Williams, C.C., **Horodnic, I.A.** (2017). Reconceptualising undeclared work as paid favours: implications for community economic development. *Community Development Journal*, <https://doi.org/10.1093/cdj/bsx016>
- Williams, C.C., **Horodnic, I.A.** (2017). Explaining participation in the undeclared economy in Central and Eastern Europe: a demand-side approach. *Post-Communist Economies*, Vol. 29, Issue 3, 297-312
- Williams, C.C., **Horodnic, I.A.** (2017). Evaluating the relationship between social exclusion and participation in the informal sector in the European Union. *International Journal of Manpower*, Vol. 38, Issue 3, 489-503.
- Williams, C.C., **Horodnic, I.A.** (2017). Tackling the Urban Informal Economy: Some Lessons from a Study of Europe's Urban Population. *Transylvanian Review of Administrative Sciences*, Vol. 13, Issue 51, 139-154.
- Williams C.C., **Horodnic I.A.** (2016). Evaluating the policy approaches for tackling undeclared work in the European Union. *Environment and Planning C: Government and Policy*, DOI: 10.1177/0263774X16670665.
- I Bostan, T Roman, **A Manolică**, A Morariu, C Năstase, N Asaloș (2016). Changing attitudes towards the environment by using corporate social responsibility (csr) campaigns in the oil industry. *Environmental Engineering & Management Journal (EEMJ)* 15 (6). DOI: 10.30638/eemj.2016.1511.
- Păduraru, T., Vătămănescu, E., **Andrei, A.G.**, Pînzaru, F., Zbucnea, A., Maha, L., & Boldureanu, G. (2016). Sustainability in relationship marketing: an exploratory model for the industrial field. *Environmental Engineering and Management Journal*, 15(7): 1635-1647. <http://eemj.eu/index.php/EEMJ/article/view/2996>
- Vătămănescu, E.-M., Pînzaru, F., **Andrei, A.G.**, & Zbucnea, A (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics*, 15(3), 259-273. <http://www.transformations.knf.vu.lt/39/article/inve>
- Vătămănescu, E.M., **Andrei, A. G.**, Dumitriu, D., & Leovaridis, C. (2016). Harnessing network-based intellectual capital in online academic networks. From the organizational policies and practices towards competitiveness. *Journal of Knowledge Management*, 20(3): 594 – 619. <https://doi.org/10.1108/JKM-05-2015-0208> (red Q1)



*1.2.8.2. Books and chapters in volumes published by prestigious international publishing houses
(2016-2021)*

- Horodnic, A.V., Williams, C.C., Polese, A., **Zait, A.**, Oprea, L. (2017), Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece, INFORMAL ECONOMY IN GLOBAL PERSPECTIVE: VARIETIES OF GOVERNANCE, Edited by: Polese, A; Williams, CC; Horodnic, IA; Bejakovic, P. Book Series: International Political Economy Series, Pages: 157-172, DOI: 10.1007/978-3-31940931-3_9
- **Horodnic, I.A.**, Rodgers, P., Williams, C.C., Momtazian, L. (Eds.) (2017). The Informal Economy. Exploring Drivers and Practices. Routledge.
- Polese, A.A., Williams, C.C., **Horodnic, I.A.**, Bejakovic, P. (Eds.) (2017). The Informal Economy in Global Perspective. Palgrave Macmillan.
- **Horodnic, I.A.**, Williams, C.C. (2017). Evaluating the Perceptions and Realities of Envelope Wage Arrangements among Students in Moldova and Romania. In: The Informal Economy. Exploring Drivers and Practices, I.A. Horodnic, P. Rodgers, C.C. Williams, L. Momtazian (Eds.), Routledge.
- **Horodnic, I.A.**, Rodgers, P., Williams, C.C., Momtazian, L. (2017). Introduction. In: The Informal Economy. Exploring Drivers and Practices, I.A. Horodnic, P. Rodgers, C.C. Williams, L. Momtazian (Eds.), Routledge.
- Williams, C.C., **Horodnic, I.A.** (2017). Explaining the informal economy in post-communist societies: a study of the asymmetry between formal and informal institutions in Romania. In: The Informal Economy in Global Perspective, A. Polese, C.C. Williams, I.A. Horodnic, P. Bejakovic (Eds.), Palgrave Macmillan.
- Polese, A.A., Williams, C.C., **Horodnic, I.A.**, Bejakovic, P. (2017). Introduction: Informal Economies as Varieties of Governance. In: The Informal Economy in Global Perspective, A. Polese, C.C. Williams, I.A. Horodnic, P. Bejakovic (Eds.), Palgrave Macmillan.
- **Andrei, A. G.**, & **Zait, A.** (2018). The Sharing Economy in Postcommunist Societies: Insights from Romania. In Vătămănescu, EM.& Pînzaru, F (Eds.), Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage (pp. 39 - 55). Cham: Springer. Hardcover ISBN 978-3-319-66889-5; eBook ISBN 978-3-319-66890-1; DOI: 10.1007/978- 3-319-66890-1;
- Williams, C.C., **Horodnic, I.A.** (2019). Dependent Self-Employment Theory, Practice and Policy. Edward Elgar: Cheltenham.

*1.2.8.3. Research projects (2016-2021)*

- 2015-2016 “The asymmetry between formal and informal institutions: a possible explanation of the informal economy in Romania”, financed by UAIC, budget 5 000 Euro (project director **Alexandra Ioana HORODNIC**)
- 2016 - 2019 “Managerial and informational instruments for boosting research in universities” Inform (RO-MD), PN-III-P3-3.1-PM-RO-MD-2016-0224, international project (bilateral), financed by UEFISCDI, budget 67.000 Ron (project director **Professor Zaiț Adriana, PhD**)
- 2017 – 2019 “SHADOWS: Tackling Undeclared Work in the European Union”, Marie Curie Individual Fellowship, MSCA, H2020-EU.1.3.2, grant ID: 746358, budget 200 000 Euro, (project director **Alexandra Ioana HORODNIC**)
- 2018- 2020 “Dezvoltarea capacității de inovare și creșterea impactului cercetării de excelență la UAIC” [Development of the innovation capacity and the increase in the impact of excellence research at UAIC] UAIC-INOV-IMP contract no. 34PFE/19.10.2018, financed by the Ministry of Research and Innovation, budget 5.402.000 RON (project director – Professor Marius Alin ANDRIEȘ, PhD habil.; project team member - **Professor Adriana ZAIȚ, PhD**).
- 2018-2020 “Calitate în Educație prin responsabilitate socială și etică în Universitatea “Alexandru Ioan Cuza” din Iași (UAIC) ” [Quality in education through social responsibility and ethics within the “Alexandru Ioan Cuza” University of Iași (UAIC)] – ReSoNor-Etic-UAIC, cod CNFIS-FDI-2018-0180 (expert in the project team **Professor Adriana ZAIȚ, PhD**).
- 2019-2021 “Going underground”: Motivation of youth to work informally [UNDER.GO] PN-III-P1-1.1-PD-2016-0415, financed by MEN – UEFISCDI, 52 000 Euro (project director **Alexandra Ioana HORODNIC**)
- 2020-2022 “Cash-in-hand consumer culture: a demand side analysis of the informal economy“ [CASH] PN-III-P1-1.1-TE-2019-0229, financed by MEN – UEFISCDI, 90 000 Euro (project director **Alexandra Ioana HORODNIC**)
- Project Erasmus+ KA2 Outplacement Support for Doctorates in Emerging Areas /OUTDOC 2020-2022 - <https://outdoc.usal.es> , coordinated by the Salamanca University, Spain, partner in the project - UAIC (project manager UAIC Corina Forăscu, project mentor **Professor Adriana ZAIȚ, PhD**)
- Project EC2U European Alliances 2020 – 2023 - <https://ec2u.eu/> (leader of working group 7 “Science with and for Society” - **Professor Adriana ZAIȚ, PhD**)
- Project “Enhancing Intercultural and Digital COmpeteNces oF MOBILE StuDENts in Times of Crisis – CONFIDENT” 2020-2023 - strategic partnership project with



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multiple beneficiaries within the ERASMUS + 1 Program, contract no.– 2020-1-RO01-KA226-HE-095384 (responsible IO1 ” - **Professor Adriana ZAIT, PhD**)

1.3. Internal Quality Assurance System at the Level of Doctoral Studies

1.3.1. Internal quality assurance system objectives and general structure

“Alexandru Ioan Cuza” University of Iași assumes the institutional culture of quality as a means to achieve academic excellence in education and scientific research.

The main objective of the quality assurance system is to improve the system of organization and management of the University's resources in order to increase the efficiency of the teaching and scientific research process.

Structure of the quality management system

At central level, in “Alexandru Ioan Cuza” University of Iași, there is [*Comisia pentru Managementul Calității*](#) (CMC, *Commission of Quality Management*), which is organized and functions in agreement with stipulations in the National Education Law and Law no. 87/2006 for the approval of Government Emergency Ordinance no. 75/2005. The Commission reports to the University Board of Governors, is run by a Chair and operates based on its own Regulations.

UAIC's Quality Management Commission has specific management system regulations and procedures to develop its own quality culture. The executive activities in the field of quality management are carried out by the members of the Quality Management Office. The Office supports the Quality Management Commission in the implementation of quality management by planning actions, drafting self-assessment reports and specific quality assurance documents, training staff on quality assurance, participating in the internal and external evaluation process.

In UAIC there is a program of policies centered on quality, the means to carry it out being presented in synthesis in [*Codul de asigurare a calității*](#) (Quality Assurance Code) and [*Manualul calității*](#).(Quality manual).

The process to control documents assimilated to the Quality Management System at University level, as well as the responsibilities arising from it, are regulated by:

- [*Procedura privind elaborarea procedurii documentate*](#) (Procedure on how to draw the documented procedure) –establishes how to initiate, develop, endorse and approve the content, format, revision and archiving of any activity-based documented procedure used within the UAIC's quality management system and internal/managerial control system;
- [*Procedura de sistem, privind inițierea, elaborarea, aprobarea, difuzarea, retragerea și, arhivarea informațiilor documentate \(cod, ghid, regulament, metodologie sau a altor documente asimilate Sistemului de management al calității\) din cadrul Universității „Alexandru Ioan Cuza” din Iași*](#) (System procedure on initiating, drafting, approving, disseminating, withdrawing and archiving documented information (code, guide, regulation, methodology or other documents assimilated to the Quality Management System))– establishes the modalities and responsibilities for initiating, drafting, approving, disseminating, withdrawing and



archiving codes, guidelines, regulations, methodologies and other documents assimilated to the Quality Management System at University level.

The Faculty of Economics and Business Administration has a Quality Management Subcommittee, which is subordinate to the central committee. The institutional practices and policies in the field of quality are adapted to the requirements specified in the Methodology on Quality Assurance, Provisional Operating Authorization and Accreditation of Study Programs and Higher Education Institutions, drawn by ARACIS, in accordance with the provisions of Government Emergency Ordinance No. 75/2005 on Quality Assurance in Education and Law No. 87/2006, as amended..

Also, in the Faculty there is an operating [Comisia pentru evaluarea si asigurarea calității programelor de studii](#) (Commission for study program evaluation and quality assurance).

1.3.2. Quality assurance policies and definition of procedures, beneficiaries and their responsibilities

Evaluation and quality assurance policies are designed at University level through the Strategic Plan (SP) and the Operational Plan (OP). At the level of each faculty, Strategic and Operational Plans are developed, with indicators in line with UAIC's SP and OP.

In the Faculty of Economics and Business Administration there is a permanent concern for the quality assurance of the educational act and the effective functioning of quality assurance mechanisms in order to achieve the following objectives:

- to increase the faculty's capacity to provide higher qualifications adapted to the changing demands of the labor market;
- to continue to promote research programs of excellence;
- to increase international visibility;
- to strengthen innovation, cooperation and networking between faculties in the same field inside Romania and abroad, business and research centers;
- to increase the relevance of mathematical higher education for the labor market and the knowledge-based society through quality university degree programs;
- to expand learning opportunities in mathematics and computer science higher education.

1.3.3. Stakeholder participation in the quality assurance process

The periodic evaluation of study programs in terms of identified labor market needs and objectives, teaching-learning-assessment processes, material and human resources, concordance between stated learning outcomes and their assessment methods are grounded in the [Regulamentul privind inițierea, aprobarea, monitorizarea și evaluarea](#) (Regulation on the initiation, approval,



monitoring and evaluation) of study programs approved by the University Senate, UAIC's Quality Assurance Code, other documents relevant in the evaluation process.

The Doctoral School of Economics and Business Administration (SDEAA) and the Faculty of Economics and Business Administration in general have concrete structures, strategies and procedures for the management and quality assurance of teaching, learning and research activities and for the development of a quality culture. The adopted structures, policies and strategies create the institutional framework for effective quality development and monitoring and for continuous improvement of quality standards. Through the analyses carried out in the Board of the Doctoral School of Economics and Business Administration, the Faculty Board, the Methodology Committee or other committees of the Faculty, the aim is to seek solutions to possible proposals/observations resulting from the monitoring of alumni opinions. These analyses result in the adaptation of teaching/learning methods, the introduction of concepts and technologies resulting from scientific research, a more active communication process with all actors involved in the educational process, etc.

In the process of monitoring student opinion, a questionnaire is used, applied at the end of each semester to students enrolled in undergraduate and master courses. Another tool for monitoring student satisfaction is the questionnaire applied by the university: [*Cât de mulțumit ești de serviciile Universității?*](#) (*How satisfied are you by the University services?*). It is launched annually to gauge student perceptions in a systematic way and to better understand what they want from the university. It is important for university representatives to know these aspects in order to improve activities involving interaction with students at faculty or library level, personal and professional development course offers, dormitory accommodation conditions, and to focus more on student needs.

As evidence of the involvement of a variety of stakeholders in the quality assurance process of doctoral research, we can detail a number of issues related to the SDEAA's relationship with the socio-economic environment. There are numerous analyses and evaluations of public policies as a result of the doctoral school's research, among which we can mention:

- *Analysis of Work-Related Migration Policies in Europe* (beneficiary: ITM Iași)– Dr. Cătălin Țacu;
- *Analysis and Prognosis of the Evolution of Suceava County Population* (beneficiary: Suceava City Hall)– Dr. Mihaela Seniuc ;
- *Regional Development via Dry-Port* (beneficiary: ADR Nord-Est) – Dr. Cezar Gabriel Ciortescu.

Companies have also benefited from process improvement analyses and projections through PhD research:

- *The Amelioration of Marketing Strategies for the Promotion of Romanian Wine* (beneficiary: Cotnari SA Iași)– Dr. Ștefan Matei;
- *Modeling Stock Management in the Pharmaceutical Industry* (beneficiary: Ropharma Iași) –PhD student Alin Rădășanu;
- *Business Models for the IT Industry* (for the benefit of some companies in Iași)–PhD student Marius Alexa.



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Most research in our fields is of an applied nature and focuses on the regional and Romanian socio-economic environment. Therefore, the collaborative relations of the doctoral school are strongly anchored in the socio-economic context.

SDEAA's research strategy is based on a strong social responsibility, all PhD students' research being offered free of charge to socio-economic entities by virtue of the major role that our University plays in the region.

At SDEAA level, there are a number of agreements and partnerships with the socio-economic sector to carry out interdisciplinary research, such as: Agreement with the Financial Supervisory Authority, the National Bank of Romania (NBR), the Romanian Commercial Bank (BCR) and the Romanian Development Bank.

Table no. 1.16. Other agreements and partnerships of IOSUD-UAIC relevant for SDEAA

Partner Organization	Type of activity	Year
ADR Nord – Est- Rubik Hub ADR-Nord-Est Agenția pentru Protecția Mediului Iași Amadeus Marketing Romania SRL ASAP Jobs Asociația HR Management Club Asociația pentru Psihologie Industrială și Organizațională Beeneer British Council Capgemini Delphi Technologies Direcția Generală pentru Asistență Socială și Protecția Copilului Europe Development International- R SA (Europa FM) Federația Română de Fotbal Fundația Romanian Business Leaders Increw Limited Institutul Național de Cercetare și Dezvoltare pentru Fizică și Inginerie Nucleară “Horia Hulubei” Inspectoratul Școlar Județean Iași MCM Boutique Resort Non-Stop Consulting București OSF Global Services Pentalog România SRL Premian Services Consult SRL SC ABplus Events SRL SC ACE Recruit SRL	Transferable skills development courses, career management, promotion, internships, participation in projects	2019

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SC Artă în Comunicare SRL (VIVA FM) SC Daflog SRL SC Iulius Management Center SRL SC M&D Retail Iași (Mobexpert) SC Nord Tour (Travis) SC TZMO SRL SC ZENEGANT SRL Școala de Valori SIGNUP.WORK Societatea Română de Televiziune- Studioul Teritorial Iași Sourcetask Sollutions Târgul de Cariere Toastmasters Iași TRAM CLUB		
Colegiul Național al Asistenților Sociali din România Asociația TOASTMASTERS Iulius Management Center Quartz Matrix ARTED FLAROM ADVERTISING SRL Centrul Diecezan CARITAS Iași Complex Hotelier Unirea SA BELLA ROMANIA IMPEX ARCADIA POLICLINIC SRL Colegiul Economic Administrativ Târgul de Cariere Banca Transilvania Asociația Alt Iași Asociația Cluburilor Alcoolicilor în Recuperare BRD Groupe Société Générale VEOLIA SC EGGLEL SRL EZLO Ltd Fundația Comunitară Iași Heaven's Solutions	Transferable skills development courses, career management, promotion, internships, participation in projects	2018
Centric IT Levi 9 CONDUENT Banca Transilvania UNICREDIT Bank EON Servicii SC Catalyst Sollutions Agenția Națională Antidrog	Transferable skills development courses, career management, promotion, internships,	2017



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SC Târgul de cariere SRL Academia de Administrare Publică din Republica Moldova Asociația Școala de Valori Conex Distribution ASAM Tess Industrie XEROX Shared Services România SRL SCC Services Lugera& Makler ALMAVIVA Services SRL	participation in projects	
XEROX CV 30 Worldwide Group BRD BCR CONTINENTAL AUTOMOTIVE ROMANIA SRL SC SCHENKER ROMTRANS SA APPANER SC ALTE FAPTE S.R.L Teach for Romania	Transferable skills development courses, career management, promotion, internships, participation in projects	2016

1.3.4. Interaction between the quality assurance system and university management

[Biroul Managementul Calității \(BMC\)](#) (Quality Management Office) operates within “Alexandru Ioan Cuza” University of Iași, under the direct supervision of the Vice-Rectorate for MA programs, PhD studies, quality management and UAIC external campuses. BMC has an executive role in implementing UAIC strategies and policies in the field of quality management:

- it pursues the implementation of quality management in faculties/departments and in the university administration;
- it provides logistical and secretarial support to the University Quality Management Committee in the preparation of summaries of evaluation, audit and quality improvement actions;
- it centralizes the results of periodic measurements of student satisfaction with regard to the services offered at University level by the faculties/departments and administrative structures (admission, educational, social, documentation, administrative, secretarial, counseling services, etc.);
- it centralizes the results of regular measurements of employers' satisfaction concerning: the preparation of university graduates; ways of cooperating to adapt the curriculum to their requirements; ways of cooperating in the field of research; ways of representing them in decision-making bodies;
- it proposes solutions to increase the quality of university services, presenting them to the Quality Management Committee;



- it prepares the annual internal evaluation report on the quality of education, and other evaluation reports made available to external and internal evaluators;
- it monitors the implementation of the annual quality improvement plans at the level of the Faculty and University administrative structures based on the annual quality improvement plans at University level, develops and proposes to the Quality Management Commission the annual quality improvement plan at University level to ensure that minimum accreditation standards, quality standards applied by other external evaluation bodies and performance levels required to achieve positions in international rankings are met and exceeded;
- it monitors the University's position in national and international rankings and carries out analyses to inform strategies to improve these ranks;
- it submits these analyses to the Commission for evaluation and quality management;
- it cooperates with the Romanian Agency for Quality Assurance in Higher Education (ARACIS), with other agencies and authorized bodies or similar institutions in the country and abroad, according to the law;
- it collects and transmits information from third parties, necessary for the members of the University in certification, institutional evaluation, or accreditation activities;
- it disseminates, within the University, information on national benchmarks and performance indicators for quality assessment and assurance in higher education;
- it collects and disseminates, within the University, information on European/international quality assessment standards for higher education;
- it prepares all quality assurance documents and monitors the implementation of decisions taken.

“Alexandru Ioan Cuza” University of Iași collaborates with the Romanian Agency for Quality Assurance in Higher Education for external quality assessment at institutional level. The Quality Management Office maintains contact with the quality assurance committees of the 15 faculties and with the heads of their administrative departments to ensure institutional evaluation and **collaborates closely with the following structures dedicated to Quality Management:**

- **Comisia pentru Managementul Calității** (Commission for Quality Management) Chair – Assoc. Prof. Florin BRÎNZĂ, PhD – at University level.

The Commission for Quality Management is organized and functions in agreement with stipulations in the Law of National Education and in [Legea 87/2006](#) (Law 87/2006) for the approval of [Ordonanța de Urgență a Guvernului 75/2005](#) (Government Emergency Ordinance 75/2005) on quality assurance in education. The *Commission* is subordinate to the University’s Board of Governors and is headed by a Chair appointed by the Board of Governors.

- **Comisiile de evaluare și asigurare a calității** (Evaluation and quality assurance committees) at faculty level – carry out quality assurance activities in the faculty, monitor the quality of study programs, prepare the annual internal evaluation report on the quality of education and assist external evaluations of the faculty's study programs.



1.3.5. Transparency and access to information

The webpage of the Doctoral School of Economics and Business Administration is doctorat.feaa.uaic.ro.

The section which presents doctoral studies comprises information on:

- the regulation on the activity of doctoral studies at doctoral school level;
- the list of active members of the doctoral school with contact details and area of research interest;
- minimum standards to obtain the habilitation certificate;
- content of the advanced training program.

The second section contains information on admission to doctoral studies:

- Admission methodology, drawn up annually;
- admission topics;
- how the admission exam is conducted;
- information on the competition timetable, fees, number of places and the contents of the application file.

In addition to this information, the website publishes announcements on the public defense of *habilitation theses*, *doctoral theses* and the public defense of research reports as part of the individual scientific research program of doctoral students..

All information concerning PhD students, the educational process, research results, etc., as well as annual evaluation reports are available for internal and external stakeholders on the profile pages of SDEAA, FEAA and UAIC.

Frequently, representatives of the business community are invited for direct exchange of information with students and professors, regardless of their level (bachelor, master or doctorate) – for instance:

- **Lecția de management (The Management Lesson)** (<https://360.uaic.ro/blog/2018/03/23/lectia-de-management-editia-a-xiii-a/>);
- **Centric Express** (<http://portal.feaa.uaic.ro/stiri/Documents/Arhiva%202017-2018/Centric-Express-3-0-%E2%80%93-sesiunea-%E2%80%9DAngular-vs--React-vs--Vue-Js%E2%80%9D.aspx>);
- **Stagii pe bune (Real Internships)** (<https://profs.info.uaic.ro/~stagiidepractica/>);
- **Coaching experience** (<http://portal.feaa.uaic.ro/stiri/Documents/Arhiva%202017-2018/Coaching-Experience.aspx>);
- **Ziua KPMG în FEAA (KPMG Day in FEAA)** (<http://portal.feaa.uaic.ro/stiri/Documents/Arhiva%202017-2018/Ziua-KPMG-la-FEAA.aspx>).



1.3.6. Efficiency of internal quality assurance procedures and structures

The procedure for the internal evaluation of the quality of doctoral studies offered by the Doctoral School of Economics and Business Administration is laid down in its own organizational *Regulation*:

The internal evaluation of the quality of the doctoral program and the performance of doctoral advisors is carried out annually during the first three months of the following year by the internal evaluation committee appointed by the Doctoral School Board. In the event of a tie vote, the head of the committee has the casting vote. The internal evaluation committee has the following tasks:

- (a) it checks compliance with the minimum standards for maintaining membership of the Doctoral School according to the Annex to the *Regulation*;
- (b) it proposes to the Doctoral School Board the criteria for the yearly internal evaluation;
- (c) it requires from PhD students and advisors data necessary for the evaluation and checks these data;
- (d) it analyses data received and draws the internal evaluation report;
- (e) it submits evaluation reports to the Doctoral School Board;
- (f) it proposes ways to improve the work. PhD students and advisors are required to submit the requested data to the committee for evaluation..

The internal evaluation of the performance of doctoral advisors takes into account the quality of their research outputs and of their PhD supervision. Indicators for the scientific work of doctoral advisors include :

- (a) outputs of scientific research (publications), as well as their recognition (citations, scientific awards);
- (b) organization of and participation in scientific events, editorial activity, activity in professional fora and associations.

Indicators of doctoral student mentoring activity include:

- (a) outputs of scientific research achieved by supervised doctoral students, materialized in the publications resulting from the dissertation;
- (b) participation of PhD students in conferences, summer schools, lectures, scientific seminars etc.

The internal evaluation of the quality of doctoral study programs is focused on:

- (a) the mission and objectives of the doctoral study program;
- (b) the contents and curriculum of the doctoral study program;
- (c) the development and publication of the results of the advanced study and research program;
- (d) public access, in electronic format, to summaries of publicly defended doctoral dissertations;
- (e) specific requirements of various ways of teaching and forms of running classes;



(f) the existence of documentation, study and research means, as well as of the logistics that PhD students benefit from;

(g) personnel involved in the unfolding of study programs;

(h) means to assess knowledge and test the skills of doctoral students, as well as to monitor progress during training.

The internal evaluation committee active in the Doctoral School of Economics and Business Administration currently has the following members:

- Professor Adriana ZAIȚ, PhD
- Professor Daniela AGHEORGHIESEI, PhD
- Professor Mircea GEORGESCU, PhD
- Professor Ovidiu STOICA, PhD
- PhD student Aurelia ILIEȘ
- PhD student Cristian TERZA

1.3.7. Internal quality assurance system –instrument for quality management and improvement of education and of other activities

Within the “Alexandru Ioan Cuza” University of Iași operates the Quality Management Office, a specialized department with an executive role. The mission of this department is to support the Quality Management Commission in the implementation of quality management, by planning actions, drafting self-assessment reports and specific quality assurance documents, training staff on quality assurance, conducting internal and external evaluations. Alexandru Ioan Cuza University assumes the institutional culture of quality as a means to achieve academic excellence in education and scientific research.

In the Faculty of Economics and Business Administration, within which the Doctoral School of Economics and Business Administration operates, there is a subcommittee for quality management, which carries out quality assurance activities in the faculty, monitors the quality of study programs, prepares the *Annual Internal Evaluation Report on the Quality of Education* and assists the faculty in external evaluations. The basis for the evaluation is the *Regulamentul privind inițierea, aprobarea, monitorizarea și evaluarea periodică a programelor de studii (Regulation on the Initiation, Approval, Monitoring and Periodic Evaluation of Study Programs)* approved by the University Senate, [Manualul calității](#) (the Quality Manual), [Codul de Asigurare a Calității al UAIC](#) (UAIC’s Quality Assurance Code), and other documents relevant in the evaluation process.

Quality policies within “Alexandru Ioan Cuza” University of Iași refer to:

- the ongoing improvement of the quality management system;
- the development of a quality culture based on international university standards;
- the ongoing quality assessment in order to align student-centered education with the requirements of regional partners and the university's development strategy.

Quality assurance strategies within the University envisage:

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- the orientation towards meeting the needs and expectations of students, employers and other stakeholders;
- the proactive attitude of the institution's management towards quality issues, which is expressed through the creation of an environment suitable for performance along all operational dimensions;
- addressing the quality issue in strategic terms: mission, values, principles, policies, strategies, objectives;
- keeping under control and continuously improving institutional processes;
- involving and empowering staff;
- concern for the development of a quality culture;
- identifying relevant quality indicators and introducing mechanisms for their internal evaluation;
- documenting the system in order to provide objective evidence to build confidence;
- benchmarking with other universities, possibly from abroad, to identify and take over best practices in quality assurance;
- specialized training for quality staff and general quality assurance training for all staff.

The measures adopted by “Alexandru Ioan Cuza” University of Iași in terms of quality, through the members of the Quality Management Commission and the Quality Management Office, refer to:

- the approval, monitoring and periodic evaluation of study programs and diplomas corresponding to qualifications, in accordance with the legislation in force;
- the existence of objective and transparent procedures for the assessment of learning outcomes;
- the quality of teaching and research staff;
- the functionality of the organizational structures for ensuring the quality of education, in accordance with the law.

“Alexandru Ioan Cuza” University of Iași has requested and has had external evaluations carried out by the European Commission (2000, for the ECTS system), by the Salzburg Seminar (1999 and 2004 for the entire academic activity of the University), by EUA (2006, for scientific research) and in 2014 for institutional capacity. The findings and recommendations of the evaluation reports have contributed to institutional improvement.

As regards internal evaluation, the “Alexandru Ioan Cuza” University of Iași carries out annual evaluations of the quality of study programs and support services.

“Alexandru Ioan Cuza” University of Iași collaborates with the Romanian Agency for Quality Assurance in Higher Education for external quality assessment at institutional level.

The Quality Management Office liaises with the quality assurance committees of the 15 faculties and the heads of their administrative departments to ensure institutional assessment.



1.3.8. Monitoring, evaluation and ongoing development of the internal quality assurance system

Within IOSUD-UAIC, the evaluation of the activity of the doctoral schools is carried out annually, as part of the process of preparing UAIC's annual activity report. Doctoral schools contribute to this report by providing information on the scientific activity of doctoral advisors, the existing infrastructure and logistics at the level of doctoral schools, and proposals for the completion of the necessary logistic support for the smooth unfolding of specific activities, etc. In addition, the operational plan drawn up annually by the faculty leadership includes objectives and activities for the optimal running of activities.

From the Operational Plan of the Faculty of Economics and Business Administration for 2020, with reference to the activity of the doctoral and research school, we can mention the following planned activities:

- regular evaluation of research activity;
- updating data on research results;
- the use of evaluation grids that make particular use of relevant publications;
- supporting faculty members in obtaining and conducting research grants (information on competitions, administrative support, etc.);
- prompt dissemination within the Faculty of information on internal and international competitions for research grants and the implementation of research grants;
- organization of scientific events with international participation;
- supporting the regular holding of scientific seminars;
- encouraging the international mobility of academic staff and students within the framework of projects and consortia of which the University is a member;
- respecting the spirit of collective leadership including the organization of biannual general meetings with faculty members, regular briefings, etc.;
- regular risk assessment and the establishment of necessary measures.



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2. SELF-EVALUATION CONCERNING THE EXTENT TO WHICH CRITERIA, STANDARDS AND PERFORMANCE INDICATORS ARE MET

2.1. INSTITUTIONAL CAPACITY(A)

2.1.1. The administrative, managerial institutional structures and financial resources(A1)

2.1.1.1. Mechanisms for the efficient operation of doctoral studies (A.1.1.)

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

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;

At the level of IOSUD - “Alexandru Ioan Cuza” University of Iași, and therefore also within the Doctoral School of Economics and Business Administration, including for the field of MARKETING, according to the legal provisions in force, doctoral studies are conducted on the basis of their own regulations, adopted by the Senate of “Alexandru Ioan Cuza” University of Iași.

Thus, for the period evaluated, the following regulations were applied at IOSUD-UAIC level:

- *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat (Institutional regulation for the organization and functioning of doctoral studies)*, adopted in the meeting of the Senate of the “Alexandru Ioan Cuza” University of Iași on 25.04.2013 - valid for the period 2013-2017 ([Annex 16a](#));;
- *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat (Institutional regulation for the organization and functioning of doctoral studies)*, adopted in the meeting of the Senate of the “Alexandru Ioan Cuza” University of Iași on 27.06.2017 - valid for the academic year 2017-2018 ([Annex 16b](#));
- *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat (Institutional regulation for the organization and functioning of doctoral studies)*, adopted in the meeting of the Senate of “Alexandru Ioan Cuza” University of Iași on 28.06.2018 - starting with the academic year 2018-2019 ([Annex 16c](#));

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- *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat (Institutional regulation for the organization and functioning of doctoral studies)*, adopted in the meeting of the Senate of “Alexandru Ioan Cuza” University of Iași on 27.06.2019 - starting with the academic year 2019-2020 ([Annex 16d](#));
- *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat (Institutional regulation for the organization and functioning of doctoral studies)*, adopted at the meeting of the Senate of “Alexandru Ioan Cuza” University of Iași on 28.06.2018 - starting with the academic year 2020-2021.

The activity of the Doctoral School of Economics and Business Administration is carried out on the basis of its own regulations, corresponding to the period evaluated. The latter are ([Annex 6a](#) și [Annex 6b](#)):

- *Regulamentul privind desfășurarea studiilor universitare de doctorat la Școala Doctorală de Economie și Administrarea Afacerilor (Regulation on the conduct of doctoral studies at the Doctoral School of Economics and Business Administration)*, approved by the IOSUD-UAIC Board of Doctoral Studies in the meeting of 18.07.2013;
- *Regulamentul privind desfășurarea activităților la Școala Doctorală de Economie și Administrarea Afacerilor (Regulation on running activities at the Doctoral School of Economics and Business Administration)*, approved by the IOSUD-UAIC Board of Doctoral Studies in the meeting of 07.03.2018.

b) the methodology for conducting elections for the position of Director of the Council Doctoral School (CDS), as well as elections by the students of their representative in the CDS and the evidence of their conduct;

The Doctoral School of Economics and Business Administration is managed by a Director appointed according to legal provisions ([Annex 17](#)) and a Council of the Doctoral School, elected by the General Assembly of doctoral advisors, respectively by the PhD students working within it, the results of these procedures being validated by the Senate of "Alexandru Ioan Cuza" University of Iași by Decision no. 3 of 27.07.2017 ([Annex 4a](#)):

- Professor Adriana ZAIȚ, PhD - Director SDEAA;
- Professor Mircea Radu GEORGESCU, PhD – CSD member;
- Professor Ovidiu STOICA, PhD –CSD member;
- Professor Daniela Tatiana AGHEORGHIESEI, PhD – CSD member;
- Professor Elio BORGONOVİ, PhD –CSD member;
- Professor Lucian CROITORU, PhD –CSD member;
- PhD student Paula Andreea TERINTE –CSD member;
- PhD student Paula ROIBU (married CRUCIANU) – CSD member.

Subsequently, once the two doctoral student representatives graduated from their doctoral studies, two other representatives were elected ([Annex 4b](#)) and they are:



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- PhD student Aurelia ILIEȘ –CSD member;
- PhD student Cristian TERZA –CSD member.

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

Admission examinations for doctoral studies were held each year ([Annex 18a](#), [Annex 18b](#), [Annex 18c](#), [Annex 18d](#), [Annex 18e](#)), based on their own methodology; for the academic year 2020-2021, *Metodologia privind organizarea și desfășurarea admiterii în ciclul de studii universitare de doctorat pentru anul universitar 2020-2021 (Methodology on the organization and running of admission to the cycle of doctoral studies for the academic year 2020-2021)* was used, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași no. 10 of 30.01.2020 (supplemented with a specific procedure for the online admission exam, given the pandemic-related restrictions - [Annex 18f](#)).

With regard to the completion of doctoral studies, there are specific provisions in the *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat (Institutional Regulation to Organize and Operate Doctoral Studies)*, with a separate regulation on the online public defence of doctoral dissertations, given the pandemic-related restrictions, through the *Procedura operațională privind finalizarea studiilor universitare de doctorat, depunerea tezei de doctorat în vederea susținerii publice online pentru perioada stării de urgență și a eventualelor consecințe care decurg din aceasta (Operational procedure on the completion of doctoral studies, the submission of doctoral dissertations for online public defense during lockdown and the possible consequences thereof)* ([Annex 19](#)).

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

At the level of “Alexandru Ioan Cuza” University of Iași, specific mechanisms have been adopted and applied for the recognition of the capacity of PhD advisor and for the equivalence of the PhD degree obtained in other countries, as follows:

- *Procedură de sistem privind recunoașterea automată de către Universitatea „Alexandru Ioan Cuza” din Iași a calității de conducător de doctorat obținută în instituții de învățământ universitar acreditate din străinătate (System procedure for the automatic recognition by the “Alexandru Ioan Cuza” University of Iași of the status of doctoral advisor obtained in foreign accredited university education institutions)* no. 1423 from 31.01.2017 ([Annex 20](#));
- *Procedură de sistem privind recunoașterea de către Universitatea „Alexandru Ioan Cuza” a diplomei de doctor și a titlului de doctor în științe sau într-un domeniu profesional obținute în instituții de învățământ universitar acreditate din străinătate (System procedure for the recognition by “Alexandru Ioan Cuza” University of the doctor's degree and of the title of doctor in science or in a professional field obtained in foreign accredited university education institutions)*no. 1422 from 31.01.2017 ([Annex 21](#));



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e) functional management structures (Council of the Doctoral School), giving as well proof of the regularity of meetings;

At the level of the Doctoral School of Economics and Business Administration, the management structures are functional and the regularity of the meetings of the Doctoral School Board is proven ([Annex 22a](#), [Annex 22b](#), [Annex 22c](#), [Annex 22d](#), [Annex 22e](#));

f) the contract for doctoral studies;

According to legal provisions, between IOSUD - “Alexandru Ioan Cuza” University of Iași and each doctoral student enrolled at this higher education institution, a doctoral studies contract is concluded ([Annex 23](#)), its format being completed (in the first part of the reporting period) with an additional act aiming at the application of the CNATDCU minimum standards for the awarding of the doctoral degree ([Annex 24](#)) - currently, these provisions are included in the contract.

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

PPUA is monitored and evaluated periodically (every 5 years) by the CDS - SDEAA, according to the School Regulation (art 6.1.2 and 6.1.3). The CSD initiates each year debates to endorse the possible change of subjects in the curriculum and the introduction of new subjects in the PPUA, in order to ensure the adaptation of the doctoral training offer to the needs of doctoral students and to the national and international educational context ([Annex 6a](#), [Annex 6b](#)).

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

Regulamentul Școlii Doctorale de Economie și Administrarea Afacerilor (The Regulation of the Doctoral School of Economics and Business Administration) includes all mandatory provisions related to criteria, procedures and standards concerning the issues specified in Art. 17, para. 5 of H.G. 681/2011 ([Annex 6a](#), [Annex 6b](#)).

Thus, with regard to the *acceptance of new doctoral advisor members, as well as regulations on how a doctoral advisor may be withdrawn from membership of the doctoral school*, Art. 3.1.(2) refers to the existence of a specific procedure for affiliation to the SDEAA (set out in Annex R3 to this Regulation), while Art. 3.1.(4) and 3.1.(5) contain provisions on how a doctoral advisor’s affiliation to the SDEAA may be withdrawn.

The mechanisms through which decisions are taken regarding the appropriateness, structure and content of the training program based on advanced university studies are set out in



section 6.2. of the Regulation, specifically dedicated to the Advanced University Studies Program, highlighting both the role of the doctoral school, which establishes a curricular offer carried out over a period of 14 weeks - art. 6.2(4), as well as that of the doctoral advisor, who must advise the doctoral candidate on the choice of study elements in the curricular area proposed by the doctoral school - art. 6.2(5).).

At the same time, there are explicit provisions on *procedures to change a doctoral student's advisor*, within the same field of doctoral studies, in art. 3.1.(8) and art. 3.1.(9), and *procedures to mediate conflicts*, art. 3.1.(11) being relevant in this respect.

With regard to the *circumstances under which the doctoral program may be interrupted*, Art. 5.3(1) explicitly states the grounds on which a doctoral student may request the interruption of doctoral studies, while Art. 5.3(2) contains clarifications on the impact of the interruption of doctoral studies on funding, eligibility of expenses incurred, the maximum number of doctoral students per scientific advisor etc.

Regulamentul Școlii Doctorale de Economie și Administrarea afacerilor (The Regulation of the Doctoral School of Economics and Business Administration) insists on aspects related to *how to prevent fraud in scientific research, including plagiarism*, allocating an entire chapter to these elements. Thus, chap. 8 is entitled *Etica cercetării și principii de prevenire a fraudei academice* (Research Ethics and Principles for the Prevention of Academic Fraud) and it contains eight articles covering essential provisions applicable in this area throughout the doctoral program.

Ensuring *access to research resources* is envisaged by the Regulamentul Școlii Doctorale de Economie și Administrarea Afacerilor (Regulation of the Doctoral School of Economics and Business Administration), which refers, in Art. 4.3(1), to Art. 16 of the *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat* (Institutional Regulation for the Organization and Operation of Doctoral Studies), which states that *during the course of the doctoral studies, doctoral students have the right ... (d) to benefit from the logistics, documentation centers, libraries and equipment of the University for the elaboration of research projects and doctoral dissertations*.

Last but not least, Regulamentul Școlii Doctorale de Economie și Administrarea Afacerilor (Regulation of the Doctoral School of Economics and Business Administration) contains provisions related to the *attendance policy of doctoral students*, articles 5.1.(1) and 5.1.(2) being relevant in this respect.

2.1.1.2. Logistic resources (A.1.2.)

Standard A.1.2. IOSUD has the logistic resources necessary to carry out the doctoral studies mission.

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



IOSUD – “Alexandru Ioan Cuza” University of Iași implemented an informatics system which allows keeping track of the doctoral students and their academic background. The system is called *eSims* and it is the result of the implementation of the project *Sistem informatic integrat privind managementul activităților profesionale ale studenților în contextul transformărilor generate de procesul Bologna [Integrated informatics system for the students’ professional activities management within the context of the changes triggered by the Bologna process]*, financed by the Ministry of Education and Research ([Annex 25](#)). The system has constantly been updated and improved by the specialists working within the Department of Statistics and Computerization IOSUD-UAIC to best meet the needs of the higher education establishment.

According to *Protocolul de finalizare a proiectului [the Project completion protocol]* ([Annex 26](#)), the informatics system can be used by two categories of users: occasional users (students and professors), who have access to individual data and use the system when they need information, and “professional” users, who use the application on a daily basis, to carry out student management activities (secretariat, databases, faculty and university management, etc.).

It should be noted that IOSUD-UAIC was actively involved in the implementation of the *Official Academic Record* across the entire country, promoting and successfully completing two projects funded by CNFIS through the *Institutional Development Fund (IDF)* aimed to update the database and ensure its compatibility with the structure and constraints imposed by the *Official Academic Record*:

- IDF project entitled *Asigurarea transparenței în gestiunea studenților și implementarea Registrului Matricol Unic al Universităților din România în cadrul Universității “Alexandru Ioan Cuza” din Iași [Ensuring transparency in student management and implementation of the Official Academic Record of Romanian Universities within the “Alexandru Ioan Cuza” University of Iași]*, project code: CNFIS-FDI-2016-0021, 2016, project director: Professor Liviu-George MAHA, PhD;
- IDF project entitled *Asigurarea transparenței în gestiunea studenților și implementarea Registrului Matricol Unic al Universităților din România în cadrul Universității “Alexandru Ioan Cuza” din Iași [Ensuring transparency in student management and the implementation of the Official Academic Record of Romanian Universities within the “Alexandru Ioan Cuza” University of Iași]*, project code: CNFIS-FDI-2017-0084, 2017, project director: Professor Liviu-George MAHA, PhD.

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

The “Alexandru Ioan Cuza” University of Iași has shown ongoing concern for ensuring the necessary resources to check the similarity percentage for all the works elaborated by students from all three levels of university studies, including PhD theses ([Annex 27](#)). Thus, since 2006,



within IOSUD-UAIC, a special module has been used for this function within the eLearning platform Blackboard – *SafeAssign*. The “Alexandru Ioan Cuza” University of Iași was one of the first higher education institutions in Romania to invest in this area, and the only public university to acquire this e-learning platform.

The licenses to use this application have been extended on a yearly basis, through successive procurement contracts ([Annex 28a](#), [Annex28b](#)). In 2018, the decision to adopt another technical solution based on *Moodle* in order to secure the eLearning platform for the distance learning and part-time learning, resulted in the annual purchase of the *Turnitin* application ([Annex 29a](#), [Annex 29b](#), [Annex 29c](#)). This ensures the access of the teaching staff from the “Alexandru Ioan Cuza” University of Iași, including PhD advisor, to the application, and grants PhD students the opportunity to use an informatics program to verify the similarity percentage in PhD theses.

2.1.1.3. Financial resources (A.1.3.)

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

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 grants for the doctoral study domain, obtained by doctoral thesis advisors operating in the evaluated domain within the past 5 years. The grants address relevant topics for the respective domain and, as a rule, they engage doctoral students.

Upon submission of the evaluation file, IOSUD “Alexandru Ioan Cuza” University of Iași is implementing a number of grants/ research projects or institutional development projects, which involve PhD students in the field of MARKETING, as follows:

- Project POCU/380/6/13/125015: ***Dezvoltarea abilităților antreprenoriale pentru doctoranzi și postdoctoranzi în domeniul științelor economice [Developing entrepreneurial skills in PhD students and postdoctoral researchers in the field of economic sciences]*** - acronym: InoVant, project value 6,874,227.91 RON, implementation period 2019-2021, UAIC coordinator: prof.univ.dr. Mircea Georgescu, **MARKETING PhD students involved in the project:** PhD student Alina Alexandra GOROVEI and PhD student Alexandra HUȚANU.
- Project POCU/380/6/13/123623: ***Doctoranzi și cercetători postdoctorat pregătiți pentru piața muncii! [PhD students and postdoctoral researchers ready for the labor market!]***, project value: 1.5 million EUR; implementation period: 2019-2021; project director: Professor Liviu-George MAHA, PhD habil., **MARKETING PhD students involved in**



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the project: PhD student **Alexandra Giuliana ANDRONIC**, PhD student **Andrei UNGUREANU**, PhD student **Ancuța Mihaela ZETIU**, PhD student **Vasile NIȚĂ**, PhD student **Mircea-Alexandru ROȘU**

- Project PD “Going underground”: Motivation of youth to work informally [UNDER.GO] PN-III-P1-1.1-PD-2016-0415, project value 52 000 Euro (**project director Associate Professor Alexandra Ioana HORODNIC, PhD habil.**)
- Project TE Cash-in-hand consumer culture: a demand side analysis of the informal economy [CASH] PN-III-P1-1.1-TE-2019-0229, project value 90 000 Euro (**project director Associate Professor Alexandra Ioana HORODNIC, PhD habil., project member:** Marketing PhD student Gorovei Alina Alexandra)
- Project Erasmus+ KA2 Outplacement Support for Doctorates in Emerging Areas /OUTDOC 2020-2022 - <https://outdoc.usal.es>, coordinated by the Salamanca University, Spain, UAIC partner (UAIC project manager Corina Forăscu, project mentor **Professor Adriana ZAIȚ, PhD**)

At the same time, throughout the reporting period, the PhD thesis advisors in the field of MARKETING have implemented other research projects, such as:

Jean Monnet Project 587359-EPP-1-2017-1-RO-EPPJMO-MODULE “*SUSTAINABLE EDUCATION THROUGH EUROPEAN STUDIES FOR YOUNG RESEARCHERS*” (SESYR), project value: 38,102.4 Euro, implementation period: 2017-2020, project director: Professor Adriana PRODAN, PhD, **MARKETING PhD students involved in the project: PhD student Eliza-Iuliana BOGDAN married HOPȘA, PhD student Alina-Alexandra GOROVEI, PhD student Alexandra HUȚANU, PhD student Vasile NIȚĂ, PhD student Mircea-Alexandru ROȘU, drd. Andrei UNGUREANU, PhD student Ancuța ZETIU, PhD student Răzvan Ionuț DRUGĂ, PhD student Sorina Elena SCORUȘ, PhD student Alexandru GRIGORAȘ.**

- Project EC2U European Alliances 2020 – 2023 - <https://ec2u.eu/> (working group leader 7 “Science with and for Society” - **Professor Adriana ZAIȚ, PhD**)
- Project “Enhancing Intercultural and Digital COmpeteNces oF MOBILE StuDENts in Times of Crisis – CONFIDENT” 2020-2023 - strategic partnership project with multiple beneficiaries within the Program ERASMUS+1, contract no.– 2020-1-RO01-KA226-HE-095384 (package IO1 responsible ” - **Professor Adriana ZAIȚ, PhD**)
- Project UAIC-INOV-IMP “Dezvoltarea capacității de inovare și creșterea impactului cercetării de excelență la UAIC” [Developing the capacity for innovation and increasing the impact of research excellence at UAIC] contract no. 34PFE/19.10.2018 (budget 5,402.00 RON), project director Professor Andrieș Marius Alin, PhD habil.; project team member **Professor Adriana Zaiț, PhD**)
- Project “SHADOWS: Tackling Undeclared Work in the European Union”, Marie Curie Individual Fellowship, MSCA, H2020-EU.1.3.2, grant ID: 746358, (budget 200 000 Euro, implementation period: 2017-2019, project director **Associate Professor Alexandra Ioana HORODNIC, PhD habil.**)



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- Project “The asymmetry between formal and informal institutions: a possible explanation of the informal economy in Romania”, funded by UAIC to support young researchers (project value 5 000 Euro, period: 2015-2016, project director **Associate Professor Alexandra Ioana HORODNIC, PhD habil.**)
- 2016 - 2019 “Managerial and informational instruments for boosting research in universities” Inform (RO-MD), PN-III-P3-3.1-PM-RO-MD-2016-0224, international project (bilateral). Project value 67.000 Ron (project manager **Professor Adriana Zaiț, PhD**)

Performance indicator *A.1.3.2. The percentage of doctoral students active at the time of the evaluation, who receive, for at least six months, 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 at least 20%.

The indicator is met, the ratio of PhD students enrolled in the field of MARKETING within the Doctoral School of Economics and Business Administration who benefit, for a period of at least six months, from sources of funding other than government funding, through scholarships granted by natural or legal persons, or are financially supported by research or institutional development/ human resources grants, is above the lower limit of 20% provided by the ARACIS standards, as follows:

- At the time of the evaluation of the MARKETING doctoral studies field, **36.36%** of the total PhD students undergoing their doctoral training in this field (**8** out of a total of **22** PhD students) benefit (or benefited) from a monthly scholarship, equivalent to the MEN scholarship, for the entire period of their doctoral training (3 years), paid from the funds of IOSUD – “Alexandru Ioan Cuza” University of Iași, as can be seen from the table of the doctoral students undergoing their doctoral training:

PhD students undergoing their doctoral training (in the field of MARKETING)

Year of study	UAIC Scholarship	MEN Scholarship	Buget	Tuition Fee	Currency account	Total
1(2020)	2	1	0	1	2	6
2(2019)	2	1			3	6
3(2018)	3	1	1	2		7
4(2017)	1				1	2
5(2016)						0
Extension/ Grace period (2015-2016)			1			1
TOTAL	8	3	2	3	6	22



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PhD students undergoing their doctoral training who benefit (or benefitted) from a monthly scholarship, equivalent to the MEN scholarship, paid from the funds of IOSUD – “Alexandru Ioan Cuza” University of Iași:

2017-2018: **Phd student Alexandra Giuliana ANDRONIC**

2018-2019: PhD student Eliza –Iuliana BOGDAN married HOPȘA

Phd student Alina Alexandra GOROVEI

Phd student Andrei UNGUREANU

2019-2020: PhD student Răzvan-Ionuț DRUGĂ

PhD student Sorina –Elena SCORUȘ

2020-2021: PhD student Alexandra – Raluca JELEA

PhD student Camelia COJAN

Moreover, **7** PhD students in the field of MARKETING (3 of the UAIC scholarship beneficiaries from the previous list and other 4 PhD students) benefit from financial support (doctoral scholarships for 12 months, conferences, papers, national and international internships, etc.) as part of doctoral scholarship projects financed through the Sectoral Operational Program “Human Resources Development” 2007 2013, as follows:

- PhD student Alexandra Giuliana ANDRONIC, **PhD student Andrei UNGUREANU**, **PhD student Ancuța Mihaela ZETIU**, **PhD student Vasile NIȚĂ**, **PhD student Mircea-Alexandru ROȘU** – Project POCU/380/6/13/123623 - *Doctoranzi și cercetători postdoctorat pregătiți pentru piața muncii! [PhD students and postdoctoral researchers ready for the labor market!];*
- PhD student Alina Alexandra GOROVEI and **PhD student Alexandra HUȚANU** – project POCU/380/6/13/125015 - *Dezvoltarea abilităților antreprenoriale pentru doctoranzi și postdoctoranzi în domeniul științelor economice [Developing entrepreneurial skills in PhD students and postdoctoral researchers in the field of economic sciences].*

Thus, **12** PhD students enrolled in the field of MARKETING within the Doctoral School of Economics and Business Administration (**8** PhD students who benefit from scholarship paid from the funds of the IOSUD - UAIC and **4** PhD students financially supported through the projects POCU/380/6/13/123623 and POCU/380/6/13/125015) benefit, for a period of at least six months, from sources of funding other than government funding, through scholarships granted by natural or legal persons, or are financially supported by research or institutional development/human resources grants, which represents a share of 54.5% of the total number of PhD students in this field (**22**), above the lower limit of 20% provided by standards.

*Performance indicator *A.1.3.3. 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*



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professional training expenses of doctoral students (attending conferences, summer schools, training, programs abroad, publication of specialty papers or other specific forms of dissemination etc.).

The Doctoral School of Economics and Business Administration has demonstrated, throughout time, a constant concern for the training of all doctoral students, including those enrolled in doctoral studies in the field of MARKETING, by involving or financially supporting their participation in various activities (conferences, workshops, research internships, etc.).

A case in point is the participation of the PhD students in the field of MARKETING in the courses on doctoral research sustainability and project management carried out within the project Jean Monnet Module “Sustainable education *through European Studies for Young Researchers*” (SESYR), grant 2017-1893/001-001 (<http://sesyr.feaa.uaic.ro/SitePages/Welcome.aspx>).

At the same time, the PhD students participated in some of the activities organized as part of the following projects financed by the Institutional Development Fund:

- project: *Calitate în educație prin responsabilitate socială și etică în Universitatea “Alexandru Ioan Cuza” din Iași (UAIC) [Quality in education through social and ethical responsibility at the “Alexandru Ioan Cuza” University of Iași (UAIC)] – ReSoNor-Etic-UAIC, code CNFIS-FDI-2018-0180;*
- project: *Dezvoltarea și sprijinirea spiritului antreprenorial în rândul studenților și absolvenților Universității “Alexandru Ioan Cuza” din Iași (UAIC) [Developing and supporting the entrepreneurial spirit among the students and graduates of the “Alexandru Ioan Cuza” University of Iași (UAIC)] – code CNFIS-FDI-2018-0048.*

At the same time, it should be emphasized that the Doctoral School of Economics and Business Administration applies the BECA-UAIC Decision no. D2 of 07.06.2018, through which each doctoral student within IOSUD – “Alexandru Ioan Cuza” University of Iași has the right to benefit, annually, from an amount of 3,000 RON for participation in prestigious scientific conferences in their field of specialization ([Annex 15](#)).

To verify this criterion, detailed evidence of such expenses is required at the level of each doctoral school, field of doctoral studies and doctoral student. Prior to 2018, IOSUD-UAIC, the faculties within the “Alexandru Ioan Cuza” University of Iași and the Financial-Accounting Department would carry out this management only at IOSUD and faculty level; thus, we based our estimates on the information received from the person in charge of the SDEAA budget management – Iulian CLAIN, Chief Administrator of the Faculty of Economics and Business Administration (asf@uaic.ro) (according to SDEAA Regulation). Starting with 2018, the budgets related to SDEAA were extracted separately.

Thus, the revenue related to each academic year was estimated taking into account the number of doctoral students (enrolled starting with the academic year 2016-2017) who occupy budgeted seats and the amount of a doctoral grant (about 23,000 RON, given the differences recorded over time from one academic year to another, as well as those existing between the two



categories of doctoral fields managed by SDEAA), but also the tuition fees paid by doctoral students.

Statement of revenue:**2016-2017**

- total revenue from doctoral grants (82 PhD students) – 1,414,500 RON
- total revenue from tuition fees (22 PhD students) – 92,400 RON

2017-2018

- total revenue from doctoral grants (82 PhD students) – 1,886,000 RON
- total revenue from tuition fees (22 PhD students) – 108,000 RON

2018-2019

- total revenue from doctoral grants (82 PhD students) – 1,414,500 RON
- total revenue from tuition fees (22 PhD students) – 92,400 RON

2019-2020

- total revenue from doctoral grants (88 PhD students) – 1,602,400 RON
- total revenue from tuition fees (21 PhD students) – 126,000 RON

2020-2021

- total revenue from doctoral grants (74 PhD students) – 1,090,050 RON
- total revenue from tuition fees (37 PhD students) – 149,850 RON

In order to estimate expenses, the following were considered: participation fees for various conferences or scientific events organized by SDEAA through the Faculty of Economics and Business Administration, or events where SDEAA had the quality of partner or co-organizer that the doctoral students did not have to pay. The expenses were incurred by FEAA from its own revenues, including sponsorships; to these were added travel expenses related to the participation of SDEAA PhD students in various scientific events.

Statement of expenses:

- PhD students participating in GEBA 2015 – 30;
- PhD students participating in GEBA 2016 – 33;
- PhD students participating in GEBA 2017 – 29;
- PhD students participating in GEBA 2019 – 24;
- PhD students participating in GEBA 2020 – 2;
- PhD students participating in the ASE 2018 Conference (PhD student Sebastian TOCAR; Phd student Mihaela STIR) – 2;

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- PhD students participating in the Creative Industries Conference (PhD student Mihaela STIR; PhD student Carmit Moshe ROZENTHAL; PhD student Ortal KANTOROVITZ) – 3;
- PhD students participating in ERMAS 2018 – 4;
- **total expenses related to participation fees: 118 x 100 EUR x 4.8 RON/ EUR = 56,640 RON;**
- travel expenses related to PhD students’ participation in scientific conferences (PhD student Daniela Băluțel – 3,550 RON, PhD student Otilia Oprea – 3,264 RON, PhD student Nicoleta Pintilie – 4,427 RON, PhD student Nicu Sprâncean – 6,985 RON) – 18,226 RON; PhD student Alexandra Raluca Jelea – 1,652 RON, PhD student Mihaela Murariu, (Pleșca) – 1,540 RON).
- Doctoral grants with non-reimbursable funds, which involved own financial resources in the form of co-financing from own revenues in an amount of:
 - Project title: “Dezvoltarea abilităților antreprenoriale pentru doctoranzi și postdoctoranzi în domeniul științelor economice [Development of entrepreneurial skills for doctoral and postdoctoral students in the field of economic sciences]”
 - Code SMIS 2014+: 125015
 - Own contribution (2%) 32,766.25 RON
 - Non-reimbursable financing 1,605,546.23 RON
 - Project title: “Identificarea și analiza așteptărilor angajatorilor și absolvenților Universității Alexandru Ioan Cuza din Iași (UAIC) privind accesul și integrarea pe piața muncii [Identification and analysis of the Alexandru Ioan Cuza University of Iași (UAIC) employers and graduates’ expectations regarding access and integration on the labor market]”
 - Code CNFIS-FDI-2017-0316
 - Own contribution 6,500 RON
 - Project value 137,000 RON
 - Project title: “Dezvoltarea și sprijinirea spiritului antreprenorial în rândul studenților și absolvenților Universității “Alexandru Ioan Cuza” din Iași (UAIC) [Developing and supporting the entrepreneurial spirit among the students and graduates of the “Alexandru Ioan Cuza” University of Iași (UAIC)]”
 - Code CNFIS-FDI-2018-0048
 - Own contribution 14,000 RON
 - Project value 156,000 RON
 - Project title: “Studenții UAIC de azi - antreprenori pentru un viitor sustenabil [UAIC students today – entrepreneurs for a sustainable future]”
 - Code CNFIS-FDI-2019-0252

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- Own contribution 25,790 RON
- Project value 250,790 RON
- Project title: “Antreprenoriat studentesc pentru o economie competitivă [Student entrepreneurship for a competitive economy]”
 - Code CNFIS-FDI-2020-0553
 - Own contribution 26,000 RON
 - Project value 196,000 RON

Total revenue from doctoral grants – 6,995,100 RON

Total expenses for Conferences and travel – 96,284 RON

Total co-financing expenses – 72,290 RON

- **Total expenses for Grants = 168,574 RON.**

Overhead expenses:

- Organization of the National Conference of the Doctoral Schools from the Universitaria Consortium, sections Economic Sciences and Public Administration, UAIC Iași, 27-30 June 2019

TOTAL ESTIMATE (60 PHD STUDENTS PARTICIPATING) 7730 RON

- Software for qualitative data processing ATLAS.ti Educational Single User License (PC + Mac),

pcs. 1 x 3002,37 = 3,002.37 RON

- Software for qualitative data processing NVivo 12 Plus

pcs. 1 x 3625,93 = 3,268.93 RON

- Microsoft Windows 10 Professional License pcs. 5 x 940 = 4,700 RON

Total Overhead Expenses 18,701.3 lei

The expenses incurred for conferences and other training activities for PhD students are added those occasioned by the conference organized in 2019 together with partners from Israel, namely, the Conference “Advances in social sciences research –multidisciplinary perspectives”, 23 May 2019, Holon, Israel. The conference was attended by 19 SDEAA PhD students (all years of study), the total value amounting to 9,500 RON (PhD students from Israel, enrolled at SDEAA).

We also add here the publication expenses in the Review of Economic and Business Studies (REBS, <http://rebs.feaa.uaic.ro/>), the SDEAA journal, as follows: 2020 – 5 PhD students, 2019 – 6 PhD students, 2018 – 5 PhD students, 2017 – 3 PhD students, 2016 – 3 PhD students. The total of publication expenses amounts to 11,000 RON.



Thus, the **total expenses amount to 207,775.3 RON**.

Consequently, **the percentage computed over the total evaluation period is 2.98%**. The percentage for the period 2015-2019 was 4.37%. Given that 2020 was affected by the pandemic (on the one hand, due to the drastic fall in physical travel, and, on the other, the significant cut in spending on online conferences, plus the organization of free access conferences), we can consider that the budget allocated was correct and will increase as soon as face-to-face activities are resumed.

The percentage established at the previous evaluation was 5%, and SDEAA was close to meeting this target, reaching 4.37%. Currently, despite the failure to reach the new percentage of 10%, established and communicated (retroactively) as an evaluation standard in 2020, there is an obvious concern shown by IOSUD-UAIC, FEAA and SDEAA to support, including financially, the training of PhD students through participation in conferences, summer schools, courses, internships abroad, publication of specialized articles or other specific forms of dissemination, etc., which is a prerequisite for meeting this requirement over the next period.

2.1.2. Research infrastructure (A.2.)

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

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 separately.

The venues and the material equipment available at the Doctoral School of Economics and Business Administration allow carrying out research activities in the field of MARKETING, in line with the mission and objectives undertaken. Thus, the headquarters of the Doctoral School of Economics and Business Administration is located in Building R of the “Alexandru Ioan Cuza” University of Iași, 14 Al. Lapusneanu Street. PhD students can use individual offices/ study rooms equipped with 10 Lenovo All-In-One desktop systems, laptops and multifunction printers. Equally, the same modern building accommodates the activities organized by SDEAA: courses, seminars, workshops, conferences, public defenses of doctoral theses, etc.; all rooms are equipped with the most modern facilities: *smartboards*, laptops, sound system, Internet connection, etc.

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In addition to the mini-library set up in the individual study room (R411) for the exclusive use of doctoral students, it should be noted that they also have access to the resources offered by the two libraries of the Faculty of Economics and Business Administration. Of these, the FEAA Library specializes in the field of Economics, but, given the variety of related subjects of study, it also holds publications in the fields of socio-politics, history, geography, as well as a collection of reference works (encyclopedias, dictionaries, monographs, legislation). The document collections consist of approximately 25,000 volumes (books and serial publications – Romanian and foreign), subscriptions to foreign and Romanian periodicals on traditional support, electronic documents and other specialized audio-visual materials; database subscriptions (InfoTrac-Custom Journals; Encyclopedias Britannica online and Universalis online). Logistics includes a network of 100 computers, 3 photocopiers, 3 printers, an e-mail server, video surveillance system, fire and security surveillance system, fingerprint access system, electronic anti-theft system for each volume. Internet browsing is provided by the University's network and it is free of charge, and the Server Department within FEAA is responsible for ensuring electronic security. The Database Department designed a publications processing library software, equipped with an online catalog and search engine.

The educational resources presented above are complemented by online databases that the SDEAA community has access to by subscription via ANELIS PLUS 2020 - *Acces National Electronic la Literatura Stiințifică pentru Susținerea Sistemului de Cercetare și Educație din România [National electronic access to scientific literature to support the educational and research system in Romania]*, project co-financed by the Regional Development European Fund through the Competitiveness Operational Program 2014-2020, which provides access to databases such as: *Science Direct Freedom Collection, Scopus, SciFinder (CAS), MathSciNet* etc., to which is added a significant number of other databases that can be accessed via the “Mihai Eminescu” Central University Library in Iași.

The doctoral coordinators in the field of MARKETING, as well as some of the doctoral students enrolled in this field of doctoral studies work in one of the two Research Centers in MARKETING within the “Alexandru Ioan Cuza” University of Iași:

CEMEX - Centrul de Cercetare de Excelență în Management și Marketing [Center of Excellence in Management and Marketing] (public on the platform Engage in the Romanian Research Infrastructures System - ERRIS: <https://eeris.eu/ERIF-2000-000Y-2723>)

IRKML - Interdisciplinary Research and Knowledge Management Laboratory (public on the platform Engage in the Romanian Research Infrastructures System - ERRIS: <https://eeris.eu/ERIF-2000-000Z-3085>).



2.1.3. Quality of Human Resource (A.3.)

2.1.3.1. Doctoral thesis advisors (A.3.1.)

Standard A.3.1. At the level of each doctoral field, there is qualified staff with the necessary expertise to carry out the 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, standards required and mandatory for obtaining the habilitation certification.

For the academic year 2020-2021, there are 7 doctoral thesis advisors affiliated to the Doctoral School of Economics and Business Administration (SDEAA), “Alexandru Ioan Cuza” University of Iași in the field of Marketing, who obtained this quality according to the law, as it follows:

3 retired doctoral thesis advisors, who keep this quality even after the age of 70, but, according to the IOSUD and SDEAA Regulations, they are not involved anymore in coordination activities of new PhD students, admission, teaching within SDEAA etc.

4 active doctoral supervisors who carry out the PhD thesis supervision of new doctoral students, admission, teaching within SDEAA, etc.

No.	Doctoral thesis advisor	Document certifying the quality of doctoral thesis advisor	Status
1.	Professor Emil MAXIM, PhD	OMECT 1805/20.08.2007 (Annex 8)	Retired*
2.	Professor Constantin SASU, PhD	OMECT 1805/20.08.2007 (Annex 8)	Retired*
3.	Professor Ștefan PRUTIANU, PhD	OMECT 1805/20.08.2007 (Annex 8)	Retired*
4.	Professor Adriana ZAIȚ, PhD	OMECT 1805/20.08.2007 (Annex 8)	Active

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5.	Professor Adriana MANOLICĂ, PhD habil.	OMEN 3437/22.03.2018 HS 16 /30.01.2020 (Annex 9a , Annex 9b)	Active
6.	Associate Professor Andreia Gabriela ANDREI, PhD habil.	OMEN 5522/14.11.2018 HS 22./13.12.2018 (Annex 9c , Annex 9d)	Active
7.	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	OMEN 4662/30.07.2019 HS 11./21.03.2020 (Annex 9e , Annex 9f)	Active

* Retired advisors do not carry out coordination activities related to the new PhD students, admission, teaching etc.

Please note that our colleague, Associate professor, Ph.D. Bogdan Anastasiei is currently in the process of acquiring his habilitation certificate, and he meets the minimum CNATDCU standards.

All 4 active doctoral thesis advisors meet (100%) the minimum CNATDCU standards in force at the time of this evaluation report, necessary and mandatory to obtain the certificate of qualification in the field of MARKETING. They represent 57.14% of the total of 7 doctoral thesis advisors in the field of Marketing affiliated to SDEAA

The scores obtained by each of the 4 active thesis advisors in the field of Marketing are:

No.	Doctoral thesis advisor	CNATDCU minimum standards met	Publications score (P)	Citations score (C)	Total score (S)
1.	Professor Adriana ZAIȚ, PhD (Annex 10a)	YES	14.2324	10	24.2324
2.	Professor Adriana MANOLICĂ, PhD habil. (Annex 10b)	YES	8.748	9	17.03
3.	Associate Professor Andreia Gabriela ANDREI, PhD habil. (Annex 10c)	YES	24.16	9	33.16
4.	Associate Professor Ioana Alexandra HORODNIC, PhD habil. (Annex 10d)	YES	49.252	10	59.252



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Performance indicator *A.3.1.2. At least 50% of all doctoral advisors in the doctoral field under assessment have a full-time employment contract for an indefinite period with the IOSUD.

4 doctoral advisors in the field of Marketing (57,14%) are tenured in the Department of Management, Marketing and Business Administration within the Faculty of Economics and Business Administration, “Alexandru Ioan Cuza” University of Iași. The other 3 doctoral advisors are retired, currently associate faculty and former tenured faculty at the same institution.

No.	Doctoral thesis advisors	Status	Higher education establishment providing tenure (if applicable)
1.	Professor Emil MAXIM, PhD	Retired*	Associate faculty (retired) (Annex 13)
2.	Professor Ștefan PRUTIANU, PhD	Retired*	Associate faculty (retired) (Annex 13)
3.	Professor Constantin SASU, PhD	Retired*	Associate faculty (retired) (Annex 13)
4.	Professor Adriana ZAIȚ, PhD	Active	Tenure – IOSUD “Alexandru Ioan Cuza” University of Iași (Annex 13)
5.	Professor Adriana MANOLICĂ, PhD habil.	Active	Tenure – IOSUD “Alexandru Ioan Cuza” University of Iași (Annex 13)
6.	Associate Professor Andreia Gabriela ANDREI, PhD habil.	Active	Tenure – IOSUD “Alexandru Ioan Cuza” University of Iași (Annex 13)
7.	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	Active	Tenure – IOSUD “Alexandru Ioan Cuza” University of Iași (Annex 13)

* Retired advisors do not carry out coordination activities related to the new PhD students, admission, teaching etc.

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 associate professors/ CS II, with proven 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.

The teaching activities pertaining to the subjects included in the curriculum are carried out by faculty or researchers experienced in the area of study; most of them are professors or associate professors or they are certified doctoral thesis advisors.

It should also be mentioned that in the teaching of compulsory and optional subjects in the curriculum are also involved PhD supervisors in the field of MARKETING, as follows:

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- Professor Adriana ZAIȚ, PhD – *Qualitative research methods; Doctoral Research in the Field of Management and Marketing – Qualitative pathway*
- Professor Adriana MANOLICĂ, PhD habil. – *Doctoral Research in the Field of Management and Marketing – Qualitative pathway*
- Associate Professor Andreia Gabriela ANDREI, PhD habil. - *Doctoral Research in the Field of Management and Marketing – Quantitative pathway*
- Associate Professor Ioana Alexandra HORODNIC, PhD habil. - *Doctoral Research in the Field of Management and Marketing – Qualitative pathway*

The distribution of the teaching activities by subjects included in the curriculum for the academic year 2020-2021 is given in the table below:

No.	Subject	Subject coordinator	Academic or research titles	Doctoral advisor/ Certified
1.	<i>Epistemology</i>	Liviu-George MAHA	Professor	YES
2.	<i>Research Methodology</i>	Dumitru ZAIȚ	Professor	YES
3.	<i>Research and Analysis Methods for Quantitative Data</i>	Elena Carmen PINTILESCU	Professor	YES
		Vasile Dănuț JEMNA	Professor	YES
		Mircea ASANDULUI	Professor	YES
4.	<i>Research and Analysis Methods for Qualitative Data</i>	Adriana ZAIȚ	Professor	YES
		Claudia Iuliana STOIAN	Associate professor	NO
5.	<i>Ethics and Academic Integrity</i>	Daniela AGHEORGHIESEI	Professor	YES
		Marius Alin ANDRIEȘ	Professor	YES
6.	<i>Advanced Research in International Economics and Business</i>	Gabriela Carmen PASCARIU	Professor	YES
		Liviu-George MAHA	Professor	YES
7.	<i>Academic Writing I</i>	Ileana Oana MACARI	Associate professor	NO
8.	<i>Academic Writing II</i>	Liviu-George MAHA	Professor	YES
		Sebastian Bogdan CĂPRARU	Professor	YES
		Alexandru ȚUGUI	Professor	YES


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		Ioana Alexandra HORODNIC	Associate professor	YES
9.	<i>Doctoral Research in the Field of Management and Marketing – Quantitative pathway</i>	Andreia-Gabriela ANDREI Bogdan ANASTASIEI Tudor JIJIE	Associate professor Associate professor Lecturer	YES NO (habilitation in progress) NO
10.	<i>Doctoral Research in the Field of Management and Marketing – Qualitative pathway</i>	Ioana Alexandra HORODNIC Silviu Mihail TIȚĂ Adriana ZAIȚ Adriana MANOLICĂ	Associate professor Associate professor Professor Professor	YES NO YES YES
11.	<i>Advanced Research in Finance</i>	Mihaela ONOFREI Vasile COCRIȘ Ovidiu STOICA Marius Alin ANDRIEȘ Sebastian Bogdan CĂPRARU Sorin Gabriel ANTON	Professor Professor Professor Professor Professor	YES YES YES YES YES
12.	<i>Categorical Data Analysis</i>	Anca Laura ASANDULUI	Professor	YES
13.	<i>Society and Technology in Economy</i>	Alexandru ȚUGUI	Professor	YES
14.	<i>Doctoral Research Sustainability</i>	Adriana PRODAN Irina Teodora MANOLESCU Radu Sebastian TUNARU Christian Andre CORMIER Alexandru-Cristian MINEA Marcel-Cristian VOIA	Professor Associate professor Professor Expert Expert Expert	YES NO YES YES YES YES



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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, undergoing doctoral training, does not exceed 20%.

Within the Doctoral School of Economics and Business Administration, the share of doctoral thesis advisors in the field of MARKETING who simultaneously coordinate more than 8 doctoral students, but not more than 12, currently undergoing doctoral training (3 years, to which can be added the legally granted extension period) is **14.28%**, complying to the 20% threshold indicated by ARACIS

The distribution of PhD students enrolled in the field of doctoral studies MARKETING during the academic year 2020-2021, by doctoral advisor, is given in the table below:

No.	Doctoral advisor	PhD students	PhD students in extension	Total number of PhD students
1.	Professor Adriana ZAIȚ, PhD	8	0	8
2.	Professor Adriana MANOLICĂ, PhD habil.	1	0	1
3.	Associate Professor Andreia Gabriela ANDREI, PhD habil.	1	0	1
4.	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	2	0	2
5.	Professor Constantin SASU, PhD	7	2	9
6.	Professor Emil MAXIM, PhD	0	1	1
7.	Professor Ștefan PRUTIANU, PhD	0	0	0
TOTAL		19	3	22

2.1.3.2. Research Visibility (A.3.2.)

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

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 impact factor journals, or other achievements of relevant significance for that domain,



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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 defense 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.

Within the Doctoral School of Economics and Business Administration, the share of doctoral advisors in the field of MARKETING who have at least 5 publications indexed Web of Science or ERIH in journals with impact factor or other relevant achievements in the field, contributions at international level that reveal progress in scientific research-development-innovation for the evaluated field is 100%.

All 4 doctoral supervisors (100%) who are active in the field of MARKETING at SDEAA (57.14% of the total of 7 = 4 active + 3 retirees who are no longer carrying out activities related to the new PhD students, admission, teaching at SDEAA etc.) have published at least 5 articles in indexed journals Web of Science with Impact Factor > 0, as follows:

No.	Doctoral advisor	Web of Science Articles with IF	Web of Science Articles
1.	Professor Adriana ZAIT, PhD	6	26
2.	Professor Adriana MANOLICĂ, PhD habil.	10	28
3.	Associate Professor Andreia Gabriela ANDREI, PhD habil.	15	34
4.	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	13	36

Doctoral advisors in the field of MARKETING have acquired international visibility over the past five years, consisting of:

- Membership in boards of international associations - i.e. member of the board of the international research network ERECO-PGV - <https://www.ereco.eu/a-propos-de-ereco-pgv/> (Professor Adriana Zait, PhD)

- Special guest within the groups of experts carried out abroad: - i.e. member of the jury of the international competition 3MT Coimbra Group (2019 and 2020 editions); moderator YEBO World



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Cafe on Interdisciplinarity, YEBO Conference on Internationalization of the PhD, South Africa, 2017-2020 (Professor Adriana Zaiț, PhD)

- Membership in scientific committees of international conferences – i.e.: **Professor Adriana ZAIȚ, PhD** – *International Conference PGV (ERECO-PGV)* –2016, 2017, 2018, 2019, 2020 editions, *International Conference CEEeGOV Budapest* 2018, 2019, 2020 editions (**Professor Adriana ZAIȚ, PhD**); *Strategica International Conference*– 2018, 2019, 2020 editions, Bucharest, Romania (**Associate Professor Andreia Gabriela ANDREI, PhD habil.**).

- Membership in scientific committees of international publications – i.e.: **Professor Adriana ZAIȚ, PhD** – editor *REBS – Review of Economics and Business Studies*, editorial board member *IBER Portugal (International Economics and Business Review)*, editorial board member *Studia Commercialia Bratislavensia (The Journal of University of Economics in Bratislava, Slovakia)*, editorial board member *ECOFORUM Journal*; **Associate Professor Andreia Gabriela ANDREI, PhD habil.** – editorial board member *Management Dynamics in Knowledge Economy (SCOPUS, ERIH+)*.

- Reviewer for top international publications indexed in WOS- e.g.: **Professor Adriana ZAIȚ, PhD** (reviewer for *Industrial Management and Data Systems - Q2* quartile, *Journal of Organizational Change Management*, *Kybernetes*, *Transforming Government: People, Process and Policy*, *Journal of Business and Industrial Marketing*), **Professor Adriana MANOLICĂ, PhD habil.** (reviewer for *Journal of Risk and Financial Management*, *Sustainability - Q2* quartile), **Associate Professor Andreia Gabriela ANDREI, PhD habil.** (reviewer for *Journal of Intellectual Capital – Q1* quartile, *Journal of Knowledge Management – Q1* quartile, *IEEE Access - Q1* quartile, *Journal of Management & Organization - Q2* quartile, *Journal of International Management - Q2* quartile, *International Marketing Review*), **Associate Professor Ioana Alexandra HORODNIC, PhD habil.** (reviewer for *International Journal of Sociology and Social Policy*, *International Journal of Social Economic*, *Employee Relations*, *International Journal of Entrepreneurial Behavior & Research*, *Journal of Business Economics and Management*, *Eastern European Economics*, *Journal of Economic Studies*, *International Journal of Manpower*, *Contemporary Economics*, *Economic Systems*, *International Journal of Tourism Research*, *International Small Business Journal: Researching Entrepreneurship*, *International Sociology*, *Journal of Economic Behavior & Organization*, *Journal of Public Policy*, *Journal of Rural Studies*, *Plos One*, *Psychological Reports*, *Small Business Economics*, *Contemporary Social Science: Journal of the Academy of Social Sciences*, *Economic Analysis and Policy*, *Hacienda Publica Espanola*, *Hospitality & Society*, *International Journal of Contemporary Hospitality Management*, *Journal of Business Ethics*, *Journal of Contemporary European Studies*, *Journal of Economic Surveys*, *Journal of Entrepreneurship in Emerging Economies*, *Journal of Tax Administration*, *Kybernetes*, *Local Economy*, *Pacific Economic Review*, *Post-Communist Economies*, *Research Evaluation*, *Social Science Quarterly*, *Southeast European and Black Sea Studies*, *Studies in Graduate and Postdoctoral Education*, *Sustainability*, *Sustainable Production and Consumption*, *The International Journal of Entrepreneurship and Innovation*)



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No.	Doctoral advisor	H index Web of Science	Citation records: Web of Science	H index Google Scholar	Citation records: Google Scholar
1.	Professor Adriana ZAIȚ, PhD	6	186	14	1178
2.	Professor Adriana MANOLICĂ, PhD habil.	4	51	8	259
3.	Associate Professor Andreea Gabriela ANDREI, PhD habil.	9	225	13	432
4.	Associate Professor Ioana Alexandra HORODNIC, PhD habil.	15	645	23	1742

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 CNATDCU minimum standards in force at the time of the evaluation, which are required and mandatory for acquiring their habilitation certificate, based on their scientific results within the past five years.

All 4 active doctoral advisors in the field of MARKETING within SDEAA (57.14% of the total of 7 advisors affiliated to SDEAA = 4 active + 3 retired) have been scientifically active over the past five years, obtaining, throughout this time, a score higher than the standards (on each criterion and overall) according to the CNATDCU minimum standards in force at the time of this evaluation, standards that are necessary and mandatory for obtaining the habilitation certificate in the field (see [Annex 10a](#), [Annex 10b](#), [Annex 10c](#), [Annex 10d](#))

All the doctoral advisors (100%) activating in the field of Marketing acquired over 100% of the score required by the minimum CNATDCU standards based on the scientific results obtained during the last five years, if we exclude retired doctoral advisors, who are no longer involved in the supervision and admission of new doctoral students, teaching activities, etc. (according to IOSUD and SDEAA Regulations), although they keep their title of PhD advisor even after reaching the age of 70.



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Score obtained for their research activity over the past 5 years

No.	Doctoral thesis advisor	Publications score (P)	Citations score (C)	Total score (S)
1.	Professor Adriana ZAIȚ, PhD (Annex 10a)	3.792	10	13.792
2.	Professor Adriana MANOLICĂ, PhD habil. (Annex 10b)	4,368	9	13.368
3.	Associate Professor Andreia Gabriela ANDREI PhD habil. (Annex 10c)	24.16	9	33.16
4.	Associate Professor Ioana Alexandra HORODNIC, PhD habil. (Annex 10d)	24.15	10	34.15

2.2. EDUCATIONAL EFFECTIVENESS (B)

2.2.1. Admission to doctoral school (B.1.)

2.2.1.1. Competition/Attractiveness in the admission contest (B.1.1.)

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

*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.*

The centralized situation of the candidates for admission to doctoral studies in the field of MARKETING, for the reported period, is presented in the following table:

Admission session	Total number of seats on contest	Number of candidates	Number of master program graduates from other national or foreign higher education institutions enrolled for the doctoral admission contest
September 2016	5	2	1

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September 2017	5	4	2
September 2018	11	7	1
September 2019	6	6	4
September 2020	6	6	3
TOTAL 2016-2020	33	25	11

The details regarding the doctoral admission competition (seats, candidates, scholarships) are presented in the following table:

Admission year	MEN scholarships	UAIC scholarships	Budget	TOTAL
2016-2017	0	1	0	1
2017-2018	1	1	0	2
2018-2019	1	3	1	5
2019-2020	1	2	0	3
2020-2021	1	2	0	3
TOTAL 2016-2020	4	9	1	14

The ratio between the number of candidates who have competed for admission to the doctoral studies in MARKETING during the last five years and who have completed master's studies at other higher education institutions in the country or abroad (11) in the total number of seats financed from the state budget in the field of MARKETING (14) over the last five years is **0.786** (above the minimum value of 0.2).

Also, the ratio between the number of candidates (25) and the number of seats financed from the state budget (14) over the last five years is **1.786** (above the minimum value of 1.2).

Moreover, it can be noted that the doctoral field MARKETING has proven to be extremely attractive for master's degree graduates from abroad: Germany, England, and Israel.

The detailed situation of the candidates graduating from master programs from other higher education institutions in the country or abroad who registered, during the last five years, in the contest for admission to doctoral studies in the field of MARKETING is presented in the following table:

No.	Admission session	Candidate	Higher education institution graduated
1.	September 2016	PUSAC married HÎNCU Ș. LILIANA	University “Ștefan cel Mare” Suceava
2.	September 2017	MOSHE ROZENTAL I. CARMIT	University of Derby – England, UK
3.	September 2017	KANTOROVITZ (FALKOVITCH) H. ORTAL	Academic College – Tel Aviv-Israel



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4.	September 2018	UNGUREANU I. ANDREI	Technical University “Gheorghe Asachi” Iași
5.	September 2019	DRUGĂ D. RĂZVAN - IONUȚ	University “Ovidius” din Constanța
6.	September 2019	ALONI ROZEN E. TAL	School of Business Administration— Rishon-Israel
7.	September 2019	MAZOR M. MILANA MAZAL	Clark University-Israel Branch
8.	September 2019	SAFFURI Y. RAMI	University of Haifa -Israel
9.	September 2020	EFRAT I. ALON	Bar-Ilan University- Israel
10.	September 2020	HANI A. ELI HAIM	Peres Academic Center-Israel
11.	September 2020	PITTERLE CLAUDIA	Hochschule fur Wirtschaft und Gesellschaft, Ludwigshafen-Germany

2.2.1.2. Academic, research and professional performance of PhD students (B.1.2.)

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

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

The admission contest to the doctoral study programs within the Doctoral School of Economics and Business Administration, including the MARKETING domain, takes into account criteria related to the academic, research and professional performance of the candidates, their interest in scientific research, publications in the field, etc. At the same time, candidates have to suggest a research topic and carry out a research project based on a unitary structure at the doctoral school level. The evaluation of the research project accounts for 50% of the average in the admission contest, the remaining 50% being allocated to the interview, a mandatory component of the admission process ([Annex 18e](#), [Annex 18f](#)).

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



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The expelling rate for the period 2016-2020 is 4%.

Out of 25 PhD students enrolled during 2016-2020, only one doctoral student was expelled.

Name of PhD student	Enrollment year	Expelling decision
PUSAC married HÎNCU Ș. LILIANA	2016	D2/06.02.2020

Therefore, the expelling rate, including renouncement/ dropping out of doctoral studies 3 or 4 years after admission, is 4% (significantly lower than the maximum threshold of 30% provided by ARACIS standards).

2.2.2. Doctoral programs content (B.2.)

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.

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 aimed to study research methodology and/or statistical data processing in-depth.

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 ([Annex 7a](#), [Annex 7b](#)):

- *Epistemology;*
- *Scientific research methodology;*
- *Research and Analysis Methods for Qualitative Data;*
- *Research and Analysis Methods for Quantitative Data;*
- *Ethics of scientific research;*
- *Academic Writing.*



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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 training program for doctoral students enrolled in the MARKETING doctoral domain includes a compulsory subject entitled ETHICS AND ACADEMIC INTEGRITY, which comprises 6 hours of course and 8 hours of seminar ([Annex 7a](#), [Annex 7b](#)). It ought to be mentioned that issues related to ethics in scientific research and intellectual property are also addressed when carrying out teaching activities in other subjects from the curriculum, such as *Epistemology, Scientific Research Methodology, Academic Writing I, Academic Writing II*, etc.

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.

IOSUD –“Alexandru Ioan Cuza” University of Iași has created mechanisms to ensure that the advanced university studies training program in MARKETING aims at “the learning outcomes”, specifying the competencies, skills and attitudes that PhD students should acquire after completing each subject or through research activities. For each subject of studies, the course coordinator draws up a subject outline that makes specific references to the knowledge, skills, competences, responsibility and autonomy acquired by doctoral students after graduating the course, as there are evaluation mechanisms at the doctoral school level both in terms of subject outline and doctoral students’ satisfaction ([Annex 5c](#)).

Performance indicator B.2.1.4. During doctoral training, PhD students in the domain receive counselling/ guidance from functional guidance commissions, which is reflected in written guidance and feedback or regular meetings.

Doctoral students enrolled in doctoral studies in MARKETING benefit from the advice and guidance of functional guidance commissions. Within SDEAA, four reports are considered for following the path of doctoral students: an initial report at the end of year I, two progress reports (intermediate I and intermediate II) during year II and a final report (at the end of year III). The progress reports have four distinct sections: one completed by the doctoral student, one completed by the doctoral advisor, one completed by the members of the guidance commission (each of the three members provides separate feedback) and an administrative one ([Annex 6a](#), [Annex 6b](#)).

Guidance commissions are made up of other doctoral advisors (Professor Constantin SASU, PhD, Professor Stefan Prutianu, PhD, Professor Adriana ZAIT, PhD, Professor Adriana MANOLICĂ, PhD habil., Associate Professor Andreia Gabriela ANDREI, PhD habil., Associate

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Professor Ioana Alexandra HORODNIC, PhD habil.) or professors with experience in the field of MARKETING (i.e. Associate Professor Bogdan ANASTASIEI, PhD, Associate Professor Alexandru MAXIM, PhD, Associate Professor Iuliana Claudia STOIAN, PhD, Associate Professor Oana ȚUGULEA, PhD, Associate Professor Nicoleta Dospinescu, PhD, Lecturer Patricea Elena BERTEA, PhD). Moreover, depending on the topic approached, the guidance commissions may include doctoral supervisors or professors with relevant experience in other fields, such as MANAGEMENT (i.e. Professor Adriana PRODAN, PhD, Associate Professor Mihai TĂLMACIU, PhD) etc.

PhD candidate	Guidance commission's members	Commission's activities
Alon Efrat	Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Associate Professor Ioana Alexandra Horodnic, PhD habil.	Initial, intermediary, progress and final reports
Aloni Rozen Tal	Professor Adriana Zait, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Associate Professor Ioana Alexandra Horodnic, PhD Habil. Lecturer Patricea Elena Berteau, PhD	Initial, intermediary, progress and final reports
Andronic F. Alexandra - Giuliana	Professor Constantin Sasu, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD Associate Professor Ioana Alexandra Horodnic, PhD habil.	Initial, intermediary, progress and final reports
Bogdan married Hopșa I. Eliza - Iuliana	Professor Constantin Sasu, PhD Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Cojan L. Camelia	Professor Adriana Zait, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Associate Professor Ioana Alexandra Horodnic, PhD habil. Lecturer Patricea Elena Berteau, PhD	Initial, intermediary, progress and final reports
Drugă D. Răzvan- Ionuț	Professor Adriana Zait, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Associate Professor Ioana Alexandra Horodnic, PhD habil. Associate Professor Alexandru Maxim, PhD	Initial, intermediary, progress and final reports
Eli Hani	Associate Professor Ioana Alexandra Horodnic, PhD habil. Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Andreia Gabriela Andrei, PhD habil.	Initial, intermediary, progress and final reports

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Gorovei E.A. Alina-Alexandra	Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Associate Professor Ioana Alexandra Horodnic, PhD habil.	Initial, intermediary, progress and final reports
Grigoraș C. Alexandru	Professor Constantin Sasu, PhD Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Kantorovitz (Falkovitz) H. Ortal	Professor Constantin Sasu, PhD Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Huțanu G. Alexandra	Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Lecturer Patricea Elena Berteau, PhD	Initial, intermediary, progress and final reports
Ilieș V. Iuliana	Associate Professor Andreia Gabriela Andrei, PhD habil. Professor Adriana Zait, PhD Associate Professor Ioana Alexandra Horodnic, PhD habil. Associate Professor Bogdan Anastasiei, PhD	Initial, intermediary, progress and final reports
Jelea I. Alexandra-Raluca	Professor Adriana Manolica, PhD Associate Professor Ioana Alexandra Horodnic, PhD habil. Associate Professor Alexandru Maxim, PhD Lecturer Patricea Elena Berteau, PhD	Initial, intermediary, progress and final reports
Mazor (Rhamin) Mazal	Professor Constantin Sasu, PhD Professor Adriana Prodan, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Moshe Rozental Carmit	Professor Adriana Zait, PhD Professor Adriana Prodan, PhD Associate Professor Andreia Gabriela Andrei, PhD habil. Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Nită V. Vasile	Professor Constantin Sasu, PhD Professor Stefan Prutianu, PhD Associate Professor Iuliana Claudia Stoian, PhD Associate Professor Nicoleta Dospinescu, PhD	Initial, intermediary, progress and final reports
Pitterle E. Claudia	Associate Professor Ioana Alexandra Horodnic, PhD habil. Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Andreia Gabriela Andrei, PhD habil.	Initial, intermediary, progress and final reports

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Roșu I.G. Mircea- Alexandru	Professor Adriana Zait, PhD Professor Constantin Sasu, PhD Professor Adriana Manolica, PhD Professor Stefan Prutianu, PhD	Initial, intermediary, progress and final reports
Saffuri Rami	Professor Constantin Sasu, PhD Professor Adriana Prodan, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Scoruș S.P. Sorina- Elena	Professor Constantin Sasu, PhD Associate Professor Bogdan Anastasiei, PhD Associate Professor Iuliana Claudia Stoian, PhD Associate Professor Talmaciu Mihai, PhD	Initial, intermediary, progress and final reports
Știr I. Mihaela	Professor Adriana Zait, PhD Associate Professor Iuliana Claudia Stoian, PhD Associate Professor Oana Tugulea, PhD Associate Professor Ioana Alexandra Horodnic, PhD habil.	Initial, intermediary, progress and final reports
Ungureanu I. Andrei	Professor Constantin Sasu, PhD. Professor Adriana Zait, PhD Professor Adriana Manolica, PhD Associate Professor Iuliana Claudia Stoian, PhD	Initial, intermediary, progress and final reports
Zetiu V. Ancuta - Mihaela	Professor Adriana Zait, PhD Professor Constantin Sasu, PhD Professor Adriana Manolica, PhD Associate Professor Andreia Andrei, PhD habil.	Initial, intermediary, progress and final reports

The functionality of these guidance commissions can be proven by the fact that some PhD candidates, who publicly defended their doctoral thesis in ECONOMICS or completed the doctoral training period in the evaluated period, published scientific articles or participated with presentations in various scientific events in collaboration with one of the members of the guidance commission, as follows (selection):

- Huțanu, A., Berteau, P.E. (2019) A Review of Eye Tracking in Elearning. ELearning & Software for Education, 1: 281-287. DOI: 10.12753/2066-026X-19-038
- Huțanu, A., Berteau, P.E. (2019) Search engine user behavior – A research proposal. In Bratianu, C., Zbucnea, A., Hrib, B., Vitelar, A., & Anghel, F., Strategica 2019 Proceedings. Upscaling Digital Transformation in Business and Economy, ISBN: 978-606-749-428-0 ISSN: 2392 – 702X
- Huțanu, A., Berteau, P.E. (2020) Do you still love Facebook? Understanding users' perceptions through a novel qualitative method. Journal of Emerging Trends in Marketing and Management, Volume I – No. 1, ISSN: 2537 – 5865



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- Huțanu, A., Berteza, P.E., Iftode, D., (2020) Generation Z Is Going to Work. What are its Expectations? in Conference Proceedings The Future of Education International Conference, ISBN 978-88-85813-87-8, ISSN 2384-9509, DOI: 10.26352/E618_2384-9509

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.

The ratio between the number of doctoral students enrolled in the evaluated period in doctoral studies in MARKETING and the total number of professors/ researchers who provide guidance is $1,714 : 1$, lower than the ratio of $3 : 1$ set by ARACIS standards. The calculation is performed considering the 24 PhD students in the MARKETING doctoral domain at the beginning of 2020-2021 academic year, and the 14 members of the guidance commissions, as follows:

- Professor Constantin Sasu, PhD
- Professor Ștefan Prutianu, PhD
- Professor Adriana Prodan, PhD
- Professor Adriana Zaiț, PhD
- Professor Adriana Manolică, PhD
- Associate Professor Andreia Gabriela Andrei, PhD habil.
- Associate Professor Ioana Alexandra Horodnic, PhD habil.
- Associate Professor Bogdan Anastasiei, PhD
- Associate Professor Alexandru Maxim, PhD
- Associate Professor Iuliana Claudia Stoian, PhD
- Associate Professor Oana Țugulea, PhD
- Associate Professor Nicoleta Dospinescu, PhD
- Associate Professor Talmaciu Mihai, PhD
- Lecturer Patricea Elena Berteza, PhD

2.2.3. The results of doctoral studies and procedures for their evaluation (B.3.)

2.2.3.1. PhD students' dissemination results (B.3.1.)

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

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 obtained the PhD title within the past 5 years. From this list, the members of the evaluation commission shall randomly select 5 such papers / relevant



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contributions per doctoral study domain for review. At least 3 selected papers must contain significant original contributions in the respective domain.

The indicator is met; each of the PhD students who obtained the title of Doctor in Marketing during the evaluated period has written at least one (1) article that brings a relevant contribution (Annex 30). The list of selected articles for doctoral students who obtained the scientific title of doctor in MARKETING during the last five years is given in the following table.

PhD student	Date of public defense	PhD Title (Order No.)	Scientific articles with significant original contribution
Irina I. Ioana	9.12.2016	4384/18.07.2017	Irina, I. & Zaiț, A. (2016) Corporate Reputation, satisfaction and loyalty – analysis of possible causal relationships, <i>Romanian Journal of Marketing</i> , 2, 47-56, Editura Rosetti International, București.
Abălăesei M. Mihaela	7.02.2017	4384/18.07.2017	Abălăesei, M., (2014) Electronic word of mouth: How much do we know? <i>Journal of Network Intelligence Studies</i> , 2(2), pp. 135-142. Abălăesei, M. & Sandu, R. (2015) Electronic word of mouth: factors that influence purchase intention. <i>Intercultural Communication for Future Education</i> , pp. 61-67.
Sandu D. Raluca-Mihaela	12.07.2017	5298/5.10.2017	Sandu, R.-M., Abălăesei, M., (2016). Determinants of Romanian Consumers' GreenPurchase Intention- A Psychographic Perspective, <i>Analele Științifice ale Universității „Constantin Brâncuși“ Târgu-Jiu</i> , Seria Economie, Issue 1, p. 99-109166. Sandu, R.-M. (2015). Psychographic Factors Influencing Green Purchase Intention, <i>The Academic Journal of</i>



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			<i>Research in Economics and Management</i> , vol.3, nr.2, p. 64-71
Cara V. Corina	20.07.2018	5474/14.11.2018	Cara C., Tocila T. & Zait A. (2015), Exploring PhD students' concerns regarding doctoral programs in economics and business administration, <i>Review of Economics and Business Studies</i> 8(1),33-43, DOI 10.1515/rebs-2016-0014 Cara, C., & Tocila, T. (2016). Endorsements' effects of one branded service on attitude, purchase intention and intention of recommendation towards the service category. <i>Annals of the Alexandru Ioan Cuza University-Economics</i> , 62(s1), 65-73. Cara, C., & Dumitrașciuc, L. F. (2021). GDPR consent pop-ups. How are we thinking about them? An Elaboration Likelihood perspective. <i>Journal of International Business and Management</i> , 4(1), 01-10, https://doi.org/10.37227/jibm-2020-03-14
Tocilă G. Tudor	20.07.2018	5474/14.11.2018	Tocila, T., & Cara, C. (2016). The relation between the effects of testimonials' sources and the cognitive, affective and behavioural changes. <i>International Journal of Business and Economic Sciences Applied Research (IJBESAR)</i> , 9(2), 59-64.96. Tocilă, T. (2015). Oportunități și amenințări pe piața aplicațiilor mobile din domeniul serviciilor. ASE, ISBN 978-606-505-3400-97-1 Tocilă, T. (2015). The Effects of Endorsement Sources towards Perceived Credibility. <i>International Conference of Development and Economy, Proceedings of International Conference of</i>



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			Development and Economy, Kalamata, Greece, 2 - 4 October 2015
Podovei căș. Clipa I. Anca - Maria	20.07.2018	5474/14.11.2018	Clipa, A. M. , Clipa, C. I., Danileț, M., & Andrei, A. G. (2019). Enhancing sustainable employment relationships: An empirical investigation of the influence of trust in employer and subjective value in employment contract negotiations. <i>Sustainability</i> , 11(18), 4995. https://www.mdpi.com/2071- 1050/11/18/4995 Clipa, C., Danilet, M., Clipa, A. (2017). Country of origin effect and perception of Romanian consumers, <i>Ecoforum Journal</i> 6 (3)
Berea A. Cristinel - Gabriel	28.09.2018	5745/28.12.2018	Berea, C. , 2016. Neuro-linguistic programming principles in negotiation. <i>Ovidius University Annals. Economic, Sciences Series</i> , pp. 279-283
Juravle căș. Gavra V. Ariadna - Ioana	28.09.2018	5745/28.12.2018	Juravle (Gavra), A.I. (2017). Analysis of the dimensions of the destination image of Bukovina's touristic village. The European Proceedings of Social & Behavioural Sciences EpSBS, XXVII, 297-313. Juravle, A.I.G. , Sasu, C.& Spătaru, G.C.P. (2016), Religious Marketing. <i>SEA-Practical Application of Science</i> , 2(11), 335-340.
Elbaz M. Shimon	27.10.2018	5745/28.12.2018	Elbaz, S. , & Zaiț, A. (2018). Effect of Monetary Incentives on the Demand for Electricity of Domestic Consumers—Case of Israel. <i>Review of Economic and Business Studies</i> , 11(1), 131-162.
Goziker A. Oksana	27.10.2018	5745/28.12.2018	Shahrabani S., Goziker O. , Teitler- Regev S. (2015). Perceptions and future intentions to stay in the hotel industry: the case of front desk employees in Israel, <i>African Journal</i>



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			<i>of Hospitality, Tourism and Leisure</i> 4 (1) 2223-2238, http://: www.ajhtl.com
Androniciuc N. Andra - Ioana	29.03.2019	4517/22.07.2019	Androniciuc, A. (2016). Using Social Media in Political Campaigns. Evidence from Romania. SEA – Practical Application of Science, Volume IV, Issue 1(10)/2016.
Ungureanu cas. Ichim I. Daniela	29.03.2019	4517/22.07.2019	Sasu C., & Ichim D. (2016). Online Acquisitions In B2b Model. SEA- Practical Application of Science, (12), 451-457
Spataru căs. Pravăț C. Geanina - Cnstanța	27.09.2019	5644/30.12.2019	Spătaru (Pravăț) G., Sasu C. & Juravle (Gavra) A. (2015), Occupational Safety and Health – Vector of Corporate Social Responsibility in Romanian Companies, <i>Management Intercultural</i> , XVII, 34: 383-390.
Știr I. Mihaela	04.12.2020	3461/08.03.2021	Știr M. , & Zaiț A. (2019) Potential Impact of Virtual Touching on Endowment and Feelings of Ownership. A Literature Review of Concepts and Scales, <i>Review of Economic and Business Studies</i> 12 (2), 145-162 Știr, M. (2018), Product Quality Evaluation in Physical Stores versus Online stores, <i>Expert Journal of Marketing</i> , 6(1), pp.7-13.

*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.*

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The indicator is met, each of the doctoral students who completed their studies during the evaluated period delivered at least one presentation at prestigious international events. Among scientific events attended by doctoral students enrolled in the Doctoral School of Economics and Business Administration in the field of **MARKETING**, who have completed their doctoral studies over the last five years, there are:

PhD student	Date of public defense	PhD Title (Order No.)	Presentations delivered at prestigious international events
Irina I. Ioana	9.12.2016	4384/18.07.2017	Corporate Reputation for Romanian Organic Market – at International Conference “HSS Today. Classical and Contemporary Issues” , 7-11 May 2015, Iasi, Romania Elements of Novelty in Corporate Reputation Research, Global Economy Under Crisis – at International Conference GLOBAL ECONOMY UNDER CRISIS 4-5 December, 2014
Abălașei M. Mihaela	7.02.2017	4384/18.07.2017	Factors influencing the adoption of electronic word of mouth – at International Conference “Intercultural Communication and the Future of Education” , 28-29 Nov, 2015, Bucharest
Sandu D. Raluca-Mihaela	12.07.2017	5298/5.10.2017	Psychographic Factors Influencing Green Purchase Intention - at International Conference on Economics, Management and Social Sciences (ICEMSS), Barcelona, Spain, 2016
Cara V. Corina	20.07.2018	5474/14.11.2018	The relationships between motivations to recommend service brands and antecedents of recommendations - at International Conference of Development and Economy, 2016, Salonic, Grecia.



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			<p>Social Networking Sites Usage in Romania – at International Conference of Balkan Institute, 2.12.2016, Hankuk University of Foreign Studies, Seul, Coreea de Sud,</p> <p>GDPR CONSENT POP-UPS. How are we thinking about them? An Elaboration Likelihood Perspective –at International Research Conference IRCETMS 2020, London, UK, 29-30 /06 /2020</p>
Tocilă G. Tudor	20.07.2018	5474/14.11.2018	<p>The relationships between motivations to recommend service brands and antecedents of recommendations - at International Conference of Development and Economy,.2016, Salonic, Greece.</p> <p>The Effects of Endorsement Sources towards Perceived Credibility. International Conference of Development and Economy, at International Conference of Development and Economy, Kalamata, Greece, 2 - 4 October 2015,</p>
Podovei căș. Clipa I. Anca - Maria	20.07.2018	5474/14.11.2018	<p>Exploring Employer Brand For The IT Industry: A Qualitative Approach. - at Entrepreneurship and Family Enterprise Research International Conference, 2017</p>
Berea A. Cristinel - Gabriel	28.09.2018	5745/28.12.2018	<p>Neuro-Linguistic Programming Principles in Negotiations- at International Conference Present Issues of Global Economy, 2-4 June 2016</p>
Juravle căș. Gavra V.	28.09.2018	5745/28.12.2018	<p>The evolution of the tourism in Suceava County during the economic crisis - at International Conference of</p>



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Ariadna - Ioana			Development and Economy Kalamata, Greece, 2 - 4 Oct. 2015.
Elbaz M. Shimon	27.10.2018	5745/28.12.2018	Factors Decreasing Household Electricity Demand–A Qualitative Approach – at SEA-Practical Application of Science, 2018
Goziker A. Oksana	27.10.2018	5745/28.12.2018	Epidemic and terror and their impact on tourism - at International Conference Tourism in times of change: Knowledge and practices paving the way for the future 16-19 May, University of Aveiro, Portugal.
Andronicu c N. Andra - Ioana	29.03.2019	4517/22.07.2019	Social Networks and Political Campaigns. A Case from Romania. ICEA 2017 Conference
Ungureanu cas. Ichim I. Daniela	29.03.2019	4517/22.07.2019	Online Procurement in SME's, The Sea 12 Cross-Cultural Knowledge Exchange interactions between law - at Education, Tourism & Culture, 8-9 iulie 2017, Constanta
Spataru căs. Pravăț C. Geanina - Cnstanța	27.09.2019	5644/30.12.2019	The evolution of the tourism in Suceava County during the economic crisis, - at International Conference of Development and Economy, Kalamata, Greece, 2 - 4 October 2015
Știr I. Mihaela	04.12.2020	3461/08.03.2021	Creative online marketing – potential impact of virtual touching on feelings of ownership - at International Conference Creative Industries in Post-humanism, 16-17 Nov 2018

2.2.3.2. External scientific specialists (B.3.2.)



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

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.

Between 2016-2020, within the Doctoral School of Economics and Business Administration, **14** doctoral students enrolled in the field of MARKETING completed and publicly defended their doctoral thesis.

For each of the doctoral advisors assigned to this field, the number of doctoral theses allocated to a certain scientific specialist from a higher education institution, other than “Alexandru Ioan Cuza” University of Iași, was maximum two (2) in a year for the doctoral theses coordinated by a PhD advisor. ([Annex 14](#))

PhD students coordinated by Professor Ștefan PRUTIANU, PhD (2 doctoral theses)

No.	Scientific specialist	Home institution	2016	2017	2018	2019	2020
1.	Professor Ioan Plăiaș, PhD	Babeș-Bolyai University, Cluj			2		
2.	Professor Ciprian Marcel Pop, PhD	Babeș-Bolyai University, Cluj			2		

PhD students coordinated by Professor Constantin SASU, PhD (7 doctoral theses)

No.	Scientific specialist	Home institution	2016	2017	2018	2019	2020
1.	Professor Zaharia Răzvan, PhD	Bucharest University of Economic Studies		2			
2.	Professor Ionel Dumitru, PhD	Bucharest University of Economic Studies				1	
3.	Associate Professor Ovidiu-Aurel Ghiuță, PhD	“Ștefan cel Mare” University, Suceava				1	
4.	Associate Professor Florin-Alexandru Luca, PhD habil.	“Gheorghe Asachi” Technical University of Iași		2	1		
5.	Professor Ioan Plăiaș, PhD	Babeș-Bolyai University, Cluj			1	1	



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6.	Professor Ciprian Marcel Pop, PhD	Babeș-Bolyai University, Cluj			1	1	
7.	Associate Professor Dajiba Dan Cristian, PhD habil.	Babeș-Bolyai University, Cluj			1		

PhD students coordinated by Professor Adriana ZAIȚ, PhD (5 doctoral theses)

No.	Scientific specialist	Home institution	2016	2017	2018	2019	2020
1.	Professor Daniel Șerbănică, PhD	Bucharest University of Economic Studies	1				
2.	Professor Răzvan Zaharia, PhD	Bucharest University of Economic Studies			1		1
3.	Professor Mihai-Ioan Roșca, PhD	Bucharest University of Economic Studies					1
4.	Professor Teodor Păduraru, PhD	Romanian Academy, Iași Branch	1				
5.	Professor Ioan Plăiaș, PhD	Babeș-Bolyai University, Cluj			2		
6.	Professor Ciprian Marcel Pop, PhD	Babeș-Bolyai University, Cluj			2		
7.	Associate Professor Dan Cristian Dajiba, PhD habil.	Babeș-Bolyai University, Cluj			1		

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 defense 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.*

For the MARKETING doctoral field, a total number of 10 scientific references from other higher education institutions participated in the public defense commissions of the 14 doctoral students who defended their doctoral thesis during the period 2016-2020, resulting in an average of 2.8 theses per external specialist, and an average value of 0.2 for the ratio between the number

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of doctoral theses allocated on average per scientific specialist from another higher education institution and the number of doctoral theses publicly defended over the last 5 years.

The centralizing situation of the participation of scientific specialists from other higher education institutions in the commissions for public defense of doctoral papers elaborated by PhD students of the Doctoral School of Economics and Business Administration enrolled in the field of MARKETING (Annex 14) is given in the table below:

We notice that the ratio between the number of theses allocated to a specialist and the total number of doctoral theses elaborated in the field of Marketing and publicly defended at UAIC during the last 5 years ranges between 0.071 and 0.285 (below the threshold of 0.3), for 8 out of 10 specialists. However, there are 2 scientific specialists who participated in several committees in 2018. SDEAA took notice of the fact and acted in order to remedy this issue in the sense of diversifying the references, as can be seen from the summary below:

No.	Scientific specialist	Home institution	Committees					Ratio
			2016	2017	2018	2019	2020	
1.	Professor Daniel Șerbănică, PhD	Bucharest University of Economic Studies	1	-	-	-	-	0.071
2.	Professor Răzvan Zaharia, PhD	Bucharest University of Economic Studies	-	2	1	-	1	0.285
3.	Professor Mihai-Ioan Roșca, PhD	Bucharest University of Economic Studies	-	-	-	-	1	0.071
4.	Professor Ionel Dumitru, PhD	Bucharest University of Economic Studies	-	-	-	1	-	0.071
5.	Associate Professor Ovidiu-Aurel Ghiuță, PhD	“Ștefan cel Mare” University, Suceava	-	-	-	1	-	0.071
6.	Professor Teodor Păduraru, PhD	Romanian Academy, Iași Branch	1					0.071
7.	Associate Professor Florin-Alexandru Luca, PhD habil.	“Gheorghe Asachi” Technical University of Iași	-	2	1	-	-	0.214
8.	Professor Ioan Plăiaș, PhD	Babeș-Bolyai University, Cluj	-	-	5	1	-	0.428



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9.	Professor Ciprian Marcel Pop, PhD	Babeș-Bolyai University, Cluj	-	-	5	1	-	0.428
10.	Associate Professor Dan Cristian Dajiba, PhD	Babeș-Bolyai University, Cluj	-	-	2	-	-	0.142

2.3. QUALITY MANAGEMENT (C)

2.3.1. The Internal Quality Assurance System (C.1.)

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.

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.*

At the IOSUD level, [Procedura operațională privind evaluarea și monitorizarea internă a școlilor doctorale din cadrul Universității „Alexandru Ioan Cuza” din Iași.](#) (The Operational Procedure regarding the evaluation and internal monitoring of the doctoral schools within the “Alexandru Ioan Cuza” University of Iași) was approved. It establishes the procedure of internal evaluation of the doctoral schools and of the domains of doctoral studies in order to accredit and periodically evaluate them according to Metodologia de evaluare a studiilor universitare de doctorat (The Methodology of Evaluation of Doctoral University Studies) elaborated in



accordance with the legislation in force. The application of the procedure is materialized in the form of periodic reports made at the level of the Doctoral School.

[Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat](#) (The Institutional Regulation for the Organization and Functioning of Doctoral University Studies) establishes internal quality assurance policies that apply to all doctoral schools at UAIC.

At the level of the Doctoral School of Economics and Business Administration, the permanent evaluation of the activity is regulated by Regulamentul de funcționare al școlii doctorale (The Regulation of Operation of the Doctoral School) and represents one of the objectives in Planul strategic al Facultății de Economie și Administrarea Afacerilor (The Strategic Plan of the Faculty of Economics and Business Administration).

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.

At the level of the Doctoral School of Economics and Business Administration, the *Questionnaire for Assessing the Quality of Doctoral Studies* is administered annually. The conclusions drawn from this mechanism for collecting feedback from doctoral students are mentioned in the report devised by the internal commission for evaluating the activity of the doctoral school:

- The doctoral students from the Doctoral School of Economics and Business Administration deem the activity of the doctoral school as very good, being satisfied with the collaboration with the doctoral advisors and the members of the guidance commission, as well as with the administrative staff.
- The frequency of meetings with the doctoral advisor is about 2 meetings per week and when necessary.
- The doctoral students have presented some suggestions for the continuous improvement of the academic and administrative activity, among which we mention: the organization of optional courses, the extension of the existing book fund, the opening of a dialogue with other doctoral schools within IOSUD-UAIC and beyond etc.

The report of the internal evaluation commission contains a series of recommendations that are transposed in the action plan proposed within the strategies and procedures implemented at the level of the Doctoral School of Economics and Business Administration as measures to continuously improve, beyond the minimum standards, the quality of the ECONOMICS doctoral study program.

Specifically, the SDEAA Report for the 2012-2017 period ([Annex 5c](#)) includes the results of an analysis conducted between March-April 2017 on 31 graduates (31 valid answers out of the 33 received). It was carried out by distributing a questionnaire in order to obtain feedback from



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doctoral students on the quality of the doctoral process and the quality of doctoral guidance, as follows:

- doctoral student's decision to enroll in the SDEAA study program - alternative to plan "0";
- quality of the program - according to expectations, with too much emphasis on other activities;
 - research environment - more competitive than collaborative;
 - pressure to work - stress and loneliness;
 - final customer satisfaction - grade 4/5;
 - quality of doctoral guidance– normal, with emphasis on autonomy and independence of the doctoral student.

2.3.2. Transparency of Information and Accessibility of Learning Resources (C.2.)

2.3.2.1. Availability of information of public interest (C.2.1.)

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.2.1.1. 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 (year of registration; advisor);*
- (h) information on the standards for developing the doctoral thesis;*



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(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.

Information of interest to doctoral students and information of public interest is available for consultation on the [Universității](#) (University's) website and on the *Doctoral School* website. This information concerns: the doctoral school regulations; admission regulations; doctoral studies contract; the regulations for completing the studies, including the procedure for the public defense of the thesis; the content of study programs; the scientific profile and thematic areas / research themes of the doctoral advisors within the domain, as well as their institutional contact data; list of doctoral students within the domain with basic information (year of registration; advisor); information about the standards for the elaboration of the doctoral thesis.

The website of the *Doctoral School of Economics and Business Administration* is doctorat.fea.uaic.ro. The section presenting doctoral studies includes information on:

- the regulation regarding the activity of doctoral studies at the level of the doctoral school;
- the list of active members of the doctoral school with the contact details and the research field of interest;
- the minimum standards for obtaining the enabling certificate;
- the content of the advanced university training program.

The second section contains information on admission to doctoral studies:

- the admission methodology, elaborated annually;
- the topics for admission;
- the manner of conducting the admission exam;
- information on the admission contest schedule, fees, number of seats and the content of the file.

The Doctoral School's website also includes *sections for announcements* regarding the presentation of research reports, which is public according to the school's regulations, and of doctoral theses.

“Alexandru Ioan Cuza” University of Iași offers doctoral students the opportunity to access the following databases: Science Direct Freedom Collection, Scopus, SciFinder (CAS), MathSciNet, etc., while through the Central University Library "Mihai Eminescu" in Iași, they also have access to other representative databases, such as: SpringerLink Journals, ProQuest Central, Emerald Journals, Science Journals, Thompson Reuters, Oxford Journals, SAGE Journals HHS Collection, EBSCO, Wiley Journals etc.

Students and academics have free access to the most important online scientific documentation resources worldwide, including: Clarivate Analytics (Web of Science + Derwent Innovation + Journal Citation Report), Science Direct, SCOPUS, MatSciNet, SciFinder, ScienceDirect National Archives, ScienceDirect. Free access is allowed as a result of UAIC's participation as a contributing member in the project "Electronic National Access to Scientific Literature to Support the Research and Education System in ROMANIA - ANELIS PLUS 2020" (ANELIS PLUS 2020 - 2017 Contract Annex).



The university ensures through its own resources, financial and scientific expertise, the publication of 56 scientific journals, most of them published annually (<http://www.uaic.ro/cercetare/publicatii-stiintifice/>).

Since 2006, within IOSUD-UAIC, a special module has been used to verify the percentage of similarity for the works developed by students from all three cycles of university studies (bachelor, master, doctorate) within the Blackboard - *SafeAssign* e-learning platform, the “Alexandru Ioan Cuza” University of Iași being among the first higher education institutions in Romania to invest in this direction and the only public university to purchase this e-learning platform ([Annex 27](#))

Licenses to use this application have been extended annually by successive procurement contracts ([Annex 28a](#), [Annex 28b](#)). In 2018, with the decision to adopt another technical solution based on Moodle to provide the e-learning platform to distance- and part-time learning students, the *Turnitin* application was purchased ([Annex 29a](#), [Annex 29b](#), [Annex 29b](#)). Thus, access is ensured for all professors, including doctoral advisors, at the “Alexandru Ioan Cuza” University of Iași, as well as for doctoral students (with the consent of their doctoral advisor) to an electronic system which can be used to verify the degree of similarity with other existing scientific or artistic creations.

2.3.2.2. Access to the resources necessary to carry out doctoral studies (C.2.2.)

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.

“Alexandru Ioan Cuza” University of Iași offers doctoral students the opportunity to access the following databases: Science Direct Freedom Collection, Scopus, SciFinder (CAS), MathSciNet, etc., while through the “Mihai Eminescu” Central University Library in Iași they also have access to other representative databases, such as: SpringerLink Journals, ProQuest Central, Emerald Journals, Science Journals, Thompson Reuters, Oxford Journals, SAGE Journals HHS Collection, EBSCO, Wiley Journals etc.

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.



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IOSUD –“Alexandru Ioan Cuza” University of Iași has shown a continuous concern for ensuring the necessary resources to verify the percentage of similarity for the works developed by students from all three cycles of university studies, including those of doctoral theses ([Annex 27](#)) Thus, since 2006, at IOSUD-UAIC, the special module for this functionality has been used within the e-learning platform Blackboard - *SafeAssign*, the “Alexandru Ioan Cuza” University of Iași being among the first higher education institutions in Romania investing in this direction and the only public university that purchased this e-learning platform.

The necessary licenses to use this application have been extended annually, through successive procurement contracts ([Annex 28a](#), [Annex 28b](#)). so in 2018, with the decision to adopt another technical solution based on Moodle to provide the e-learning platform to distance- and part-time learning students, the *Turnitin* application was purchased ([Annex 29a](#), [Annex 29b](#), [Annex 29b](#)). Thus, access is ensured for all professors, including doctoral advisors, at the “Alexandru Ioan Cuza” University of Iași, as well as for doctoral students (with the consent of their doctoral advisor) to an electronic system which can be used to verify the degree of similarity with other existing scientific or artistic creations.

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.

All doctoral students enrolled in the ECONOMICS doctoral program have access to the research infrastructure available within IOSUD - Alexandru Ioan Cuza University of Iași, this being one of the rights of the doctoral student, as they are formulated in art. 16 of *Regulamentul instituțional de organizare și funcționare a studiilor universitare de doctorat* (The *Institutional Regulation for the organization and functioning of doctoral studies*), which stipulates that during the doctoral studies, the doctoral student has the right ... (d) to benefit from the logistics, documentation centers, libraries and equipment of the University for the elaboration of research projects and doctoral thesis. For SDEAA laboratories and the research infrastructure available to its doctoral students in general, there is an appropriate access and conduct regulation displayed in each room.

2.3.3. Degree of Internationalization (C.3.)

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



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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.

In the process of internationalization of studies, the “Alexandru Ioan Cuza” University of Iași concluded [845 de acorduri](#) (845 agreements) with 386 universities in 31 European countries. Since 2015, [68 de acorduri de colaborare inter-instituțională](#) (68 inter-institutional collaboration agreements) have been concluded with universities and research institutions. Based on these agreements, doctoral supervisors and doctoral students of doctoral schools within IOSUD-UAIC can benefit from teaching, study and practice mobilities.

The Doctoral School of Economics and Business Administration has concluded mobility agreements with 25 universities abroad ([Annex 31](#)), which offers doctoral students the opportunity to develop their professional skills and scientific research, as well as the international dimension of doctoral studies.

During the reporting period (2016-2020), the following doctoral students of the Doctoral School of Economics and Business Administration carried out study mobilities within the Erasmus Program:

No.	PhD Student	University	Country
1.	Crivoi Lucian	Albert-Ludwigs-Universitat Freiburg	Germany
2.	Țăran Alina	Izmir University of Economics	Turkey
3.	Muntean căs. Jemna Ligia	Universita degli Studi di Perugia	Italy
4.	Panaite Nicoleta	Université d'Orleans	France
5.	Pintilie Nicoleta-Livia	Universite d'Orleans	France
6.	Sprincean Nicu	University of Konstanz	Germany
7.	Androniciuc Andra-Ioana	Universidad de Alicante	Spain
8.	Ionașcu Elena	Universidad de Alicante	Spain
9.	Velicu Valerii	Université d'Auvergne Clermont 1	France
10.	Băluțel Daniela	Universite d'Orleans	France
11.	Ilieș Aurelia	Universite d'Orleans	France

During the reporting period (2016-2020), the following doctoral students of the Doctoral School of Economics and Business Administration carried out internship mobilities within the Erasmus Program:

No.	PhD Student	University	Country
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1	Cara Corina	East European and Balkan Institute, Hankuk University of Foreign Studies	South Korea
2,	Țăran Alina	Izmir University of Economics	Turkey
3,	Androniciuc Andra	Universidade Nova de Lisboa	Portugal
4,	Țăran Alina	Metanil Metal Isitma, Istanbul	Turkey
5.	Cărbune A. Anatolie	European Association of Development Agencies, Brussels	Belgium

These Erasmus study mobilities are added other shorter international internships, financed through other types of projects, such as the ones carried out by PhD student Ion Mușchei:

- Malta, Qawra – Training course “*Mindful Journey Towards Employability*”, Practical Interventions: Effective Work with at Risk Youth, 4-12 June 2018;
- Belgium, Brussels – *Bruxelles Model of the European Union*, Simulation of the European Union Institutions, 01-06 May 2017;
- Switzerland, Zurich – *First European Future Leaders Conference*, 11-13 November 2016;
- Portugal – *Now you(th) Play*, 17-25 September 2016;
- Cyprus – *Reinventing Democracy, Structures, Dialogue*, 08-12 February 2016.

Mention should also be made of the MARKETING doctoral students’ participation in conferences and other international scientific events abroad. A selection for the period under evaluation is presented below:

- Alexandra Huțanu – EMAC Regional Conference – 25-27 September 2019, Saint Petersburg – paper *To a better understanding of mobile versus desktop search behaviour*
- Alexandra Huțanu – International Conference “The Future of Education” – 18-19 June 2020, Florence, Italy- paper *Generation Z Is Going to Work. What are its Expectations?*
- Corina Cara - *International Conference of Development and Economy*, 9 – 12 June 2016, Greece, Technological Educational Institute of Peloponnese - paper *The relationships between motivations to recommend service brands and antecedents of recommendations*
- Corina Cara - *International Conference East European and Balkan Institute, Seul, South Korea, Hankuk University of Foreign Studies, 2 December 2016 - paper Social Networking Sites Usage in Romania,*
- Corina Cara - *International Research Conference on Education, Technology, Management and Interdisciplinary Studies (IRCETMS 2020)*, London (UK), 29-30 June 2020 - paper *GDPR CONSENT POP-UPS. How are we thinking about them? An Elaboration Likelihood Perspective*
- Corina Cara - *International Research Conference on Education, Technology, Management and Interdisciplinary Studies (IRCETMS 2020)*, London (UK), 29-30 June 2020 - paper *The influence of coronavirus on organizational behavior,*



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- Tudor Tocilă - *International Conference of Development and Economy*. 9 – 12 June 2016, Thessaloniki, Greece, Technological Educational Institute of Peloponnese

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.

Within the Doctoral School of Economics and Business Administration, in general, and in the field of MARKETING doctoral studies, in particular, there is a constant concern which is supported, including financially, for the organization of international co-tutelage doctorates and for inviting first rank experts to deliver courses / lectures to doctoral students.

A selection of the main personalities who have delivered courses or lectures to the doctoral students in the MARKETING domain at the Doctoral School of Economics and Business Administration or within CEMEX research center is presented in the following table:

Name and title	Country	Home University	Year	Observations
Professor Helder Sebastião	Portugal	University of Coimbra	2020	Visiting Professor SDEAA
Professor Radu Tunaru, PhD	UK	University of Kent	2019	Visiting Professor SDEAA
Professor Colin WILLIAMS, PhD	UK	Sheffield University	2019	Visiting Professor SDEAA
Professor Alexandru Minea, PhD	France	University of Clermont Auvergne	2019	Visiting Professor SDEAA
Professor Marcel Voia, PhD	France	University of Orléans	2019	Visiting Professor SDEAA
Professor Aliyah Morgenstern, PhD	France	Université Sorbonne Nouvelle - Paris 3	2018	Doctoral School Director
Professor Michel ROD, PhD	Canada	Carleton	2018	Doctoral School Director
Associate professor Irina Roibu, PhD	South Korea	University of Foreign Studies Hankuk - Seoul	2018	Visiting Professor SDEAA
Professor Peter NIJKAMP, PhD	Netherlands	Vrije Universiteit Amsterdam	2018	CCREISE
Professor Adelaide DUARTE, PhD	Portugal	University of Coimbra	2018	CCREISE



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Professor Francisco Santo dos GUEDES, PhD	Norway	Norwegian School of Economics	2016	Visiting Professor SDEAA
Professor Albert Lee CHUN, PhD	Australia	University of Queensland	2016	Visiting Professor SDEAA

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.).

During the evaluated period, both at the level of IOSUD - “Alexandru Ioan Cuza” University of Iași, and within the Doctoral School of Economics and Business Administration, efforts were made and concrete measures were taken to internationalize the activities within the doctoral studies. Thus, Prof. Elio BORGONOV, PhD, from Bocconi University, Italy was co-opted in the Doctoral School Council, as numerous conferences and scientific events with a very important international presence were organized during the evaluated period.

Since 2017, Prof. Adriana Zaiț, Director of SDEAA, has participated in the regular meetings of the Doctoral Studies Group within the Coimbra Network, of which UAIC is part, the information obtained being disseminated and used to improve SDEAA's internationalization strategies.

At the same time, the number of foreign doctoral students enrolled in the admission competition and enrolled in doctoral studies in the field of MARKETING during the reporting period has significantly increased, as follows:

- Claudia Pitterle – Germania;
- Alon Efrat – Israel;
- Aloni Rozen Tal – Israel;
- Eli Hani – Israel;
- Mazor (Rhamin) Milana Mazal – Israel;
- Saffuri Rami – Israel;
- Carmit Moshe Rozental
- Ortal Kantorovitz (Falkovitch)

Moreover, at the Doctoral School of Economics and Business Administration and the Faculty of Economics and Business Administration levels, conferences and other scientific events which support the internationalization of doctoral studies in ECONOMICS (for example, the Globalization and Higher Education in Economics and Business Administrations series of international conferences - *EURINT*) are organized regularly.



3. STRATEGIES AND PROCEDURES IMPLEMENTED AT THE UNIVERSITY DOCTORAL STUDIES LEVEL, AS MEASURES TO CONTINUOUSLY IMPROVE THE QUALITY OF DOCTORAL PROGRAMS

The permanent evaluation of the activity within the Doctoral School of Economics and Business Administration is regulated by Regulamentul de funcționare a școlii doctorale (The Regulation of Operation of the Doctoral School) and represents one of the objectives stipulated in Planul strategic al Facultății de Economie și Administrarea Afacerilor (The Strategic Plan of the Faculty of Economics and Business Administration).

SDEAA and the ECONOMICS doctoral domain aim at a positive and balanced long-term development, raising interest towards high quality doctoral research, both on the part of the candidates for enabling and of doctoral students, as well as the coordinators and representatives of the economic and social environment.

The strategies and procedures implemented at the level of the Doctoral School of Economics and Business Administration, as measures to continuously improve the quality of the ECONOMICS doctoral study program, are:

- For better training of doctoral students, the curriculum has been adjusted, significantly increasing the share of optional disciplines in all areas of specialization of the SDEAA. Although there are difficulties in managing the multiple study routes, the gains from interdisciplinary training are higher in the long run and are worth the effort.

- SDEAA scientific seminars and workshops have been uninterruptedly organized since their introduction at the establishment of the doctoral school, with the participation of professors and researchers from abroad (France, Canada, The Netherlands, Germany, Poland, etc.).

- During the pandemic, PhD students participated online in a whole series of webinars, organized at universities in the country and abroad by E-nformartion, WOS-Clarivate, EUA, Coimbra Group.

- Since 2010, SDEAA has been using software to verify the authenticity of all doctoral students' work. All types of papers are verified using the Turnitin platform: conference materials supported by doctoral grants, progress reports throughout the doctoral process and the final thesis developed by each doctoral student.

- Efforts to improve the quality of coordination activities are encouraged and supported - for doctoral advisors and members of guidance committees. The FEAA covers 500 euros' worth of training or participation fees at specialized conferences per academic year for each professor.

Short- and medium-term goals include:



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- Encouraging doctoral students to continue publishing in indexed journals coordinated by SDEAA (REBS indexed in various BDI – international databases) or FEAA (SAEB - indexed in ESCI), but also to focus on other well-indexed journals from abroad, for a more significant increase in visibility of doctoral students' research
- Attracting MA students to join doctoral research teams, in order to increase the interest in doctoral studies, on the one hand, and to ensure an earlier start of research (during master's studies), on the other hand, allowing a better and faster evolution of research during the doctoral program
- Encouraging coordinators to publish more in Western indexed journals, according to the same idea of increasing visibility, and to provide viable models for doctoral students (without neglecting the development of Romanian or Eastern European indexed publications, since collaboration with and integration in the scientific landscape specific to the Eastern European cultural area are important for perfecting the identity of Romanian doctoral programs)
- Developing and providing training modules in English, to attract a larger number of doctoral students from abroad
- Encouraging multi- and interdisciplinary research (the first steps have already been taken by increasing the number of optional courses, including those from other UAIC faculties, and by participating in joint events); we intend to organize joint doctoral seminars and workshops in the fields of social sciences: Economics and Business Administration, Psychology, Sociology, etc. – made possible through the involvement of IOSUD and the support of a strategy to increase interdisciplinarity within the UAIC.

The medium- and long-term objectives aim at:

- The inclusion of additional modules for the development of transversal skills and “soft” competencies in the SDEAA curricula, in order to better prepare doctoral students for multiple careers, inside and especially outside the academic environment, following their doctoral and post-doctoral studies, starting from the findings in the latest studies in the field of reducing the precariousness of researchers' careers (see [OECD Report - Reducing the precarity of academic research careers](#), May 2021)
- The rethinking of the programs and, implicitly, the doctoral research careers in the field of Economics and Business Administration, moving away from the emphasis on rankings, competition and strictly quantitative metrics towards collaboration for transdisciplinary research projects (by combining basic and applied research with the participation of broader interest groups –the business sector, community and citizen organizations, decision makers at administrative and political levels etc.), taking into consideration the qualitative aspects and the societal impact in academic evaluations (an example is the OUTDOC project in which doctoral and postdoctoral researchers of SDEAA were involved; we, however, would like an increase in such initiatives)
- Consulting with the Ministry of Education (ME), the Executive Unit for the Financing of Higher Education, Research, Development and Innovation (UEFISCDI) and the National Council for Attestation of University Degrees, Diplomas and Certificates (CNATDCU) for the rethinking of the evaluation criteria and the manner of conducting doctoral reports and theses in view of true

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encouragement of interdisciplinary collaborations, alongside the inclusion and diversity strategies (the pandemic has showed that the quality and flexibility objectives in assessing the evolution and evaluations of the doctoral progress can be ensured at the same time, allowing for a better participation of foreign doctoral students, representatives of minorities or female doctoral researchers, more strongly affected in times of crisis)

- Initiating debates and consultation sessions (among universities, ministries, other specialized institutions) aimed at the recognition of previous professional experience and research skills acquired in practice in the process of recruiting doctoral students. Similarly, we would like to apply the principles of flexible trajectories and micro-credentials to the whole academic course - including for doctoral students (see, for example, the recommendations of the EUA Council of Doctoral Education and The Magna Charta Observatory, in collaboration with the European University Association - 'European Universities 2030: Vision and Values <https://www.eua.eu/downloads/publications/universities%20without%20walls%20%20a%20vision%20for%202030.pdf>) ; the new Magna Charta Universitatum MCU 2020

- Continuing the efforts to internationalize doctoral education, made possible through the collaboration of universities, the Ministry of Education and specific coordination and evaluation bodies, for easier recognition of previous diplomas and different educational backgrounds, as well as for greater flexibility of research programs (see the discussions at DSWG level - Coimbra Doctoral Working Group, YEBO! projects and the SASUF conference organized within the Yebo! project, with the “Ethics of Research in the Digital Age” and Supervision of PhD Studies in the Digital Age and Covid-19 Era” debates; the joint working meeting of the DSWG and the Research Support Officer Group, in association with NUI Galway, which addressed topics related to recent developments in the European Research Area, including Research & Innovation Days, issues related to HR Excellence in Research Award (UAIC has attained this recognition - 56% of universities that have participated in the survey have this accreditation, 9% are under analysis and 35% do not have it); debates have also been organized on the topics of personal development of researchers and the researcher profession). A better exploitation of the potential of universities within the ERA is desired, with proposals aiming at: the modernization of universities in terms of education (a collaboration between the European Education Area - EEA and the European Research Area - ERA), research-development and missions to serve the interests of society, the adoption of a toolkit to facilitate cross-border collaborations, an appropriate investment strategy and the protection of academic freedom. Researchers aim at the diversification of careers, a better evaluation of results (research assessment) and a tenure-track system, all to increase the attractiveness of a career in research and the researcher profession.

- The harmonization, as far as possible, of doctoral education in Economics and Business Administration with the principles of AACSB (the institution for evaluation and accreditation at international level for business schools in general, including doctoral education); the analyzes carried out show that the field of doctoral education remains rigid all over the world, with barriers to innovation arising mainly from the inherent traditions of the field, with dominant patterns maintained by inflexible reward structures and rigid accreditation and ranking standards. We would like to see more flexible standards with a view to developing professional doctoral programs in business, with clear principles of recognized applied research quality, for an increase in the

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number of doctoral students outside the academic sphere and a better application of research results in practice. We intend to initiate debates on topics related to the admission of doctoral students who do not aim at academic or basic research careers (an “executive” type of doctorate, for example), the acceptance of different thesis formats (such as monographs, which we have at present, or the “three papers” type - relevant articles published in indexed journals), the adaptation of doctoral programs to new generations of students, including the “mature” students, “consortium” type courses, with a higher degree of interdisciplinarity and flexibility, increased digitalization and a larger online offer, which is possible in the field of Economics.

- Initiating the procedures for the recognition of doctoral courses in a modular system, with distinct recognition (without the obligation to complete the entire doctoral program, based on the model of certified or micro-credential courses)

- Continuing the efforts to apply the Salzburg principles in real life (excellence in research, an attractive institutional environment, options for an interdisciplinary path that would allow greater mobility of doctoral students between programs in different fields, greater exposure to the economic environment and different sectors other than the academia, building international networks, providing more educational opportunities in the field of transferable skills, more complex quality assessment).



4. ANNEXES

Annex 1. Establishment documents of the “Alexandru Ioan Cuza” University of Iași

Annex 1a. The decree establishing the „Alexandru Ioan Cuza” University of Iași - <http://www.uaic.ro/wp-content/uploads/2013/07/documentinfiiintareuniviasi.jpg>

Annex 1b. Transcription of the decree establishing the “Alexandru Ioan Cuza” University of Iași - <http://www.uaic.ro/wp-content/uploads/2013/07/Actul-de-infiintare-al-universitatii.pdf>

Annex 2 Establishment document IOSUD-UAIC - [HG 567/ 2005](#)

Annex 3. Establishment document of the Doctoral School of Economics and Business Administration Senate Decision - [Hotarare Senat Infiintare SDEAA](#) (H.S. 3/01.09.2005)

Annex 4. Decisions of the Senate of the “Alexandru Ioan Cuza” University of Iași regarding the management of the Doctoral School of Economics and Business Administration

Annex 4a. [H.S. 3/27.07.2017](#)

Annex 4b. [H.S. 7/27.05.2021](#)

Annex 5. Self-evaluation reports made at the level of the Doctoral School of Economics and Business Administration

Annex 5a. [SDEAA self-evaluation report - 2016](#)

Annex 5b. [SDEAA self-evaluation report - 2019](#)

Annex 5c. [Report of the Doctoral School Council of SDEAA for the period 2012-2017](#)

Annex 6. Regulations applied at the level of the Doctoral School of Economics and Business Administration

Annex 6a. *Regulations regarding the development of doctoral studies at the Doctoral School of Economics and Business Administration, approved in the CSUD meeting of 18.07.2013* – <http://doctorat.feaa.uaic.ro/documente/Legislatie/RegulamentStampilat2013.pdf>

Annex 6b. *Regulations regarding the development of activities at the Doctoral School of Economics and Business Administration, approved in the CSUD meeting of 07.03.2018* – <http://doctorat.feaa.uaic.ro/documente/Legislatie/Regulament%20SD%20de%20Economie%20si%20AA%202017.pdf>

Annex 7. Curriculum and subjects contents

Annex 7a. [Curriculum of the MARKETING doctoral program](#)

Annex 7b. [The sheets of subjects contents](#)

Annex 8 [OMECT 1805 / 20.08.2007](#) - certification of doctoral supervisor - prof.univ.dr. Emil Maxim, prof.univ.dr. Ștefan Prutianu, prof.univ.dr. Constantin Sasu and prof.univ.dr. Adriana Zait



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Annex 9. Habbilitation certificates and affiliation of SDEAA doctoral supervisors

Annex 9a - prof.univ.dr. Adriana Manolică [OMEN 3437/22.03 2018](#)

Annex 9b - prof.univ.dr. Adriana Manolică [HS 16 /30.01.2020](#)

Annex 9c - assoc. prof. dr. habil. Andreia Gabriela Andrei [OMEN 5522/14.11.2018](#)

Annex 9d - assoc. prof. dr. habil. Andreia Gabriela Andrei [HS 22./13.12.2018](#)

Annex 9e - assoc. prof. dr. habil. Alexandra Horodnic [OMEN 4662/30.07.2019](#)

Annex 9f - assoc. prof. dr. habil. Ioana Alexandra Horodnic [HS 11./21.03.2020](#)

Annex 10. CNATDCU standards fulfilment - active PhD supervisors

Annex 10a. standards fulfilment – [prof. univ. dr. Adriana Zait](#)

Annex 10b. standards fulfilment – [prof. univ. dr. habil. Adriana Manolica](#)

Annex 10c. standards fulfilment – [conf. univ. dr. habil. Andreia Gabriela Andrei](#)

Annex 10d. standards fulfilment – [conf. univ. dr. habil. Ioana Alexandra Horodnic](#)

Annex 11. PhD diplomas – PhD supervisors (active and retired)

Annex 11a. PhD diploma [prof. univ. dr. Adriana Zait](#)

Annex 11b. PhD diploma [prof. univ. dr. habil. Adriana Manolica](#)

Annex 11c. PhD diploma [conf. univ. dr. habil. Andreia Gabriela Andrei](#)

Annex 11d. PhD diploma [conf. univ. dr. habil. Ioana Alexandra Horodnic](#)

Annex 11e. PhD diploma [prof. univ. dr. Emil Maxim](#)

Annex 11f. PhD diploma [prof. univ. dr. Stefan Prutianu](#)

Annex 11g. PhD diploma [prof. univ. dr. Constantin Sasu](#)

Annex 12. CV & academic papers – PhD supervisors (active and retired)

Annex 12a. CV & academic papers [prof. univ. dr. Adriana Zait](#)

Annex 12b. CV & academic papers [prof. univ. dr. habil. Adriana Manolica](#)

Annex 12c. CV & academic papers [conf. univ. dr. habil. Andreia Gabriela Andrei](#)

Annex 12d. CV & academic papers [conf. univ. dr. habil. Ioana Alexandra Horodnic](#)

Annex 12e. CV & academic papers [prof. univ. dr. Emil Maxim](#)

Annex 12f. CV & academic papers [prof. univ. dr. Stefan Prutianu](#)



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Annex 12g. CV & academic papers [prof. univ. dr. Constantin Sasu](#)

Annex 13. [Tenure documents IOSUD-UAIC](#)

Annex 14. External members in the [PhD thesis defence commissions 2016-2020](#)

Annex 15. Decision of the Executive Bureau of the Board of Directors no. [D2 of 07.06.2018](#) regarding the allocation of funds for the research activity carried out by doctoral students.

Annex 16. Institutional regulations of the PhD studies within IOSUD

Annex 16a. Institutional regulations approved by the Senate of “Alexandru Ioan Cuza” University of Iași on [25.04.2013](#)

Annex 16b. Institutional regulations approved by the Senate of “Alexandru Ioan Cuza” University of Iași on [27.06.2017](#)

Annex 16c. Institutional regulations approved by the Senate of “Alexandru Ioan Cuza” University of Iași on [28.06.2018](#)

Annex 16d. Institutional regulations approved by the Senate of “Alexandru Ioan Cuza” University of Iași on [27.06.2019](#)

Annex 16e. Institutional regulations approved by the Senate of “Alexandru Ioan Cuza” University of Iași on [30.04.2020](#)

Annex 17. CSUD proposal for the [appointment of directors of doctoral schools within IOSUD](#)

Annex 18. Methodologies for admission to PhD studies - IOSUD

Annex 18a. *PhD admission methodology - academic year 2016-2017, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on [31.03.2016](#)*

Annex 18b. *PhD admission methodology - academic year 2017-2018, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on [26.01.2017](#)*

Annex 18c. *PhD admission methodology - academic year 2018-2019, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on [25.01.2018](#)*

Annex 18d. *PhD admission methodology - academic year 2019-2020, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on [14.02.2019](#)*

Annex 18e. *PhD admission methodology - academic year 2020-2021, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on [30.01.2020](#)*

Annex 18f. *The online admission in the academic year 2020-2021, approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on [23.07.2020](#)*

Annex 19. Operational [procedure regarding the completion of doctoral studies, submission of the PhD thesis for online public defense during the period of emergency](#), approved by the Decision of the Senate of the “Alexandru Ioan Cuza” University of Iași on 30.04.2020

Annex 20. System procedure regarding the [recognition of the PhD supervisor authorization granted by accredited university education institutions from abroad](#)



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Annex 21. [System procedure regarding the recognition of the PhD title and diploma issued by accredited university education institutions from abroad](#)

Annex 22. [Minutes of the CSD meetings for the period 2016-2021](#)

Annex 23. Contract for doctoral studies

Annex 23a. [Contract for doctoral studies – 2016](#)

Annex 23b. [Contract for doctoral studies – 2017](#)

Annex 23c. [Contract for doctoral studies – 2018](#)

Annex 23d. [Contract for doctoral studies – 2019](#)

Annex 23e. [Contract for doctoral studies – 2020](#)

Annex 24. [Additional document to the doctoral studies contract - 2018](#)

Annex 25. Project execution [financing contract \(eSims\) no. 142 din 27.09.2004](#)

Annex 26. Project completion protocol for the [Integrated IT system for the management of students' professional activities in the context of the transformations generated by the Bologna process](#)

Annex 27. Application for [designation of the person responsible for the verification in SafeAssign of the doctoral theses no. 9208 from 08.06.2016](#)

Annex 28. Blackboard platform purchase agreements

Annex 28a. Purchase contract – [Blackboard \(2016\)](#)

Annex 28b. Purchase contract – [Blackboard \(2017\)](#)

Annex 29. Purchase contract – [Turnitin](#)

Annex 29a. Purchase contract – [Turnitin \(2018\)](#)

Annex 29b. Purchase contract – [Turnitin \(2019\)](#)

Annex 29c. Purchase contract – [Turnitin \(2020\)](#)

Annex 30. [Selected articles of those who obtained the title of Doctor of Marketing in the period 2016-2020](#)

Annex 31. [The list of ERASMUS - SDEAA agreements](#)

The file comprises 109 (one hundred and nine pages) signature and date (National Archives Law no. 16/IV/1996).

Date:

10.06.2021

Doctoral School Director,

Professor Adriana ZAIȚ