

(Graduate survey)

3168 - PROGRAMA DE DOCTORADO EN MARKETING

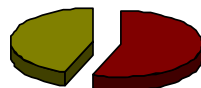
Active surveys of people who have read their PhD dissertation between the academic years 19-20 al 23-24

Collected

until: 01/03/2024

Gender:

Male	5	55,56%
Female	4	44,44%



Age

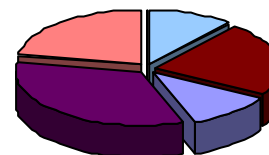
< 25	25 a 29	30 a 34	35 a 39	40 a 49	> 49
0	1	2	1	3	2
0,00%	11,00%	22,00%	11,00%	33,00%	22,00%

Answers

9 (100,00%)

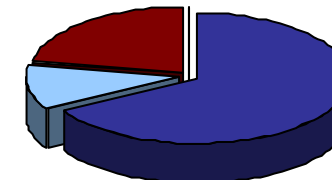
Home university

Universitat de València	4	50,00%
Other	4	50,00%



Current employment status

Employed	6	66,67%
Self-employed	1	11,11%
Unemployed	2	22,22%
Grant holder	0	0,00%
Unpaid intern	0	0,00%
Other	0	0,00%
Answers		9 (100,00%)



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Frequency Response							
Strongly disagree....Strongly agree							
N/C	1	2	3	4	5	AVERAGE	
0	0	0	1	2	6	4,56	
Average of section						4,56	
TRAINING PROGRAMME							
2. Les activitats formatives que he desenvolupat en el programa de doctorat han sigut interessants per a desenvolupar la meua investigació							
DEVELOPMENT OF RESULTS OF TEACHING							
3.1. Development of strategies for the analysis of theories, foundations, and research approaches and methods.							
2	0	1	1	1	4	4,14	
4.1. Making an original contribution to scientific research that is recognized by the international scientific community.							
2	0	0	1	3	3	4,29	
5.1. Ability to design a research project where situations are identified in which to apply the research contributions.							
2	0	0	1	2	4	4,43	
5.2. Skills to generate new knowledge.							
2	0	0	0	2	5	4,71	
6.1. Autonomy to initiate, manage and lead innovative research teams and projects and scientific collaborations.							
2	0	2	0	1	4	4,00	
6.2. Skills to perform collaborative work.							
3	0	0	1	1	4	4,50	
6.3. Competence to transfer research knowledge to society.							
2	0	1	1	2	3	4,00	
6.4. Skills to work in multidisciplinary contexts.							
2	0	0	2	1	4	4,29	
7.1. Ability to investigate with social responsibility and scientific integrity.							
3	0	0	1	1	4	4,50	
8.1. Ability to write research reports / articles.							
2	0	0	0	2	5	4,71	
8.2. Competence to disclose and expose the research results to any audience.							
2	0	0	2	1	4	4,29	
9.1. Skills to make progress in cultural, social or technological aspects.							
3	0	1	0	2	3	4,17	
9.2. Skills to promote innovation.							
2	0	1	0	3	3	4,14	
Average of section						4,32	
X,XX : Global UV Average							
MONITORING AND SUPERVISION							
10. My tutor provide me adequate guidance throughout the doctoral programme							
0	0	0	0	2	7	4,78	
11. I was able to develop the activities of the doctoral program that I have planned							
0	0	1	1	1	6	4,33	
12. My tutor or thesis supervisor supervised my research plan regularly							
0	0	0	0	0	9	5,00	
13. I have had enough information to carry out my research plan							
0	0	0	2	1	6	4,44	
14. In general, the academic orientation that I received for the development of my studies was adequate							
0	0	0	2	0	7	4,56	
Average of section						4,62	
Scale used: 1 to 5							

X,XX : Global UV Average

Scale used: 1 to 5

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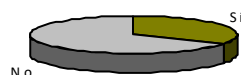
Collected

until: 01/03/2024

MOBILITY PROGRAMMES: ERASMUS, INTERNATIONAL PROGRAMME OR OTHERS

15. Have you participated in any mobility programme during your doctoral studies?

Yes	3	33,33%
No	6	66,67%

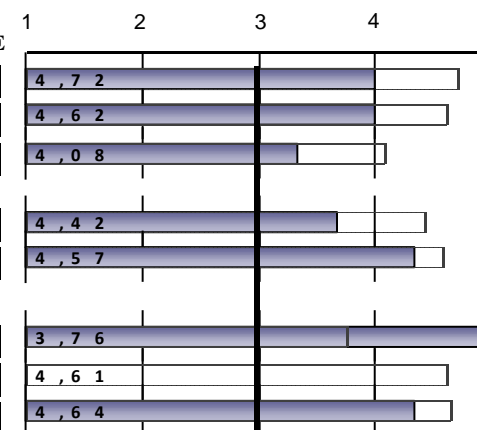


Only those who have answered "Yes"

	Frequency Response						
	Strongly disagree....Strongly agree						
	N/C	1	2	3	4	5	AVERAGE
16. I believe that the academic-research level at the host university/institution was suitable	0	0	0	1	1	1	4,00
17. I think that the academic recognition of my study period in the host country was adequate	0	0	0	1	1	1	4,00
18. Attention and information received from the Universitat de València before, during and after my mobility period was satisfactory	0	0	1	0	2	0	3,33
19. This mobility period helped me improve my language skills	0	1	0	0	0	2	3,67
20. I believe that the mobility period improved my research capacity	0	0	0	0	2	1	4,33
Indicates your level of satisfaction with:	Strongly dissatisfied...Strongly satisfied						
21. Financial aid received	0	0	0	0	0	3	5,00
22. Teaching staff at the host university	1	0	0	1	1	0	*
23. Mobility period that I spent at the other university or institution	0	0	0	0	2	1	4,33

Average of section

4,04

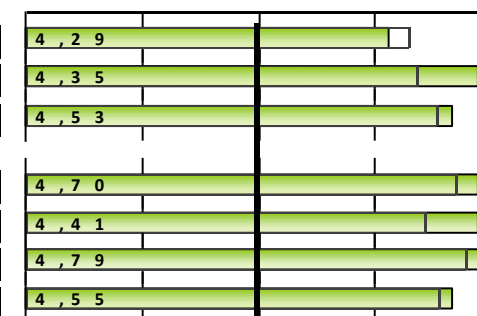


DOCTORAL THESIS

24. The objectives and competences of my thesis were clear from the beginning	0	0	1	2	1	5	4,11
25. Requirements and assessment criteria are suitable and they were published in advance	1	0	0	0	1	7	4,88
26. Guidance and research support provided by my thesis supervisor for preparing my thesis were adequate	0	0	0	1	1	7	4,67
27. My thesis supervisor was accessible	0	0	0	0	1	8	4,89
28. The time spent preparing my doctoral thesis was in line with the result obtained	0	0	0	0	1	8	4,89
29. By completing my doctoral thesis I improved my research training	0	0	0	0	0	9	5,00
30. I satisfied my initial expectations	0	0	0	1	1	7	4,67

Average of section

4,73



Scale used: 1 to 5

X,XX : Global UV Average

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ACADEMIC MANAGEMENT	Frequency Response						AVERAGE	Strongly disagree....Strongly agree				
	N/C	1	2	3	4	5		1	2	3	4	5
33. The service provided by the Doctoral School for dealing with issues related to the doctoral programme is adequate	0	0	0	2	2	5	4,33	3 , 8 8				
34. The information provided on the Doctoral School's website is useful and accessible	0	0	0	2	2	5	4,33	3 , 8 3				
35. The organization and planning of the doctoral program has been adequate	0	0	0	2	1	6	4,44	3 , 9 9				
Average of section							4,37					

OVERALL	Strongly dissatisfied...Strongly satisfied						AVERAGE					
	N/C	1	2	3	4	5		1	2	3	4	5
Satisfaction with the teaching staff	1	0	0	1	1	6	4,63	4 , 4 2				
Facilities and infrastructure	1	0	0	1	1	6	4,63	4 , 2 7				
Transversal activities of the doctoral program	1	0	0	1	3	4	4,38	3 , 7 9				
Specific activities of the doctoral program	1	0	0	0	2	6	4,75	4 , 0 1				
My personal experience, both academic and extracurricular, at the Universitat de València	1	0	0	1	2	5	4,50	4 , 3 2				
Strongly disagree....Strongly agree												
I would recommend this doctoral programme	1	0	1	0	1	6	4,50	4 , 2 9				
Average of section							4,56					

Scale used: 1 to 5

X,XX : Global UV Average

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3137.- Programa de Doctorat en Màrqueting

EVOLUTION		TRAINING PROGRAMME				DEVELOPMENT OF RESULTS OF TEACHING									
		2... the training activities has been interesting ...		Average of section	MECES A			MECES B			MECES C		Average MECES C		
					3.1. Development of strategies for the analysis of theories, foundations, and research approaches and		Average MECES A	4.1. Making an original contribution to scientific research that is recognized by the international scientific		Average MECES B	5.1. Ability to design a research project where situations are identified in which to apply the research			5.2. Skills to generate new knowledge.	
Thesis year	Collected	nºsurv.	AVERAGE		nºsurv.	AVERAGE		nºsurv.	AVERAGE		nºsurv.	AVERAGE	nºsurv.	AVERAGE	
22-23	3	3	4,33	4,33	3	4	4	3	4,67	4,67	3	4,33	3	4,67	4,5
21-22	4	4	4,75	4,75	4	4,25	4,25	4	4	4	4	4,5	4	4,75	4,62

DEVELOPMENT OF RESULTS OF TEACHING																	
Thesis year	MECES D					MECES E			MECES F								
	6.1. Autonomy to initiate, manage and lead innovative research teams and projects and		6.2. Skills to perform collaborative work.		6.3. Competence to transfer research knowledge to society.		6.4. Skills to work in multidisciplinary contexts.		Average MECES D	7.1. Ability to investigate with social responsibility and scientific integrity.		Average MECES E	8.1. Ability to write research reports / articles.		8.2. Competence to disclose and expose the research results to any audience.		Average MECES F
	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE		nºsurv.	AVERAGE		nºsurv.	AVERAGE	nºsurv.	AVERAGE	
22-23	3	4	3	4,33	3	4	3	4,67	4,25	3	4,67	4,67	3	4,67	3	4,67	4,67
21-22	4	4	3	4,67	4	4	4	4	4,13	3	4,33	4,33	4	4,75	4	4	4,38

Thesis year	DEVELOPMENT OF RESULTS OF TEACHING					MONITORING AND SUPERVISION												
	MECES G				Average of section													
	9.1. Skills to make progress in cultural, social or technological aspects.		9.2. Skills to promote innovation.			Average MECES G	10. My tutor provide me adequate guidance throughout the doctoral programme		11. I was able to develop the activities of the doctoral program that I have planned		12. My tutor or thesis supervisor supervised my research plan regularly		13. I have had enough information to carry out my research plan		14. In general, the academic orientation that I received for the development of my		Average of section	
	nºsurv.	AVERAGE	nºsurv.	AVERAGE		nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	
22-23	3	4,33	3	3,67	4	4,36	3	4,67	3	4	3	5	3	4,33	3	4,33	4,47	
21-22	3	4	4	4,5	4,29	4,29	4	4,75	4	4,5	4	5	4	4,5	4	4,5	4,65	

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Thesis year	16. I believe that the academic-research level at the host university/institution		17. I think that the academic recognition of my study period in the host country was		18. Attention and information received from the Universitat de València before, during		19. This mobility period helped me improve my language skills		20. I believe that the mobility period improved my research capacity		21. Financial aid received		22. Teaching staff at the host university	
	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE
22-23	1	*	1	*	1	*	1	*	1	*	1	*	1	*
21-22	1	*	1	*	1	*	1	*	1	*	1	*	1	*

DOCTORAL THESIS														
Thesis year	24. The objectives and competences of my thesis were clear from the beginning		25. Requirements and assessment criteria are suitable and they were published in advance		26. Guidance and research support provided by my thesis supervisor for preparing		27. My thesis supervisor was accessible		28. The time spent preparing my doctoral thesis was in line with the result obtained		29. By completing my doctoral thesis I improved my research training		30. I satisfied my initial expectations	
	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE
22-23	3	4,33	3	4,67	3	4,67	3	4,67	3	5	3	5	3	4,33
21-22	4	4	3	5	4	4,5	4	5	4	5	4	5	4	4,75

FACILITIES AND RESOURCES						ACADEMIC MANAGEMENT					
Thesis year	#. The facilities and material resources are suitable ...		#. The library materials needed to carry out the thesis were accessible		Average of section	33. The service provided by the Doctoral School for dealing with issues related to the doctoral		34. The information provided on the Doctoral School's website is useful and		35. The organization and planning of the doctoral program has been adequate	
	n°surv.	AVERAGE	n°surv.	AVERAGE		n°surv.	AVERAGE	n°surv.	AVERAGE	n°surv.	AVERAGE
22-23	*	*	*	*	*	3	4,33	3	4,33	3	4,33
21-22	*	*	*	*	*	4	4,25	4	4,25	4	4,25

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Thesis year	OVERALL												
	Satisfaction with the teaching staff		Facilities and infrastructure		Transversal activities of the doctoral program		Specific activities of the doctoral program		My personal experience, both academic and extracurricular, at the Universitat de València		I would recommend this doctoral programme		Average of section
	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	
22-23	2	*	2	*	2	*	2	*	2	*	2	*	*
21-22	4	4,25	4	4,75	4	4,25	4	4,5	4	4,25	4	4,25	4,38

* The average item is calculated from three surveys rating.

Average of a section is calculated by weighting the number of responses for each item.