Academic Year: 23-24

3168 - PROGRAMA DE DOCTORADO EN MARKETING

Gender:

Male	7	50,00%
Female	7	50,00%

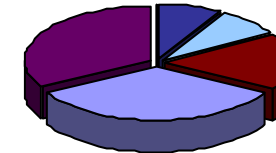## Home university

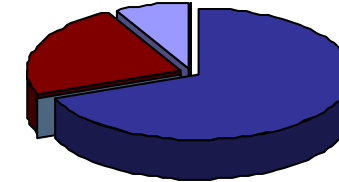|		
Universitat de València	6	46,15%
Other	7	53,85%

Other university:

Universidad Autónoma de Chile // Universitat Jaume I // UJI // UOC //
Universidad de Costa Rica // Universitat de Barcelona
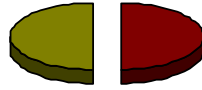
Age

< 25	25 a 29	30 a 34	35 a 39	40 a 49	> 49	Answers
1	1	2	4	4	0	12 (86,00%)
8,00%	8,00%	17,00%	33,00%	33,00%	0,00%	

Current employment status

Employed	9	69,23%	
Self-employed	0	0,00%	
Unemployed	3	23,08%	
Grant holder	1	7,69%	
Unpaid intern	0	0,00%	
Other	0	0,00%	

Answers
13 (93,00%)

Other employment status:

Academic Year: 23-24

3168 - PROGRAMA DE DOCTORADO EN MARKETING

Frequency Response

Strongly disagree….Strongly agree

TRAINING PROGRAMME	N/C	1	2	3	4	5	AVERAGE
1. Prior to enrolment, I was informed about the lines of research of the doctoral programme	1	2	1	1	2	7	3,85
2. So far, the training activities that I have carried out throughout the doctoral programme has been interesting to develop my research	0	1	0	2	5	6	4,07
						Average of section	3,96

DEVELOPMENT OF RESULTS OF TEACHING	N/C	1	2	3	4	5	AVERAGE
3.1. Development of strategies for the analysis of theories, foundations, and research approaches and methods.	2	0	0	3	6	3	4,00
4.1. Making an original contribution to scientific research that is recognized by the international scientific community.	3	0	0	1	6	4	4,27
5.1. Ability to design a research project where situations are identified in which to apply the research contributions.	3	0	0	0	4	7	4,64
5.2. Skills to generate new knowledge.	2	0	0	0	6	6	4,50
6.1. Autonomy to initiate, manage and lead innovative research teams and projects and scientific collaborations.	3	0	3	2	1	5	3,73
6.2. Skills to perform collaborative work.	3	2	2	1	2	4	3,36
6.3. Competence to transfer research knowledge to society.	2	0	2	1	3	6	4,08
6.4. Skills to work in multidisciplinary contexts.	3	0	1	1	4	5	4,18
7.1. Ability to investigate with social responsibility and scientific integrity.	3	0	2	0	3	6	4,18
8.1. Ability to write research reports / articles.	2	0	0	1	3	8	4,58
8.2. Competence to disclose and expose the research results to any audience.	3	0	2	0	3	6	4,18
9.1. Skills to make progress in cultural, social or technological aspects.	3	0	1	0	5	5	4,27
9.2. Skills to promote innovation.	3	0	1	1	5	4	4,09
						Average of section	4,16

Number of surveys: 14

Surveyed population: 59

Academic Year: 23-24

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MONITORING AND SUPERVISION

	N/C	1	2	3	4	5	AVERAGE	
10. My tutor is providing me adequate guidance throughout the doctoral programme	0	0	0	1	1	12	4,79	4,38
11. So far, I have been able to develop the activities of the doctoral program that I have planned	0	0	1	2	4	7	4,21	4,11
12. My tutor or thesis supervisor is supervising my research plan regularly	1	0	0	0	1	12	4,92	4,38
13. Until now, I have had enough information to carry out my research plan	1	0	1	0	1	11	4,69	4,28
14. In general, the academic orientation that I have received so far for the development of my studies has been adequate	0	0	1	1	2	10	4,50	4,09

Average of section	4,62
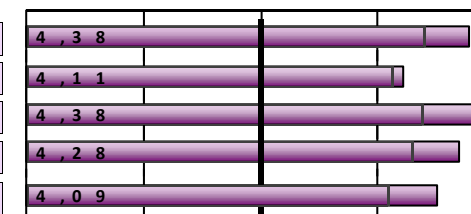
Scale used: 1 to 5

X,XX : Global UV Average

MOBILITY PROGRAMMES: ERASMUS, INTERNATIONAL PROGRAMME OR OTHERS

15. Have you participated in any mobility programme during your doctoral studies?	Yes	3	21,43%
	No	11	78,57%

Sí
No

Frequency Response

Strongly disagree….Strongly agree
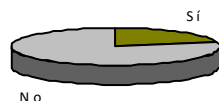
Only those who have answered "Yes

	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	0	0	3	5,00	4,70
17. I think that the academic recognition of my study period in the host country was adequate	1	0	0	0	0	2	*	4,59
18. Attention and information received from the Universitat de València before, during and after my mobility period was satisfactory	2	0	0	0	0	1	*	3,72
19. This mobility period helped me improve my language skills	2	0	0	0	1	0	*	4,41
20. I believe that the mobility period improved my research capacity	1	0	0	0	0	2	*	4,64

Indicates your level of satisfaction with:

Strongly dissatisfied…Strongly sa

	N/C	1	2	3	4	5	AVERAGE	
21. Financial aid received	0	3	0	0	0	0	1,00	3,20
22. Teaching staff at the host university	1	0	0	0	1	1	*	4,50
23. Mobility period that I spent at the other university or institution	1	0	0	0	0	2	*	4,59

Average of section	4,13

Scale used: 1 to 5

X,XX : Global UV Average

Academic Year: 23-24

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Frequency Response

Strongly disagree….Strongly agree

FACILITIES AND RESOURCES	N/C	1	2	3	4	5	AVERAGE
31. The facilities and material resources are suitable for the development of the doctoral programme	1	0	0	2	3	8	4,46
32. The library materials needed to carry out the thesis are accessible	1	0	0	0	6	7	4,54
Average of section							**4,50**

ACADEMIC MANAGEMENT	N/C	1	2	3	4	5	AVERAGE
33. The service provided by the Doctoral School for dealing with issues related to the doctoral programme is adequate	0	0	1	3	4	6	4,07
34. The information provided on the Doctoral School's website is useful and accessible	0	0	1	2	6	5	4,07
35. The organization and planning of the doctoral program has been adequate	0	0	0	1	7	6	4,36
Average of section							**4,17**

Strongly dissatisfied…Strongly satis

OVERALL	N/C	1	2	3	4	5	AVERAGE
Satisfaction with the teaching staff	1	0	0	0	5	8	4,62
Facilities and infrastructure	1	0	0	2	5	6	4,31
Transversal activities of the doctoral program	1	1	1	1	4	6	4,00
Specific activities of the doctoral program	2	1	2	2	4	3	3,50
My personal experience, both academic and extracurricular, at the Universitat de València	2	0	1	1	4	6	4,25

Strongly disagree….Strongly agree

	N/C	1	2	3	4	5	AVERAGE
I would recommend this doctoral programme	1	1	0	0	7	5	4,15
Average of section							**4,14**

Scale used: 1 to 5

X,XX : Global UV Average

Number of surveys: 14

Surveyed population: 59

Surveys period: 20/02/2024 - 01/04/2024

Printing date: 15/04/2024

VNIVERSITAT ID VALÈNCIA — UNITAT DE QUALITAT

Academic Year: 23-24

3168 - PROGRAMA DE DOCTORADO EN MARKETING

3137.- Programa de Doctorat en Màrqueting

EVOLUTION

		TRAINING PROGRAMME			DEVELOPMENT OF RESULTS OF TEACHING						
					MECES A		MECES B		MECES C		
A. year	Collected	1.Prior to enrolment, I was informed about the lines of research	2... the training activities has been interesting …	Average of section	3.1. Development of strategies for the analysis of theories, foundations, and	Average MECES A	4.1. Making an original contribution to scientific research that is recognized by the	Average MECES B	5.1. Ability to design a research project where situations are identified in which to	5.2. Skills to generate new knowledge.	Average MECES C
		nºsurv. AVERAGE	nºsurv. AVERAGE		nºsurv. AVERAGE		nºsurv. AVERAGE		nºsurv. AVERAGE	nºsurv. AVERAGE	
23-24	14	13 3,85	14 4,07	3,96	12 4	4	11 4,27	4,27	11 4,64	12 4,5	4,57
22-23	16	16 4,12	16 3,94	4,03	16 3,75	3,75	16 4	4	16 3,75	15 4	3,87
21-22	28	28 4,18	28 3,93	4,05	9 3,78	3,78	9 3,56	3,56	9 4,22	9 4,22	4,22
20-21	10	10 3,9	10 4,1	4	*	3,71	*	4,29	*	*	4,43
19-20	13	13 4	13 4,15	4,08	*	4	*	4	*	*	4,54
18-19	15	14 3,21	15 3,87	3,55	*	3,79	*	4,2	*	*	4,33

DEVELOPMENT OF RESULTS OF TEACHING

| | MECES D | | | | | MECES E | | MECES F | | |
| A. year | 6.1. Autonomy to initiate, manage and lead innovative research teams 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	
23-24	11 3,73	11 3,36	12 4,08	11 4,18	3,84	11 4,18	4,18	12 4,58	11 4,18	4,39
22-23	15 3,67	15 3,73	15 3,73	16 3,75	3,72	16 3,94	3,94	16 4	15 4,07	4,03
21-22	9 4,56	9 4,22	9 3,89	9 4,11	4,19	9 4,33	4,33	9 4,33	9 4	4,17
20-21	*	*	*	*	4,29	*	4,29	*	*	3,86
19-20	*	*	*	*	4,31	*	4,46	*	*	4,23
18-19	*	*	*	*	3,87	*	4,27	*	*	4,13

DEVELOPMENT OF RESULTS OF TEACHING / MONITORING AND SUPERVISION

| | MECES G | | | | MONITORING AND SUPERVISION | | | | | |
| A. year | 9.1. Skills to make progress in cultural, social or technological aspects. | 9.2. Skills to promote innovation. | Average MECES G | Average of section | 10. My tutor is providing me adequate guidance throughout the | 11. So far, I have been able to develop the activities of the doctoral program that I | 12. My tutor or thesis supervisor is supervising my research plan regularly | 13. Until now, I have had enough information to carry out my research plan | 14. In general, the academic orientation that I have received so far for the | Average of section |
	nºsurv. AVERAGE	nºsurv. AVERAGE			nºsurv. AVERAGE	nºsurv. AVERAGE	nºsurv. AVERAGE	nºsurv. AVERAGE	nºsurv. AVERAGE	
23-24	11 4,27	11 4,09	4,18	4,16	14 4,79	14 4,21	13 4,92	13 4,69	14 4,5	4,62
22-23	15 3,8	15 3,73	3,77	3,84	16 4,44	16 4,19	16 4,38	16 4,25	16 3,94	4,24
21-22	9 3,78	9 4	3,89	4,08	28 4	28 3,86	27 4	26 3,85	26 3,65	3,87
20-21	*	*	4,17	4,15	10 4,3	10 4	10 4,3	10 4,2	10 4	4,16
19-20	*	*	4,15	4,24	13 3,92	13 3,85	13 3,92	12 4,25	13 3,92	3,97
18-19	*	*	3,93	4,08	15 3,67	15 3,33	15 3,47	14 3,64	15 3,53	3,53

Since 21-22 academic year, the items that assess the MECES 4 competencies are modified

Academic Year: 23-24

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MOBILITY PROGRAMMES: ERASMUS, INTERNATIONAL PROGRAMME OR OTHERS

A. 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.		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		23. Mobility period that I spent at the other university or institution		Average of section
	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	
23-24	3	5	2	*	1	*	1	*	2	*	3	1	2	*	2	*	4,12
22-23	2	*	2	*	1	*	2	*	2	*	2	*	2	*	2	*	*
21-22	4	4,5	4	3,75	4	3,25	4	4,5	4	4,5	4	2,5	4	4,25	3	5	4
20-21	1	*	1	*	1	*	1	*	1	*	1	*	1	*	1	*	*
19-20	3	4,67	3	4	3	2,67	3	4,33	3	4,33	3	4,67	3	3,67	3	4	4,04
18-19	3	4,67	3	4,33	3	3,33	3	4,33	3	4,33	3	4,33	3	4	3	4,67	4,25

DOCTORAL THESIS

A. year	#. The objectives and competences of my thesis are clear from the beginning		#. Requirements and assessment criteria are suitable and are published in advance		#. Guidance and research support provided by my thesis supervisor for		#. So far, my thesis supervisor has been accessible		#. The time spent preparing my doctoral thesis is in line with the result obtained		#. By completing my doctoral thesis I'm improving my research training		#. So far, I have satisfied my initial expectations		Average of section
	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	
23-24		*		*		*		*		*		*		*	*
22-23		*		*		*		*		*		*		*	*
21-22		*		*		*		*		*		*		*	*
20-21	10	3,7	9	4,33	9	4	9	4,67	10	4,3	9	4,56	10	4	4,21
19-20	13	3,62	13	4,23	13	3,69	13	4,31	13	4,08	13	4,69	13	3,85	4,07
18-19	15	3,2	15	3,6	15	3,53	15	4,07	15	3,13	15	4,2	15	3,47	3,6

	FACILITIES AND RESOURCES			ACADEMIC MANAGEMENT						
A. year	31. The facilities and material resources are suitable …		32. The library materials are accessible		Average of section	33. The service provided by the Doctoral School for dealing with issues		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		Average of section
	nºsurv.	AVERAGE	nºsurv.	AVERAGE		nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	
23-24	13	4,46	13	4,54	4,5	14	4,07	14	4,07	14	4,36	4,17
22-23	16	4,44	16	4,62	4,53	16	4,38	16	4,06	16	4,25	4,23
21-22	25	3,6	27	4,15	3,88	26	3,96	26	3,81	26	3,85	3,87
20-21	9	4,22	10	4,4	4,32	9	4,67	9	4,33	9	4,33	4,44
19-20	13	4,08	13	4,54	4,31	13	4,08	13	3,85	13	3,77	3,9
18-19	15	4	15	4,33	4,17	13	4	14	3,86	14	3,86	3,9

Since 21-22 academic year, the items that assess the MECES 4 competencies are modified

Academic Year: 23-24

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A. year	GLOBAL										Average of section
	Satisfaction with the teaching staff		Facilities and infrastructure		Activitats transversals i específiques del programa de doctorat		My personal experience, both academic and extracurricular, at the		I would recommend this doctoral programme		
	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	nºsurv.	AVERAGE	
23-24	13	4,62	13	4,31		*	12	4,25	13	4,15	4,33
22-23	16	4	16	4,25		*	16	3,94	16	4,06	4,06
21-22	25	4,04	23	4,09		*	23	4	25	4,04	4,04
20-21	10	4,7	9	4,67		*	9	4,44	10	4,5	4,58
19-20	13	4,23	13	4,31		*	13	4,31	13	3,92	4,19
18-19	14	4,21	15	4,07		*	15	4,07	15	3,93	4,07

* The average item is calculated from three surveys rating.

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

Since 21-22 academic year, the items that assess the MECES 4 competencies are modified