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Quality Assurance for Reform and Transformation of HEIs in Uzbekistan - QUARTZ

Call: ERASMUS-EDU-2023-CBHE-STRAND-1 / Project Number: 101127171

DEFINITION OF THE STRATEGIC PLAN OF THE RESEARCH STRUCTURES

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QUARTZ – Training Programme

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Quality of research and Third Mission

Quality Assurance for Reform and
Transformation of HEIs in Uzbekistan -
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THIRD MISSION/SOCIAL COMMITMENT

Pressure to shift from focusing primarily on teaching and performing research, and to add a **Third Mission (TM)**, the so called “**contribution to society**”.

Universities engaged in TM activities are becoming engines that contribute to the social, economic and cultural development of the regions in which they operate, **by transferring knowledge and technologies to industry and to society at large** (De Jong et al., 2014; Compagnucci & Spigarelli, 2020).

THIRD MISSION/SOCIAL COMMITMENT

- **Aristotle**, in 335 B.C.E., his Lyceum focused on training the elite members of the community.
- **University of Bologna**, the first university in the world, established in 1088 and the following century. **Bulgaro de Bulgari**, “Mouth of Gold” worked with Martino Gosia, Iacopo and Ugo di Porta Ravegnana, both as *legis doctor* with his pedagogical role, and as *causidicus*, confirming his commitment as an **advisor in private and public cases**. They met with and advised Emperor Frederick Barbarossa in 1155 and 1158.

THIRD MISSION/SOCIAL COMMITMENT

- Previous main orientation/missions were teaching and personal research.
- In the last few decades, universities have been undergoing a fundamental change from their traditional missions of teaching and research, to driving regional development.
- Applying for, and joining project-related research.

THIRD MISSION/SOCIAL COMMITMENT

Some **ambiguity of TM** as a concept:

- the configuration of the activities carried out in a given university.
- the degree of its territorial embeddedness_ the analysis of the relationship between society and economy, emphasizing the role of social relations in shaping economic behavior and outcomes, particularly in local and regional contexts
- the institutional frameworks in which the university operates.

THIRD MISSION/SOCIAL COMMITMENT

We can define TM as the sum of all activities concerned with the generation, use, application and exploitation of university knowledge, capabilities and resources, outside of the academic environment.

Such collaboration between academia and society at large is expected to contribute to the social, cultural and economic development of communities.

THIRD MISSION/SOCIAL COMMITMENT

On the other hand, TM represents the gradual shifting of universities towards economic-based, or inspired, activities in the sense of **commercializing knowledge, commercializing scientific research.**

THIRD MISSION/SOCIAL COMMITMENT

The service to society is voluntary and it can only succeed in a friendly environment which is able to:

- 1) ensure the integration of innovation policies
- (2) foster the creation and development of public private R&D partnerships
- (3) promote the transfer of knowledge to all users.

The service to society is based on the duty of the university to repay society's economic efforts and to renew the original contracts between universities and their regions (Mora et al., 2015).

THIRD MISSION/SOCIAL COMMITMENT

The **entrepreneurial university** is a model of the TM which prioritizes a set of activities, based on the combination of academic and business imperatives, by broadening both the inputs to academic knowledge and its use in an economic and societal context. These activities **rely on research and a new management paradigm** (development of an entrepreneurial mindset) for the provision of universities' tasks ([Unger and Polt, 2017](#); Compagnucci & Spigarelli, 2020).



Strategic plan of the Research Structures

STRATEGIC PLAN

The Universities should have a clear vision of the ways the research structures (Departments, Faculties, centers.....) define their own strategic lines concerning research and third mission/social impact, in line with the overall strategic lines of the University. To do this these structures should equip themselves with a planning, monitoring and evaluation of processes, results achieved and improvement actions.

STRATEGIC PLAN

VUM's approach:

- Project department.
 - The employees in that department are not faculty members – they look for, and apply for winning projects announced and financed by local, national and international bodies, e.g. EC.
 - Faculty members are invited to work on the particular project – writing the draft-proposal, and then – the project if won.
- Faculty supported to apply for projects with TM/SC, e.g. Horizon 2020, Horizon Europe 2025

STRATEGIC PLAN

VUM's approach (cont.):

- Faculty advised to consult local companies, e.g. hotel managers, HRM, etc.
- Company managers invited to have classes with our students on modules with high practical content, e.g., Entrepreneurship and Project Management, Management of Finance, Leadership, HRM.

STRATEGIC PLAN

Center for Quality Management

- Directly reports to the Rector of VUM.
- Coordinates the planning and control activities of CQM through the managers who are members of CQM, including:
 - Quality **coordinator** of Faculty of Management, incl. the academic departments
 - Quality **coordinator** of the International college
 - Quality **coordinator** of the Research Institute
 - **Representatives** of the administrative departments, students and PhD students

STRATEGIC PLAN

Center for Quality Management coordinators:

- Lead the **implementation of the decisions, standards and methodology**, approved by the university organs (Academic Forum, Rector) related to quality.
- **Collect information** from all departments – academic and administrative – in regard to the fulfilment of the tasks and quality of the activities.
- **Analyze the proposals for changes in the plans**, and reports to the Academic Forum and Rector for possible policy changes.



Assessment criteria for evaluating the results

ASSESSMENT CRITERIA

Based on **CRITERIA FOR INSTITUTIONAL ACCREDITATION:**

- Publicly announced policy for quality assurance of research, with accountability as part of the strategic management of the educational institution **in the interest of public needs**.
- Regulations, procedures, decisions and other documents for internal quality assurance of the research process, including an approved **Code of Ethics**.
- **Annual reports** to assess the results and level of research.

ASSESSMENT CRITERIA

- Rules (and activities) of the administrative structure for the implementation of research results with respect to intellectual property.
- Involving **external stakeholders** in quality assurance/assessment.

ASSESSMENT CRITERIA

VUM's criteria for Science and innovation: Quality Management System corresponding to the international standard ISO 9001:2008.

- Prioritizing **publications in referred journals with an impact factor**; commercialization of research results and innovative solutions created at VUM;
- Participation in **prestigious international scientific forums**
- Active involvement in **international research projects** that are subject to external, independent assessment.

ASSESSMENT CRITERIA

VUM's criteria for Internationalization

- Improving the competitiveness through participation in international academic projects for **capacity building and transfer of innovations** from and to higher education;
- Building a **tolerant, multicultural academic community** and an environment for learning, working and communicating, which will stimulate the growth of foreign students and staff at VUM.

ASSESSMENT CRITERIA

- **Academic staff achievements** – per academic person, last 3 years
 - Participations in **TM related projects** of Projects Department
 - Participation in **other TM projects**, e.g., Horizon2020, Horizon Europe, Globe2020
 - Publications in **Scopus, and Web of Science journals**
 - Publications in **local journals and annual books**, incl. VUM's

PARTICIPATION IN OTHER TM PROJECTS

Example: Horizon2020, Project Impact

Objective 1: Analyse the different cultural behaviours for **the prevention of emergencies** (preparedness) with particular emphasis on:

Objective 1.1: risk and situational awareness perception of the different cultural groups

Objective 1.2: preventive information to passengers' provision

Objective 1.3: cooperation towards prevention of security threats

Objective 1.4: security checks, including physical inspections

PARTICIPATION IN OTHER TM PROJECTS

Example: Horizon2020, Project Impact

Objective 2: Analyse different cultural behaviours for the **management of emergency** events and the post-events with particular emphasis on:

Objective 2.1: enhanced crowd modelling and management

Objective 2.2: management of first responders to care for different cultural groups

Objective 2.3: provision of emergency information to passengers



IMPACT Project
Work Package 1: Psycho-Social and Cross-Cultural
Theoretical Framework of Crowd Behaviour and
Management

Period 1 Review Meeting, Brussels, 17 June 2016

Dr. Mark Robinson (University of Leeds, UK), Professor Michael Minkov (Varna University of Management, Bulgaria),
Katarzyna Cichomska (University of Leeds, UK), Professor Vesselin Blagoev (Varna University of Management,
Bulgaria), Dr. Matthew Davis (University of Leeds, UK), Dr. Natalie van der Wal (VU University, Netherlands), Dr.
Simone Rozzi (Deep Blue, Italy), Dr. Alessandra Tedeschi (Deep Blue, Italy)

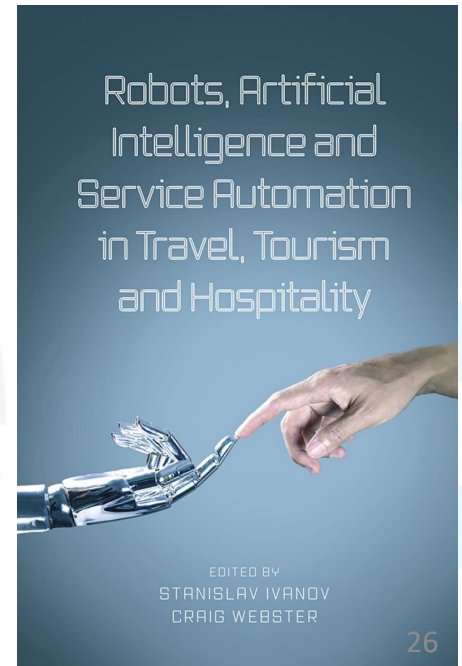
Impact of Cultural aspects in the management of emergencies in public Transport

ASSESSMENT CRITERIA

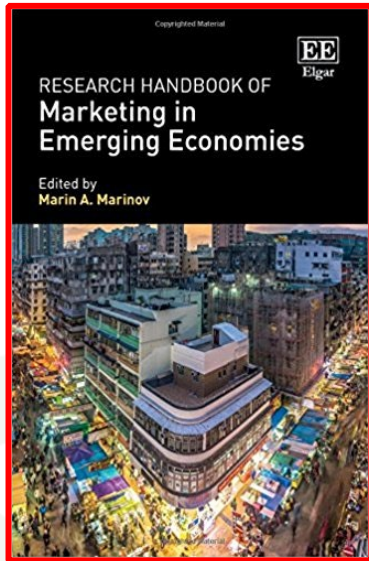
- **Academic staff achievements** – per academic person, last 3 years
 - Consulting local and other companies
 - **Editing and chapters in professional books**

Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality
by Stanislav Ivanov (Author, Editor), Craig Webster (Editor)

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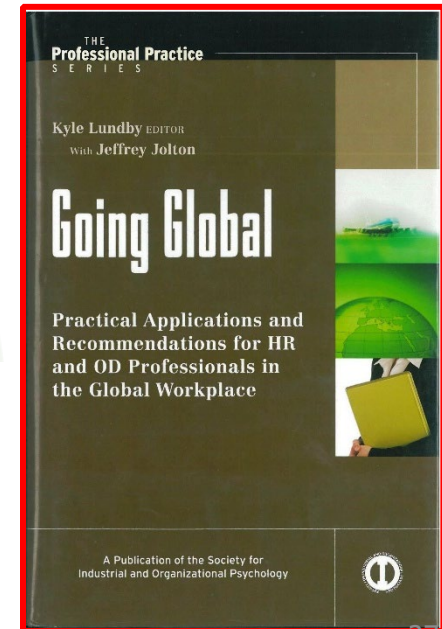


ASSESSMENT CRITERIA



Bagoev, V. & Minkov, M. (2017). in Marinov (ed) **Marketing in Emerging Economies**, Edgar Elmer

- **Blagoev, V. (2010).** Culture: Values, Beliefs, Perceptions, Norms and Behaviors. In K. Lundby & J. Jolton. (Eds.). **Going Global: Practical Applications and Recommendations for HR and OD Professionals in the Global Workplace**. Jossey Bass/Pfeiffer



ASSESSMENT CRITERIA OF THE RESULTS OBTAINED BY THE RESEARCH STRUCTURES

RESULTS OF THE RESEARCH STRUCTURES

- Project department
- Academic departments

RESULTS OF THE PROJECT DEPARTMENT

Year

Criterion	Measure	Results
Number of local research projects won	Number	
Number of foreign research projects won	Number	
<ul style="list-style-type: none"> ▪ Revenue of project/Net profit ▪ Revenue of project/Net profit ▪ Revenue of project/Net profit 	Euro/BGN Euro/BGN Euro/BGN	
<ul style="list-style-type: none"> ▪ Publications of project ▪ Publications of project 	Number Number	
New applications	Number	

RESULTS OF THE ACADEMIC STAFF



PERSONAL RESEARCH PROCESS

- Analysis of the previous publications in the last assessment period, usually last 3 years.
- Analysis of publications in Scopus, Web of science.
- Analysis of the involvement in projects.
- Presentations in international forums.
- Publications at home.

ACADEMIC STAFF	Vesselin BLAGOEV										For the period:				2022-2024	
Research publications, including on digital platforms (number)											Textbooks and Research books (number)		Citations (number)		Submitted reviews for science and research publications (number)	
TOTAL number of all publications	Research publications in Bulgaria					Research publications in other countries										
	TOTAL	Books	Articles	Presentations	Other	TOTAL	Books	Articles	Presentations	Other	In Bulgaria	Abroad	In BG	Abroad	In BG	Abroad
20	5		2	3		15		3	12		-	-			11	33 5

ПРОГРАММА
Международной научно-практической конференции
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В УСЛОВИЯХ ГЛОБАЛЬНОЙ ТРАНСФОРМАЦИИ»**
15-18 октября 2024 г.

Сайт конференции: <http://confirent.ru/ru/node/7458>

Платформа: <https://mts-link.ru>

ПЛЕНАРНАЯ СЕССИЯ 15 октября, ВТ 10⁰⁰-12⁰⁰

Ссылка на подключение к собранию:

<https://my.mts-link.ru/j/97712685/1144064910/session/1326598569>

Шевченко Игорь Викторович, д-р экон. наук, профессор, декан экономического факультета Кубанского государственного университета, г. Краснодар, Россия.

Тема: Трансформация экономики России в новой реальности.

Логинов Евгений Леонидович, д-р экон. наук, профессор РАН, начальник экспертно-аналитической службы Ситуационно-аналитического центра Минэнерго России, г. Москва, Россия.

Тема: Организационно-экономическая и научно-техническая комбинаторика как основа устойчивости России в условиях санкционной (гибридной) войны.



Благоев Веселин, д-р наук в области управления маркетингом и инновациями, профессор, проректор Варненского университета Менеджмента (Varna University of Management), директор международной школы бизнеса, г. София, Болгария.

Тема: Глобальная трансформация и ее влияние на инновационные стратегии.

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			Total New Downloads	# of New Papers	New Downloads per paper	Total # of Downloads	Total # of Citations	# of Papers	Total Downloads per paper	# of Authors
289	Varna University of Management (VUM)	Authors	11,083	0	57	92,145	279	196	470	34

RESULTS OF THE PROJECT DEPARTMENT

Criterion	Measure	Result
Number of local research projects won	Number	
Number of foreign research projects won	Number	
Revenue of project	Euro/BGN	
Revenue of project	Euro/BGN	

CONCLUSIONS

- Pressure to shift from focusing primarily on teaching to **Third Mission (TM), contributing to the society.**
- Commercializing knowledge, **commercializing scientific research**
- Participation in **TM related projects** of Projects Department
- Publishing in **Scopus, and Web of Science journals**
- Publishing in **professional books.**
- Control the quality of work by **analyzing the numbers.**



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Thank you for your attention!

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References

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EU (2010). Education and the European Union, in EU Economic policy, Brussels, [EU Economic Policy - an overview | ScienceDirect Topics](#)

Mora, J.-G. , Ferreira, C. , Vidal, J. & Vieira, M.-J.(2015). Higher education in Albania: developing third mission activities, Tertiary Educ. Manag., 21 (1) (2015), pp. 29-40

Varna University of Management (2020). Standards for the PhD education at VUM, Varna

Unger, M. & Polt, W. (2017). The knowledge triangle between research, education and innovation - A conceptual discussion, Foresight STI Gov., 11 (2017), pp. 10-26