

“Babeş Bolyai” University
Faculty of Economics and Business Administration
Marketing Department

DOCTORAL THESIS
SUMMARY

EDUCATIONAL MARKETING IN UNIVERSITIES

SCIENTIFIC ADVISOR:

Ph D. Professor: Gheorghe Alexandru Catană

Ph D. Student: Maria – Lavinia N. Popescu

Cluj-Napoca
2012

CONTENTS SUMMARY

| | |
|--|----|
| Ph D Thesis Contents | 3 |
| KEYWORDS: | 6 |
| SYNTHESIS OF PH D THESIS MAIN PARTS | 6 |
| RESEARCH PROBLEM AND THE MOTIVATION FOR CHOOSING THE TOPIC | 9 |
| PH D THESIS SUMMARY BY CHAPTERS | 11 |
| SELECTED BIBLIOGRAPHY | 15 |

Ph D Thesis Contents

Contents.

Tables List

Figures List

Introduction

Chapter 1 Educational Marketing – overview

Chapter 2 Marketing Culture in Academic

2.1. Culture Meanings

2.1.1. The Concept of Organizational Culture

2.1.2. Organizational Culture of Higher Education Institutions

2.1.3. The Concept of Marketing Culture

2.1.4. Marketing Culture in educational service organizations of university

2.2. Performance, Efficiency, Effectiveness and Profitability of Universities

2.2.1. Relational Marketing, Innovation and Performance of Academic Educational Service

2.2.2. Performance Measurement – Service Quality, Customer Satisfaction, Customer Loyalty and Repurchase Intention

2.3. Cultural Profile for the University Space

2.4. Proactive Attitude and Value Creation for Consumer

Chapter 3 Educational Services Market of Universities and its Consumers

3.1. Educational Market of University – an Overview

3.1.1 Educational Services Market of Universities

3.2. Marketing Environment of Universities

3.2.1. External Environment of Academic Educational Services

3.2.2. Theoretical Models to Adapt Universities to the Pressures of the External Environment

3.2.3 Internal Environment of Academic Educational Services

3.3. Trends in Educational Services of Universities and the Particularities of Educational Market by Socio-Pedagogical Perspective

3.3.1. Trends manifested in Higher Education Services Domain

3.3.2. The Particularities of Educational Market by Socio-Pedagogical Perspective

Chapter 4 Marketing Strategy and Marketing Mix for Consumer-Oriented

4.1. Marketing Strategy of Universities

4.2. Educational Marketing Mix in Universities

4.2.1. Product

4.2.2. Price

4.2.3. Distribution

4.2.4. Promotion

4.2.5. Staff

4.2.6. Processes

4.2.7. Physical Premises in Academic Environment

Chapter 5 Models with Possible Application for Educational Services of University

5.1. Models for Consumer Behaviour

5.1.1 Howard-Sheth Model

5.1.2 Engel – Kollet- Blackwell Model

5.2. Models for Measurement of Services Quality

5.2.1 SERVQUAL Model: Service Quality Gap

5.2.2 SERVPERF Model: Services Performance

5.2.3 EP Model: company performance valuation

5.2.4 NQ Model: quality standardization

5.2.5 HETQMEX Model: Total Quality Management Excellence in Higher Education

5.2.6. INTQUAL Model: Service Quality within the organization

5.2.7. HEdPERF Model: Performance of Higher Education Institutions

5.2.8 SERVMO Model: Service Orientation towards the Market (Perception of Service Quality in Higher Education)

5.2.9. SERVCES Model: Service Quality and Information System Success.

5.2.10. FM-SERVQUAL Model: Quality of Service in Local Government

5.2.11. DL-sQUAL Model: the Quality of on-line Education

Chapter 6 Study regarding Marketing Culture within the University

6.1. Research Methodology

6.2. The Results of Research

Chapter 7 Contributions regarding the Development of one Educational Marketing Model for Universities

7.1. Research Metodology

7.2. The Results of Research.

Chapter 8 Transversal Descriptive Research Chort. Time Evolution of Opinions of Students in Cluj at Economics Studies regarding the Educational Services of University Conclusions.

The Main Limitations and Future Research Directions

9. References

Attachments

KEYWORDS:

Educational Marketing, Universities, Students, Academic „Marketing Responsible”, Romania, France

SYNTHESIS OF PH D THESIS MAIN PARTS

In a society in change all the time what pass through a transition period makes very rapid for the modern world, educational domain must not neglect. The deep changes which happen in today society impose of educational institutions new exigencies for qualifications of the young generation. Taking her the former responsibilities of people, those see obliged all the time to adjust oneself by new curricular projects at quick economical and social change which influence decisive the conception what regarding the role of education system.

Currently, institutions of higher education, moreover and other organizations and businesses operate in a highly dynamic environment. As following of rapidity and dimension of environment changes, the institutions of higher education don't can regard each change as a separate event, which can be individual studied for increase the advantages and for minimize the negatives effects which their create.

These evolutions impose changes in the manner in which the managers will understand the relation between the institution and the market of which it address oneself. The reform higher education requests imposed by the transition at Bologna system impose of universities and faculties remarkable efforts for accommodation.

In economic theory, the educational services are considered goods and services consumed by primary customers to achieve a personal level of education, so to store for future use, educational human capital.

Thus, in the current competitive environment, universities are beginning to recognize the growing importance of the services they offer and therefore focus on the needs and expectations of students. To be successful, a university must to identify which are the aspects important for students and, consequently, to give students what they expected. In particular, in this new market, the school is encouraged to consider carefully

the needs of its clients and customers with a view to satisfy these needs precisely (Hanson, 1996).

The main aim of this thesis was carried out "radiography" of the moment of adoption level marketing in university education sector and develop a marketing model that can be used later, at least by universities in Romania, where not from European universities. The model wanted to be one which respect, mainly, new trends in science education and the focus on marketing science, respectively the focus by the subject of learning, that the student in quality by consumer of higher education services. Conducting this research is particularly important given the fact that currently, the literature on this topic is relatively small, and the current is often focused only on certain aspects.

In terms of methodology, the thesis is divided into two essentials parts, which are logical sequence: documentary research on the current state of knowledge of the field analysis and primary marketing research conducted by gathering information among key actors in the education sector university.

The scientific approach by documentary nature started with an overview of educational marketing, marketing culture within the university, followed by the essentials aspects as regards university educational services market and its consumers, marketing strategies and marketing mix focused on the consumer (student) and ending with some existing models in the specialty literature regarding the higher education domain.

Thus, in the first part have pointed out the main elements of the emergence of educational marketing chronologically point of view, I identified the scope in which it is placed, and the main particularities and differences between social marketing (which it is circumscribed educational marketing) and classic marketing.

In the next part, the current state of knowledge of the area studied, I was analyzed the marketing culture in higher education starting by the culture significance. After, I analyzed the performance, efficiency, effectiveness and profitability, emphasizing, in particular, significant elements of performance measurement, i.e. service quality, customer satisfaction, customer loyalty and repurchase intention, and the relationship between relational marketing, innovation and service performance. Also I identified the cultural profile for the university space as it emerged in the specialty literature. Further, I

pointed out several aspects of proactive attitude and the value creation for the consumer in this sector.

Subsequently, we carried out an overview of the university educational services market and its consumers, focusing on some particularities of market as well as its dimensions.

We continued with the presentation of the marketing environment of universities, the trends of academic educational services and particularities of university education market by socio-pedagogical perspective. These parties were followed by the presentation marketing strategies of universities and their main particularities and the marketing mix specific service types analyzed.

In the last part of the research, the secondary sources of information were extracted from the specialty literature the mains relevant models for the consumer behavior, but and for measuring the quality of education services of university.

After the documentary part, which explores the problematic previous restored, the thesis continues with the second part and the most important fact, marketing research from primary sources. Marketing research by primary sources has the principal task the shaping the approach of higher education marketing by persons responsible in university and the sketching a model of educational marketing for universities in terms of student-focused.

In the first step of this second part are described the methodological elements for the two most important categories of actors involved in university educational services, namely: a) teachers who implemented mainly due to the fact that they have academic marketing decision makers due to the hierarchy that is located or because they are part of committees and commissions influencers and b) students.

Primary data analysis for each category of actors of educational services of university studied was preceded by the appropriate methodology for each. Presentation of the results derived from the analysis of data was performed in a comprehensive manner, pointing out the specific elements of marketing, but also details of the statistical domain, so direct addressability results will target experienced researchers or those who have strong knowledge in the two areas. Moreover, some of the information collected from the students, trying to capture the evolution in time of opinions and perceptions of students

(their dynamics) and not just a punctual analysis of their current opinions and perceptions.

Most empirical research realized targeted the players of educational services of university from different cultures, so the results are presented in comparative manner. Also, in this part are presented partial models of the final model was developed.

The second fundamental part of the paper ends with presenting the main conclusions of empirical studies realized, the presentation of final model proposed for educational marketing in universities that have a similar structure to universities analyzed. The endpoint is the highlight major research limitations and future research directions.

RESEARCH PROBLEM AND THE MOTIVATION FOR CHOOSING THE TOPIC

The activity of any organization, indifferent where it is fitted in the scope of the goods or services, in the area of profit or nonprofit organizations, in the institution are considering making a profit or not, shall take into account the key element of any activity, respectively the good knowledge of their customers and providing on market those products and / or services that meet their needs.

In the contemporary period, any existing institution should pay attention of these items to attract the main competitive advantage targeted: the survival in the market. To achieve this wish it is important that the entity to differentiate from the rest of the competition. It will be possible, the best, by knowing opinions, attitudes, perceptions and elements which create satisfaction / dissatisfaction recipients of goods and especially services, especially with how services are direct interaction between provider and consumer.

This particularity of services, namely the impossibility of separating the consumption process of delivery process, leads us to conclude that in services in general and especially in university educational services need not only knowledge sided opinions, attitudes, motivations, perceptions and behaviors of consumers as key elements of success of any such institutions of higher education, but also know the opinions of those

involved in this process both as providers and policy makers. Therefore, we considered useful information obtained from teachers which implementing marketing especially university marketing regarding the actual actions that they undertake to support the needs and wants of their customers. Moreover, highly competitive environment that currently exist in the sphere of higher education was considered as very helpful for the existence a marketing model that is suitable from universities, even if they enjoying the privilege of being part of State universities.

However, both in Romania and abroad can observe a relatively lack of specialized studies addressing all concepts which could provide a clear and detailed image of higher education.

In general, the existing studies are focused by one of the following three aspects:

- consumer and opinions, motivations, attitudes, behaviors, perceptions and possibly elements that lead to satisfaction or dissatisfaction of this;
- decision makers in universities, but not simultaneously consider consumer opinion;
- elements that shape a marketing model that might implement in universities, but in this case, most often, are general models customized for higher education domain or specially designed models, but they are applicable only to the specific country in which the conducted the study.

Through this research we wanted to capture these 3 aspects previous mentioned, their analysis and providing this real and detailed image of actually currently situation in higher education institutions in Romania which have a similar structure with the university analyzed. It was also considered appropriate to confront the first two issues and a university within the European Union, respectively France and the results comparison between the two universities in bringing differences, mainly due to circulation of, more pronounced lately the idea that the education system in Romania is the main culprit for most graduate students or professional failures.

PH D THESIS SUMMARY BY CHAPTERS

Chapter 1, "**Educational Marketing - an overview**", captures a chronological evolution of educational marketing sector development and provides a review of key publications in this area, and scope of activity to which it is circumscribed.

Chapter 2, "**Marketing Culture in Academic**" addresses the significance of culture concept, emphasizing especially the organizational culture on the one hand and on the other hand the marketing culture both in services and in higher education institutions as defined in the specialty literature, and approached in a personal manner. The scientific approach was continued by addressing performance, efficiency, and effectiveness of universities, particularly emphasizing instruments to measure the performance of educational services, respectively higher education service quality, student satisfaction, student loyalty and its repurchase intention. A particular attention was paid also of various dimensions identified and assigned by researchers of educational service quality of university. Further, in the base of the study of existing specialty literature for this moment, it was presented cultural profile specific academic area, especially emphasizing specific elements of cultures in Romania and France, as they are considered in the empirical research. A final aspect treated in the theoretical part of the chapter on marketing culture in academic refers to the proactive attitude and value creation for university students.

Chapter 3, "**Educational Services Market of Universities and its Consumers**", presents the university education market as a "quasimarket", pointing out the essential elements on demand and supply of educational services for higher education, after previously been sketched an overview of this market . If in the introductory part of the chapter has highlighted some particularities and dimensions of university education market, then they scored the determinants of demand and offer of university educational services. The chapter continues with the presentation of the marketing environment of universities, highlighting the external environment and internal environment of these and several theoretical models to adapt of universities to the pressures of the external environment. Theoretical models for adapt of universities to the pressures of the external environment target on the one hand the presentation of seven models of non-traditional

higher education institutions, and on the other nine models of universities able to exploit the opportunities of the new environment. The chapter ends by presenting the trends in the domain of educational services and the particularities of market education of university by socio-pedagogical perspective.

Chapter 4, „Marketing Strategy and Marketing Mix for Consumer-Oriented”, approaches the educational strategies which can take into account the universities. Also, in this chapter were treated too aspects such as the survival higher education institution, university institution's image, particularities of basic strategies (segmentation and positioning) for the educational market and the modalities to communicate academic institution. The second under chapter of this chapter discusses the marketing mix in universities by considering the seven P specific of services as founds in the literature to Donald Cowel.

Chapter 5, “**Models with Possible Application for Educational Services of University**”, addresses an overview of the main models developed over time which apply in university educational services. I referred, primarily, at the presentation of some models which target the consumer behavior and the buying decision of the student in his quality as the main beneficiary of educational services, namely models: Howard-Sheth and Engel-Blackwell-Kollet. Secondly, they are presented some models of the services quality measurement namely: SERVQUAL, SERVPERF, EP, NQ, HETQMEX, INTQUAL, HEdPERF, SERVMO, SERVCESS, FM-SERVQUAL and DL-sQUAL. The decision to select models that have been described in theory stood the decision of identifying, adapting and testing the most relevant model for so-called "traditional universities" (universities which have in their structure: real, human and socio-human faculties).

Chapter 6, “Study regarding Marketing Culture within the University” starting trough by presentation of all specify elements of research methodology, both for French university studied, and for Romanian University. The results are presented in comparative manner. I referred to compare the opinions of teachers who have power of decision and implementing marketing in each of the two universities analyzed. Statistical analyzes performed were presented in a progressive manner from the simple (to describe

the frequencies for example) and reaching some complex kind of hypothesis testing, bivariate regression, etc. .

Chapter 7, „**Contributions regarding the Development of one Educational Marketing Model for Universities**”, is based on two empirical studies that date the student as the main beneficiaries of university education services. The first research is realized both Romanian students, as well as French students as regards the satisfaction of consumer of higher education. The second empirical research was addressed only Romanian students in the view to realize an educational marketing model adapted for Romania which results for universities which have a similar structure which the universities studied. The results of both studies were preceded by the appropriate methodology. Statistical analyzes were focused this time by elements such as frequencies, testing hypotheses this time by replacing the Fisher test specific to small samples as was for marketing responsible from universities with appropriate testing large samples. Other analyses performed were: factor analysis, classify, segmentation trees, analysis of variance (ANOVA), etc.. In addition to statistical correlations, parametric tests, nonparametric tests, principal component analysis, we used the verification of trust of data collected and the reliability characterization indicators using Cronbach α coefficient, KMO test, Bartlett test, etc.. Also, in this chapter we identify and the key target segments market specific to each universities analyzed, as well as the classical marketing mix according to students (the 4 P) currently as regards the higher education services.

Chapter 8, “**Transversal Descriptive Research Chort. Time Evolution of Opinions of Students in Cluj at Economics Studies regarding the Educational Services of University (comparative analyze)**”, summarizes some significant aspects of satisfaction / dissatisfaction of students in the Faculty of Economics and Business Administration of the "Babes-Bolyai" University of Cluj-Napoca by comparative analysis of three studies in 2008, 2009 and respectively 2012. Through this chapter we wanted to highlight the evolution in time of opinions and perceptions of age group segment (in this case students at bachelor and master cycles, so people aged typically between 19-24 years) development a certain cohort, as the her aging (PhD students - research in 2012) that the first research is part of the bachelor's level (research in 2008) and master's

(research in 2009)) and the time evolution of opinions and perceptions about university educational services received as a result of trends in various age groups.

The 8 chapters are followed by the main conclusions which results from the researches realized, both the documentary nature, but rather, those of empirical nature and the presentation of educational marketing model resulting as it results from the student perspective, not including in the model and the vision of "responsible marketing" because of the small sample of subjects.

The next part of the thesis presents the main limitations that they have occurred in developing the thesis and focused mainly lack of financials resources, time resources and access to certain information, databases, software, etc.. These limitations are presented in conjunction with future research directions that we envisioned.

PhD thesis, "Educational Marketing in Universities" ends by presenting the bibliographic sources used to develop paper and attaches the attachments were required to support the elements presented in the thesis.

SELECTED BIBLIOGRAPHY

1. Absher, K., Crawford, G. (1996), Marketing the community college starts with understanding students' perspectives, *Community College Review*, 23(4), pp. 59-67
2. Aldridge, S., Rowley, J. (1998), Measuring customer satisfaction in higher education, *Quality Assurance in Education*, Vol. 6 Issue 4, pp. 197 - 204
3. Altbach, Ph.G. (2010), The Complex Roles of Universities in the Period of Globalization, *Higher Education in the World 3: New Challenges and Emerging Roles for Human and Social Development*, Palgrave MacMillan, pp. 5-14
4. Alves, H. (1995), Marketing de serviços de educação, *Revista Portuguesa de Marketing*, 1, pp. 55-65
5. Andreassen, T.W., Lervik, L. (1999), Perceived relative attractiveness today and tomorrow as predictors of future repurchase intention, *Journal of Service Research*, 2, pp. 164–172
6. Babakus, E., Boller, G.W. (1992), An empirical assessment of the SERVQUAL scale, *Journal of Business Research*, Vol. 24, pp. 253-268
7. Bakewell, C.J., Gibson-Sweet, M.F. (1998), Strategic marketing in a changing environment: are the new UK universities in danger of being stuck in the middle?, *The International Journal of Educational Management*, Vol. 12 No. 3, pp.103-113
8. Bansal, H.S., Taylor, S.F., St. James, Y. (2005), Migrating to new service providers: Toward a unifying framework of consumers' switching behaviors, *Academy of Marketing Science Journal*, 33, pp. 96–115
9. Baughman, J.C., Goldman, R.N. (1999) – College Rankings and Faculty Publications: Are they Related, *Change*, 31, pp. 44-50
10. Bingham, F.G. (1993), Marketing the Institution of Higher Learning: A Research Analysis Enrollment Model, *Journal of Marketing for Higher Education*, 4(1/2), pp. 59-72
11. Catană, D., Catană, Gh.A. (2010), *Fundamentals of marketing*, Editura UTPres, Cluj-Napoca

12. Catană, D., Catană, Gh.A. (2012), Continuity and change in Romanian societal culture dimensions, *Journal for East European Management Studies*, 17 (2), pp. 226-249
13. Catană, Gh.A. (2003), *Marketing – filozofia succesului de piață*, vol. I, Editura Dacia, Cluj-Napoca
14. Catană, Gh.A., Catană, D. (1996), Matricea culturală a românilor din perspectiva managementului modern, *Tribuna economică* nr. 42, pp.59-60, pp.63-64
15. Catană, Gh.A., Catană, D. (2011), Prospective managers and leaders view on Romanian societal culture and leadership styles, in Čater, T, Lang, R. (Editors), *Values and Leadership Expectations of Future Managers from Transforming Societies*, pp. 66-81, Chemnitz University of Technology, disponibil la <http://www.tu-chemnitz.de/wirtschaft/bwl5/forschung/schriften/doc/16.pdf>
16. Catană, Gh.A., Catană, D. (2011), How future managers view societal culture: a cross-country comparison, *The Annals of University of Oradea*, TOM XX, 1st Issue, July 2011, pp. 347-352
17. Čater, T., Lang, R., (2011), *Values and Leadership Expectations of Future Managers from Transforming Societies*, Chemnitz University of Technology
18. Cowel, D. (1993), *The Marketing of Services*, Butterworth-Heinemann, London
19. Day, G.S. (1994), Continuous Learning About Markets, *California Management Review*, 36(Summer), pp.9-31
20. Demirag, I., Tylecote, A. (1992), The Effects of Organisational Culture, Structure and Market Expectations on Technological Innovation: A Hypothesis, *British Journal of Management*, Vol. 3, pp. 7-20
21. Deshpande, R., Webster, F. (1989), Organisational Culture and Marketing: Defining the Research Agenda, *Journal of Marketing*, Vol. 53, Jan., pp. 3-15
22. Dunn, M., Norbum, D., Buriey, S. (1994), The Impact of Organisational Values, Goals and Climate on Marketing Effectiveness, *Journal of Business Research*, Vol. 30, pp. 423-433
23. Elliott, K.M., Shin, D. (2002), Student Satisfaction: An Alternative Approach to assessing this important concept, *Journal of Higher Education Policy and Management*, Vol. 24, (2), pp. 197-209

24. Hanson, E.M. (1996), *Educational administration and organizational behavior*, Boston: Allyn and Bacon
25. Kotler, Ph. (1996), *Marketing Management*, 9th ed., Englewood Cliffs, NJ: Prentice Hall
26. Kotler, Ph. (1997), *Managementul marketingului*, Teora, București
27. Kotler, Ph., Armstrong, G. (2008), *Principiile marketingului*, ed. a IV-a, Teora, București
28. Kotler, Ph., Armstrong, G., Saunders, J., Wong, V. (1998), *Principiile marketingului* – ediția europeană, Editura Teora
29. Kotler, Ph., Fox, K.A. (1985), *Strategic Marketing for Higher Educational Institutions*, Prentice-Hall, Englewood Cliffs, NJ
30. Kotler, Ph., Fox, K. (1995), *Strategic Marketing for Educational Institutions*, Second Edition, Prentice-Hall, Inc., New Jersey
31. Kotler, Ph., Dubois, B. (1997), *Marketing Management*, ediția a 9-a, Publi Union, Paris
32. Kotler Ph., Keller, K.L. (2008), *Managementul marketingului*, ediția a-V-a, Teora, București
33. Kotler Ph., Armstrong, G. (2008), *Principiile marketingului*, Teora, București
34. Mureșanu, L., Rusu, L., Arba, R., **Popescu, M.L.** (2009), Using Collaborative Model for Performance Analyses, vol. *Education, Research and Business Technologies*, the 9th International Conference on Informatics in Economy, Academy of Economic Studies, Faculty of Economic Cybernetics, Statistics and Informatics, Bucharest, 2009, Editura Economică ASE Printing House, pp. 62-68
35. O'Guinn, T., Allen, T., Semenik, R. (1998), *Advertising*, Editura South Western College Publishing, USA
36. Parasuraman, A., Zeithaml, V., Berry, L. (2004), SERVQUAL: a multiple-item scale for measuring customer expectations of service quality, *Journal of Retailing*, Vol. 64, No.1, pp. 5-6
37. Plăiaș, I. (2005), *Comportamentul consumatorului*, Editura Risoprint, Cluj-Napoca
38. Plăiaș, I. (coord.), (2008), *Cercetări de marketing*, Editura Risoprint, Cluj-Napoca
39. Pop, M.D. (2004), *Cercetări de marketing*, Editura Alma Mater, Cluj-Napoca

40. **Popescu, M.L.** (2008), *Comportamentul consumatorului de servicii educaționale*, lucrare de licență
41. **Popescu, M.L.** (2009a), *Strategia de îmbunătățire a calității educației economice universitare a UBB din prisma consumatorului de servicii educaționale*, lucrare de disertație
42. **Popescu, M.L.** (2009b), Improvement Strategy of Economic University Quality Education of UBB Consumer of Educational Services Point of View, vol. *Conferinței Internaționale „Industrial Revolutions from the Globalization and Post-Globalization Perspective”*, 16th Edition, Universitatea „Lucian Blaga”, Facultatea de Științe Economice, Sibiu, 7-8 mai 2009, pp. 78-84
43. **Popescu, M.L.** (2009c), Implementarea modelului educațional economic al marilor universități la FSEGA Cluj-Napoca în contextul integrării europene, vol. Conferinței Naționale *„Marketingul întreprinderilor românești în procesul integrării europene”*, Academia de Studii Economice, București, 29-30 mai 2009, Editura Economică ASE Printing House, 6 pag
44. **Popescu, M.L.** (2009 d), Folosirea atitudinilor în analiza performanței serviciilor educaționale, vol. Conferinței Internaționale *SECCAB 2009* (CD), 4th Edition, Universitatea „Babeș-Bolyai”, Facultatea de Business, Cluj-Napoca, 15-17 mai 2009, 11 pag
45. **Popescu, M.L.** (2009e), Considerations on Economic Higher Education Effects in Cluj-Napoca in Globalization Context, *volumul I al Conferinței Internaționale Globalization and Higher Education in Economics and Business Administration (GEBA 2009)*, 3th Edition, 22-24 octombrie 2009, Editura Tehnopress, Iași, pp.80-92
46. **Popescu, M.L.** (2010a), Régions d’apprentissages et d’éducation, *Calitate și performanță în serviciile educaționale*, Editura Dacia, Cluj-Napoca, pp. 172-180
47. **Popescu, M.L.** (2010b), The Role of Change in Higher Education an Empirical Research, *The 6th International Conference “Present Issues of Global Economy”*, Editura Ovidius University Press, Constanța, 21-22 mai 2010, pp. 1259-1263
48. **Popescu, M.L.** (2010c), Higher Education Services - Marketing - Mass or Marketing Segmented, *International Conference on Applied Economics 2010*, Proceedings of ICOAE 2010, Athens, Greece 26-28 August, 2010, pp. 609-615

49. **Popescu, M.L.** (2010d), The Consumer Role in Higher Education, în *The Annals of the Stefan cel Mare University Suceava. Fascicle of The Faculty of Economics and Public Administration*, Vol. 10, No.1(11), 2010
50. **Popescu, M.L.** (2010 e), The Importance of Didactics Strategies Focused by Student, *Ovidius University Annals, Economic Sciences Series*, Volume X, Issue 2, Editura Ovidius University Press, pp. 667-673
51. **Popescu, M.L.** (2010 f), Quality of Educational Services – an Empirical Research, *International Symposium „Research, Education, Developement”*, Editura Risoprint, Cluj-Napoca, pp. 213-220
52. **Popescu, M.L.** (2010 g), The extracurricular activities in faculty period –the increase key of consumer satisfaction?, *International Conference "Education and Creativity for a Knowledge Society*, , Editura Universității Titu Maiorescu, București, pp. 135-142
53. **Popescu, M.L.** (2010 h), Information – Key Factor for Consumer Satisfaction?, *International Scientific Conference Economics and Globalization ECO-TREND 2010*, Editura Academica Brancusi Publishing House, pp. 290-298
54. **Popescu, M.L.** (2010 i), Information – Key Factor for Consumer Satisfaction?, *Annals of the „Constantin Brancusi” University of Targu-Jiu*, Economy Series, Issue 4 / 2010, Vol. II, Editura Academica Brancusi Publishing House, pp. 98-108
55. **Popescu, M.L.** (2010 j), Consumers’ Satisfaction of Higher Education Services a Problem of Education in the 21st Century, *Annals of the University of Petroșani, Economics*, vol. X, part II, Universitas Publishing House Petroșani, pp. 267 – 279
56. **Popescu, M.L.** (2011 a), Educational Add Value Creation in Higher Education Services Thanks to Faculties/Universities Sites, volumul Conferinței Internaționale 2nd Symposium on Business Informatics in Central and Easten Europe, Oesterreichische Computer Gesellschaft, Austrian Computer Society, Cluj-Napoca, pp. 225-234
57. **Popescu, M.L.** (2011 b), E-learning or Classic Education, *Journal of Management Systems&Operations Management*, Vol. 5, nr.1, Editura Universitară, București, pp. 121-131

58. **Popescu, M.L.** (2011 c), The Attitudes Importance for the Students Education, *International Journal of Economic Behavior*, inaugural issue, București, pp. 53-63
59. **Popescu, M.L.** (2011 d), Consequences of Decisions and Choices with Respect to the Satisfaction of Individual Needs of Higher Education Consumer, *Proceedings of the 15th Biennial World Marketing Congress, Reims Management School*, Proceedings Editor Colin Campembell Monash University, pp. 531-535
60. **Popescu, M.L.** (2011 e), Higher Education Services – Marketing Mass or Marketing Segmented?, *Journal of European Economy*, Vol. 10, Special Issue 2011, Ternopil National Economic University, pp. 358-371
61. **Popescu, M.L.**, Urs, F.I. (2012 a), The Importance of E-learning and GSM Alarm System in the Medical Engineering, *Applied Medical Informatics*, Vol. 30, No. 2 (2012), Cluj-Napoca, pp. 57-64
62. **Popescu, M.L.**, (2012 b), Curriculum and Instruction in Higher Education Services – An Empirical Evaluation of Business Processes, *Annals of the „Constantin Brancusi” University of Targu-Jiu*, Economy Series, Issue 2 / 2012, Editura Academica Brancusi Publishing House, pp. 207-214
63. **Popescu, M.L.**, (2012 c), The Impact of E-Learning in Higher Education, *Journal of Management Systems&Operations Management*, Vol. 6, nr.1, Editura Universitară, București, pp. 194-203
64. Rashid, Z.A., Sambasivan, M., Johari, J. (2003), The influence of corporate culture and organizational commitment on performance, *Journal of Management Development*, 22(8), pp. 708–728
65. Reichheld, F.F., Sasser, W.E. Jr. (1990), Zero Defections: Quality comes to services, *Harvard Business Review*, Vol. 68, September/October, pp. 105-111
66. Rowley, J., Daves, J. (1999), Disloyalty – A Closer Look at Non-Loyals, *Journal of Consumer Marketing*, Vol. 17, No. 6 , pp. 538-547
67. Sands, G., Smith, R. (1999), Organizing for effective marketing communication in higher education: Restructuring for your competitive edge in marketing, *Journal of Marketing for Higher Education*, 9(2), pp. 41–58
68. Sava, F. (2004), *Analiza datelor în cercetarea psihologică. Metode statistice complementare*, Ed. ASCR, Cluj-Napoca

69. Seines, F. (1993), An Examination of the Effect of Product Performance on Brand Reputation, Satisfaction and Loyalty, *European Journal of Marketing*, Vol. 27, (9), pp. 19-33
70. Shaik, N., Lowe, S., Pinegar, K. (2006), DL-sQUAL: A multiple-item scale for measuring service quality of online distance learning programs, *Online Journal of Distance Learning Administration*, IX(II)
71. Sin, L.Y.M., Tse, A.C.B (2000), How does marketing effectiveness mediate the effect of organizational culture on business performance? The case of service firms, *Journal of Services Marketing*, 14, pp. 295-309
72. Sivadas, E., Baker-Prewitt, J.L. (2000), An examination of the relationship between service quality, customer satisfaction, and store loyalty, *International Journal of Retail & Distribution Management*, 28 (2), pp. 73–82
73. Stallings, D. (1997), The Virtual University Is Inevitable: But Will the Model Be Profit or Non-Profit? A Speculative Commentary on the Emerging Education Environment, *The Journal of Academic Librarianship*, July, pp. 271-280
74. Strauss, B. (2002), The dimensions of complaint satisfaction: Process and complaint satisfaction versus cold fact and warm complaint satisfaction, *Managing Service Quality*, 12 (3), pp. 173–183
75. Taylor, C. (2001), Hierarchies and ‘local’ markets: The geography of the ‘lived’ market place in secondary education provision, *Journal of Education Policy*, 16 (3), pp. 197-214
76. Tsang, D. (2007), Leadership, national culture and performance management in the Chinese software industry, *International Journal of Performance and Productivity*, 56 (4), pp. 270 – 284
77. Venetis, K.A., Ghauri, P.N. (2004), Service quality and customer retention: Building long-term relationships, *European Journal of Marketing*, 38, pp. 1577–1598
78. Vorzsak, A. (2005), *Marketingul serviciilor*, Editura Presa Universitară Clujeană, Cluj-Napoca
79. Woods, P., Bagley, C., Glatter, R. (1998), *School choice and competition: Markets in the public interest?*, London: Routledge
80. Legea 84/1995

81. Legea Educației Naționale, Nr. 1/ 2011
82. OECD, (1996), “Measuring What People Know. Human Capital Accounting for the Knowledge Economy”, OECD
83. OECD, (1998), “Human Capital Investment. An International Comparison”, Center for Educational Research and Innovation, OECD, Paris
84. OUG nr. 75/12.07.2005
85. The Bologna Process 2020 -The European Higher Education Area in the new decade, Communiqué of the Conference of European Ministers Responsible for Higher Education, Leuven and Louvain-la-Neuve, 28 -29 April 2009
86. World Bank Education, (2003), “Lifelong Learning in the Global Knowledge Economy: Challenges for Developing Countries”, TechKnowLogia, No 1, pp. 77-80
87. http://www.capital.ro/dictionar/Piata_319.html
88. http://www.contabilizat.ro/dictionar_economic_si_financiar~termen_piata_a_patra.html
89. <http://www.eua.be/eua-work-and-policy-area/building-the-european-higher-education-area/trends-in-european-higher-education.aspx>
90. http://epp.eurostat.ec.europa.eu/portal/page/portal/product_details/publication?p_product_code=KS-SF-11-066
91. <http://www.scribd.com/doc/51208110/Proiect-Analiza-Datelor>
92. <http://www.univ-lyon3.fr/fr/presentation/vue-d-ensemble/chiffres-cles/profils-des-etudiants-inscrits-en-2011-2012-562592.kjsp?RH=1297694592670>
93. www.ubbcluj.ro