Study regarding the development of university research from the perspective of the candidates for university Rector position in Romania

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Abstract: - In this paper we aimed to analyze programs rectory managerial candidates for university elections in Romania. We have taken this approach to capture the evolution of scientific research in the post-communist period in terms of academic potential and university managers to determine whether, based on these developments, there is a clear vision of candidates for academic research, if there is a long-term plan. These objectives were formulated with the belief that the existence of a coherent vision and including university research in strategic management not only fosters performance in this area.

Summarizing management objectives related to scientific research we want to identify this area are imperatives that are appropriate measures for academic research priority.

Management programs will be subject to conceptual content analysis establishes the presence and frequency of concepts in a text and qualitative analysis which we attribute to identify themes and text segments.

Key-Words: - academic research, candidates, rector, election

1. Introduction
Management research is an integral part of university strategic management and sets out concrete actions to follow in terms of research. Long-term vision regarding on the role and place of the university in the academic, socio-cultural and economic environment in which it evolves is essential for making decisions regarding research strategy, the implementation of which requires long-term efforts to strengthen performance. According to the vision of the National Strategy for Research, Development and Innovation 2020 partnership is an essential element for achieving the objectives and requires consistency and commitment on resource allocation, prioritization, predictability, credibility and ensuring a critical mass of researchers.

Another important element in the management of university research is the evaluation which needs to be made on the principle of relevance, competitiveness and transparency and in accordance with the law on the promotion of quality in higher education and scientific research. According to the law, according to the evaluation, universities are ranked and funded by public sources differentiated by categories of universities and depending on the position in the hierarchy of study programs.

Institutional research strategy often reflects research priorities at a regional, national or international level. Depending on the relevance the university wants or can demonstrate in relation to them, namely Regional relevance - research contracts with local and/or regional socio-economic environment. National relevance - research impacting on the development of a scientific field or a sector relevant to the current development of Romania and internationally relevance - contributions to fundamental or applied research in a worldwide scale. Some management programs are explicit in what regards to the institutional strategy, but it's not possible to make a clear delineation between universities based on this criterion:

"The University will operate as an institution of higher education whose teaching and research mission is to be recognized regionally and nationally. The University will operate as a public institution responsible and active in community service. "(Universitatea Petru Maior, Târgu Mureș, Uni Prof. Dr. NEAG Ramona)

"The main way to follow is the development and implementation of some strategies to internationalize the Academy of Economic Studies" (ASE Bucharest Univ Prof. Dumitru Miron).
"The assertion of the Transylvania University as an academic that promotes excellent scientific research at an international level" (Univ. Transylvania, Brasov, Univ. Prof. Ionel Starețu).

International recognition of performance in research is a desirable level for all universities, even though they might be currently conducting research projects of a more restraint level.

We aimed to analyze how it is approached by candidates for rector of the Romanian universities in their management programs. 41 management programs from 18 universities in the country were included in the analysis. Out of the universities included in the analysis four universities have purely technical teaching, seven universities are mixed and 7 are classic educational universities.

To identify, measure and compare key terms that produce categories and then created themes from the study of networking groups with which we could capture patterns of management plans, we used software package Hamlet for Windows. Using the technique of content analysis, we identified the key terms of managerial discourse which develops content categories that relate to text and raises interrests. The computerized procedure for election of the key terminals is based on mathematical information and not on subjective meaning of words. It presupposes that a word can be indicative of some categories of content, as long as it has a relatively high frequency. The analysis resulted frequencies shown in Figure 1. We observed that research is the most frequent category in managerial discourse. Out of all the key terms identified 23% are part of the conceptual category research. Another category with high frequency, which is closely related to research is development, with 12 percent.

Although it's present in all types of universities, research appears as the notional category mainly in managerial discourse of technical universities, where the term "research" and other words associated to it, were identified in 1315 appearances. For universities that have both classical and technical education, there were 642 occurrences in the textual material analyzed, and for the ones with classic education, only 209 classics.
The frequency category for "research" for technical universities indicates extensive concern in this area supported by the legislative framework, of the existing infrastructure necessary to carry out research, such as the application of technological transfer, technical expertise coming from the external environment: industrial business environment, for example. The business environment, the civil society in general, perceives the results coming from academic research as valuable, obtained through rigorous methodology and therefore true.

The results of the analysis obtained for mixed and classical universities show us that here also there is also concern for research here but there aren't traditions and continuity in this respect because there is insufficient material, the material endowment is insufficient, which is explained by a different hierarchy of priorities.

We used the conceptual content analysis and identified what the most common management objectives in the research university are:

- **The stimulating and support of research activities;**
- **Excellence in scientific research;**
- **Valorization of research results;**
- **Initiation of new areas of research;**
- **Increased income from research;**
- **Motivating human resources which include financial support for the researchers, supporting young researchers access projects with national and international financing;**
- **Increasing competitiveness at the institutional, the departments and individuals level, especially teachers and researchers.**

We reduced the textual material in those paragraphs that refer to the objectives related to research. Several recurrent categories in the programs analyzed were split regarding research activities, namely: **effective communication**, **effective management of human resources**, **motivating social players involved in research activities**, **decision-making autonomy**, **competence promotion**, and **research infrastructure.**

These elements indicate the existence of an organizational culture that fosters research in the academic environment. Creating a research culture is not a casual effort, it requires taking long-term responsibilities regarding the prioritization research in strategy and the policy of the institution of higher level education. Developing a research culture that values research depends: on the involvement of teachers, on the the spirit of collaboration between interdisciplinary research, on the availability of resources and their allocation on criteriom on performance and the overall image of the scientific community.

2. Conclusions

The aim of scientific research is the production of knowledge necessary for solving some theoretical and/or practical problems. That's why university scientific research is an essential pillar of socio-economic development through the impact it has on the development of knowledge and human resources. The increase of innovative capacity, the
valorisation of the creative capacity of teachers and of students through the transfer of knowledge, products and technology in the economic environment is one of the determinants of socio-economic role of universities. Universities, through specific functions assumed in society, are called upon to develop research programs oriented towards new directions and to have their priorities in science, to manage research teams and schools of excellence.

This analysis shows that in management programs there are prerequisites for the development of research in the future. The result from the analysis of notional frequencies categories says that research is a major concern for the managers of universities, at least in words.

There are programs whose institutional strategy management research is moving towards internationalization explicitly and in these programs there are, in great portions, aims connected with innovation, to initiate new areas of research, and to obtain performance in this area.

References:
Management programs of candidates for Rector in Romania, taken from Romanian universities sites