

REVIEW
**of the Educational and Scientific Program «Entrepreneurship and
Business Management» of the third (educational and scientific) level of higher
education in specialty D3 Management, field of knowledge D Business,
Administration and Law, implemented at Yuriy Fedkovych Chernivtsi National
University**

In the context of increasing global competition, digital transformation, innovation-driven economic development, and the growing role of entrepreneurship in ensuring sustainable growth, the preparation of highly qualified researchers capable of generating new knowledge and developing effective management solutions is of particular importance.

After reviewing the Educational and Scientific Program «Entrepreneurship and Business Management», it can be concluded that the program is relevant, well-structured, and fully aligned with contemporary European approaches to doctoral education. The program demonstrates a clear focus on developing advanced research competencies, critical thinking skills, analytical capabilities, and the ability to conduct independent scientific research in the fields of entrepreneurship, business management, innovation, and organizational development.

A significant strength of the program is its interdisciplinary nature, which integrates modern management theories, entrepreneurship studies, strategic management, innovation processes, digital transformation, and business development. Such an approach enables doctoral students to acquire both profound theoretical knowledge and practical competencies necessary for addressing complex challenges faced by contemporary organizations and economies.

Particular attention is given to fostering research excellence, academic integrity, international scientific collaboration, and the development of transferable skills essential for successful academic and professional careers. The program creates favourable conditions for the preparation of researchers capable of contributing to the advancement of management science and generating innovative solutions for business and society.

The curriculum is logically designed and combines educational, research, and practical components in a balanced manner. The educational components contribute to the development of methodological, analytical, managerial, and entrepreneurial competencies, while the research component ensures the acquisition of skills required for conducting original scientific investigations and producing internationally recognized research outcomes.

The academic staff involved in the implementation of the program possess substantial scientific expertise and demonstrate high research productivity through publications in internationally recognized scientific journals indexed in Scopus and Web of Science, participation in international research projects, academic mobility activities, and cooperation with international partners. This provides doctoral students with access to a high-quality academic environment and opportunities for integration into the international research community.

An additional advantage of the program is its orientation toward contemporary trends in business development, including digitalization, innovation management, entrepreneurial ecosystems, sustainability, and the commercialization of research results. These priorities correspond to the strategic objectives of the European Higher Education Area and the European Research Area.

Furthermore, the program demonstrates a strong commitment to internationalization through the incorporation of global academic practices, promotion of international research cooperation, and support for participation in international scientific events and projects. Such an approach significantly enhances the competitiveness of doctoral graduates in both academic and professional spheres.

Based on the conducted analysis, I conclude that the Educational and Scientific Program «Entrepreneurship and Business Management» is academically sound, methodologically consistent, and fully compliant with the requirements for doctoral education. The program provides an effective framework for the preparation of highly qualified researchers and future academic leaders capable of contributing to the development of management science, entrepreneurship, and business practice in Ukraine and internationally.

Therefore, I strongly recommend the Educational and Scientific Program «Entrepreneurship and Business Management» for implementation and further development at Yuriy Fedkovych Chernivtsi National University.

Reviewer

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