

REVIEW
of the Educational and Scientific Program
«Entrepreneurship and Business Management»
of the Third (Educational and Scientific) Level of Higher Education
Specialty D3 Management
Yuriy Fedkovych Chernivtsi National University

The contemporary business environment is characterized by unprecedented levels of uncertainty, technological disruption, digital transformation, and the growing importance of entrepreneurial thinking. These challenges require a new generation of researchers capable not only of generating scientific knowledge but also of transforming research outcomes into practical solutions that create value for businesses and society.

Having carefully reviewed the Educational and Scientific Program «Entrepreneurship and Business Management», I would like to emphasize that the program reflects modern European approaches to doctoral education and demonstrates a strong orientation toward the development of research, innovation, and entrepreneurial competencies.

A distinctive feature of the program is its ability to bridge academic research and practical business needs. The curriculum combines advanced theoretical training with a clear focus on contemporary challenges faced by organizations, including digital transformation, innovation management, strategic development, competitiveness, sustainability, and business adaptation in rapidly changing environments.

Particularly valuable is the program's emphasis on developing competencies that are highly relevant for the modern knowledge-based economy. Doctoral candidates are encouraged to conduct original research, critically evaluate existing management practices, develop innovative approaches to business development, and contribute to evidence-based decision-making processes.

The program demonstrates a strong commitment to fostering an entrepreneurial mindset among doctoral students. In addition to traditional academic preparation, it creates opportunities for developing leadership skills, project management capabilities, analytical thinking, and the ability to work in interdisciplinary and international environments. Such competencies are increasingly important not only in academia but also in business, public administration, and innovation ecosystems.

Another significant advantage of the program is its orientation toward digitalization and technological transformation. The integration of topics related to digital business models, innovation processes, electronic business, and modern management tools corresponds well with current European priorities and labour market demands. This enhances the employability and competitiveness of future graduates at both national and international levels.

The scientific environment supporting the program deserves special recognition. The academic staff involved in its implementation demonstrate active participation in international research activities, publication of scientific results in recognized international journals, and engagement in academic cooperation projects. Such an environment provides doctoral candidates with opportunities to develop high-quality research and become active members of the international scientific community.

Furthermore, the program contributes to strengthening cooperation between higher education institutions, business organizations, and other stakeholders. This approach facilitates knowledge transfer, stimulates innovation, and supports the development of practical solutions for contemporary socio-economic challenges.

In my opinion, the Educational and Scientific Program «Entrepreneurship and Business Management» successfully combines academic excellence, research orientation, and practical relevance. It creates favorable conditions for preparing highly qualified researchers capable of generating new knowledge and contributing to the sustainable development of business and society.

Based on the above considerations, I highly appreciate the quality of the Educational and Scientific Program «Entrepreneurship and Business Management» and recommend its further implementation and development at Yuriy Fedkovych Chernivtsi National University.

Reviewer

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A handwritten signature in black ink, appearing to be 'O. Khabyuk', with a large, sweeping flourish at the end.