



UNIVERSITATEA  
1 DECEMBRIE 1918  
DIN ALBA IULIA



# BLENDED INTENSIVE PROGRAMME FOR PH.D. STUDENTS

**Research Excellence, Academic Writing & International Networking**

Location: "1 Decembrie 1918" University of Alba Iulia, Romania

Date: **11-15 May 2026**

## **Invitation to Partners and BUSINET Network**

"1 Decembrie 1918" University of Alba Iulia (UAB) warmly invites member universities and the BUSINET Network to co-organize a Blended Intensive Programme (BIP) for Ph.D. students from 11-15 May 2026. Our vision is to foster cross-institutional collaboration through Erasmus+ study mobility, targeting third cycle students and academic staff interested in innovative, transdisciplinary research and collaboration.

### **We invite partner institutions to:**

- Nominate Ph.D. students for Erasmus+ study mobility, financed by the home institution
- Involve academic staff to deliver content, lectures, or workshops; programme contributions are highly flexible and can be tailored to match the expertise of incoming staff
- Collaborate across research areas including audit, accounting, digitalization, reporting, managerial accounting, and beyond

Our commitment is to design a programme that maximizes each partner's strengths and offers outstanding academic and professional value to Ph.D. candidates.



## PROGRAMME DESCRIPTION

### Overview

The Blended Intensive Programme (BIP) is designed for Ph.D. students seeking advanced competencies in research design, academic writing, innovative methodologies, and digital research tools. Spanning five days with both online and in-situ components, the programme covers eight interconnected learning modules grounded in transdisciplinary perspectives.

### Innovation and Transdisciplinary Content

This programme bridges social sciences, business research, digital technologies, and academic practice through:

- Integrated writing and research strategy modules that apply across disciplines
- Hands-on experience with industry-standard software (VosViewer, Scrivener, Trello, Tropy, Scapple)
- Latest methodological developments in qualitative (comparative analysis) and quantitative (PLM) research
- Team-based research projects that unite students from diverse disciplinary backgrounds
- International mentoring from experienced researchers across partner institutions

### Added Value for Participants

Participants benefit from:

- Expert-led workshops on academic writing covering descriptive, analytical, persuasive, and critical genres
- Research strategy personalization for individual doctoral projects, including feasibility assessment and ethics considerations
- Practical training on scientific paper structure (IMRD) with guidance on section connections and disciplinary variations
- Digital literacy enhancement through practical sessions on research management, writing software, and data visualization
- Cross-disciplinary surveys and analysis using innovative tools for mapping research networks and conducting surveys
- Collaborative research experience resulting in 10 draft research articles prepared by student teams
- Professional networking within the European academic community and BUSINET Network



## **Flexibility and Customization**

The programme is designed to accommodate diverse disciplinary interests and expertise. Partner institutions may propose thematic focus areas, guest expert sessions, or content modifications to ensure maximum relevance.

## **WHAT DO I GAIN FROM ATTENDING?**

### **Knowledge Outcomes**

By completing this programme, you will:

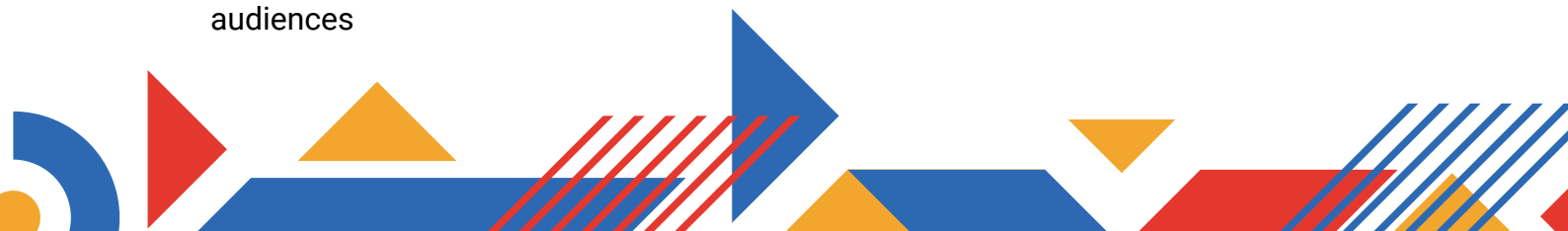
- Master academic writing across multiple genres (descriptive, analytical, persuasive, critical) applicable to your research
- Understand research strategy design including planning, feasibility assessment, ethics, and data identification
- Learn the structure and features of traditional scientific papers (IMRD) with disciplinary adaptations
- Recognize connections between paper sections and how they serve research objectives
- Identify innovative research methods in both qualitative (comparative analysis, social science guidelines) and quantitative (PLM, guidelines) approaches

### **Competences to Develop**

- Advanced academic writing skills: contextualization, synthesis, summarization, paraphrasing, quoting, evaluation, concept definition, classification, comparison/contrast, and engagement with opposing views
- Research design capability: Action-oriented research, case study methodologies, qualitative interviews, quantitative surveys
- Digital tool proficiency: Research process management (Tropy, Trello), writing software (Scrivener), brainstorming tools (Scapple, 750Words), network mapping (VosViewer), and survey analysis
- Qualitative and quantitative analysis skills: Applying comparative methods and innovative guidelines suited to social science research
- Team collaboration: Workflow organization, professional networking, and collaborative research project completion

### **Practical Abilities**

- Manage your research process using innovative digital tools
- Improve academic writing style: active voice, varied sentence structures, conciseness
- Establish feasible research designs personalized to your interests and constraints
- Analyze research data using state-of-the-art software and cross-disciplinary practices
- Work effectively in international research teams, presenting findings to expert audiences



## PROGRAMME SCHEDULE: 11-15 MAY 2026

### Pre-Programme (6-10 May 2026)

#### Activity:

- Onboarding & Introduction

Description: Access learning platform, meet organizers, receive programme materials

- Team Assignment

Description: Placement in research clusters based on disciplinary interests and Erasmus+ mobility details

- Mentor Matching

Description: Assignment of "in charge expert" mentors for team-based projects

**Format:** Online

### Day 1: Monday, 11 May 2026

Theme: Foundations of Academic Research & Writing

#### 09:00-10:30 | Opening

##### Topic:

- Welcome & Programme Overview; Partner Institution Presentations
- Understanding programme structure, meeting facilitators and peers

**Format:** Hybrid/Online

#### 10:45-12:15 | Session 1

##### Topic:

- Academic Writing: A Transdisciplinary Approach
- Knowledge of four academic writing types; essential writing skills; recognition of writing contexts

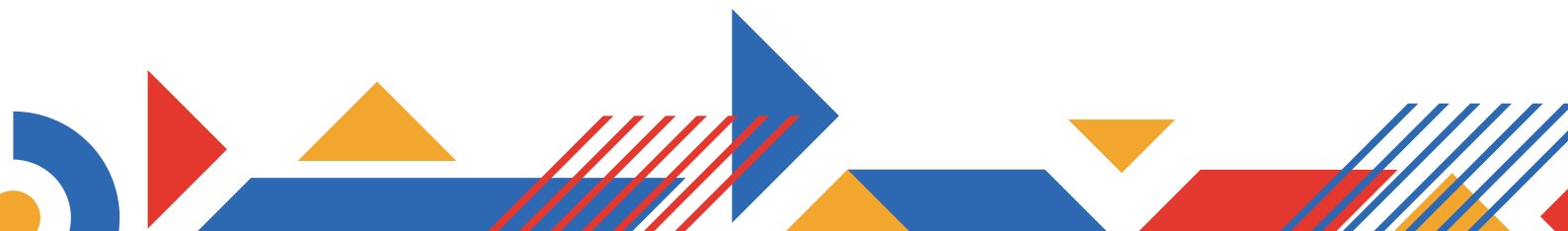
**Format:** In-person & Online

#### 13:00-14:30 | Session 2

##### Topic:

- Research Strategy Design & Methodology
- Personalized research strategy; understanding research designs (action-oriented, case study, qualitative, quantitative)

**Format:** In-person & Online



## PROGRAMME SCHEDULE: 11-15 MAY 2026

### Day 2: Tuesday, 12 May 2026

Theme: Scientific Structure & Digital Tools

#### 09:00-10:30 | Session 3

**Topic:**

- Scientific Paper Structure: IMRD & Section Features
- Ability to establish IMRD structure with pros/cons; understanding section features and connections

**Format:** *In-person & Online*

#### 10:45-12:15 | Session 4

**Topic:**

- Digital Tools for Research Management & Writing
- Proficiency in Tropy, Trello, Scrivener for research organization and writing

**Format:** *Hands-on Workshop*

#### 13:00-14:30 | Session 5

**Topic:**

- Brainstorming & Idea Development Tools
- Hands-on experience with Scapple, 750Words, and other brainstorming software

**Format:** *Interactive Workshop*

### Day 3: Wednesday, 13 May 2026

Theme: Advanced Data Analysis & Research Methods

#### 09:00-10:30 | Session 6

**Topic:**

- Data Analysis Competences: VosViewer & Survey Methods
- Skills in network mapping and cross-disciplinary survey practices

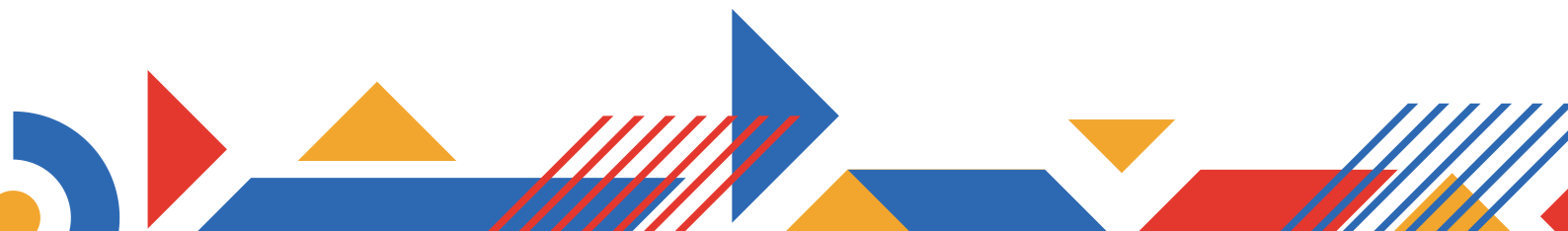
**Format:** *In-person & Online*

#### 10:45-12:15 | Session 7

**Topic:**

- Latest Developments in Qualitative Research
- Knowledge of qualitative comparative analysis and current qualitative research guidelines for social science

**Format:** *In-person & Online*



## PROGRAMME SCHEDULE: 11-15 MAY 2026

### 13:00-14:30 | Session 8

**Topic:**

- Latest Developments in Quantitative Research
- Knowledge of innovative quantitative methods (PLM) and current quantitative research guidelines for social science

**Format:** In-person & Online

### Day 4: Thursday, 14 May 2026

#### **Theme: Team-Based Research Project Development**

### 09:00-12:30 | Session 9

**Topic:**

- Team Research Workflow & Project Drafting (Part 1)
- Teams introduced; research interests shared; common research areas identified under mentor guidance; 5 initial drafts completed

**Format:** In-situ Teamwork

### 13:30-17:00 | Session 10

**Topic:**

- Team Research Project Development (Part 2)
- Teams continue collaborative research; 10 research work drafts completed under expert mentor supervision

**Format:** In-situ Teamwork

### Day 5: Friday, 15 May 2026

### 09:00-11:00 | Finalization

**Topic:**

- Team Research Completion & Final Refinement
- 10 research articles finalized and ready for presentation

**Format:** In-situ Teamwork

### 11:15-12:45 | Presentations

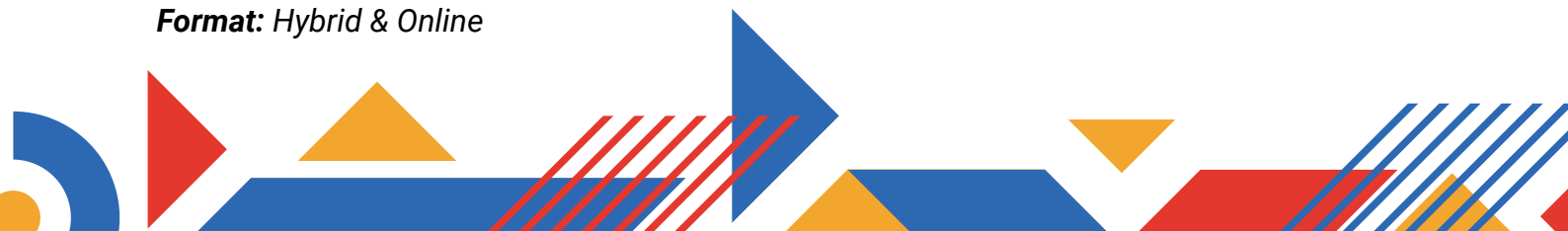
- Public Presentation of Team Research Projects
- Presentation of 10 research articles; feedback from international audience

**Format:** Hybrid/Online

### 13:00-14:00 | Closing

- Reflections, Feedback Session & Future Collaboration Opportunities
- Participant certificates; discussion of follow-up collaborations; networking reception

**Format:** Hybrid & Online



### 01. ACADEMIC WRITING: A TRANSDISCIPLINARY APPROACH (4 HOURS)

#### Activities:

- A1: Types of academic writing: descriptive, analytical, persuasive, critical
- A2: Essential skills for academic writing
- A3: Ways to improve style in academic writing

#### Expected Learning Outcomes

**E01.A1:** Participants will be able to apply transdisciplinary academic writing types in their suitable research environment, recognizing when descriptive, analytical, persuasive, or critical approaches are most appropriate.

**E01.A2:** Participants will have acquired essential skills for academic writing, including:

- How to contextualize ideas and arguments
- How to synthesize, summarize, paraphrase, quote, source, and evaluate others' work
- How to define and explain concepts clearly
- How to express surprises or counter-expectations
- How to classify, categorize, compare, and contrast
- How to agree or disagree with others' points of view
- How to provide examples and offer explanations
- How to engage with opposing views
- How to acknowledge limitations and make recommendations
- How to express appreciation or make disclaimers in a transdisciplinary environment

**E01.A3:** Participants will have improved their academic writing style through techniques such as using active voice, varying sentence structure, and achieving conciseness.

### 02. RESEARCH STRATEGY DESIGN AND METHODOLOGY (4 HOURS)

#### Activities

- A1: Strategies for good doctoral/masters research planning
- A2: Research design: Action-oriented research, case study (qualitative interviews), quantitative survey

#### Expected Learning Outcomes

**E02.A1:** Participants will be able to personalize a research strategy, including identifying research directions, elaborating an individual research strategy, assessing feasibility, considering ethics, planning, and identifying available data.





**E02.A2:** Participants will be able to establish an innovative research design for their research area, including action-oriented research, case study approaches with qualitative interviews, and quantitative surveys.

### **03. SCIENTIFIC PAPER STRUCTURE AND FEATURES (4 HOURS)**

#### **Activities**

- A1: Traditional IMRD structure (Introduction, Methods, Results, Discussion)
- A2: Section features and purposes
- A3: Connections between different sections

#### **Expected Learning Outcomes**

**E03.A1:** Participants will be able to establish the IMRD structure for their research interest, understanding both advantages and limitations.

**E03.A2:** Participants will be able to establish section features specific to their research area.

**E03.A3:** Participants will be able to establish connections between different sections, ensuring coherence and logical flow throughout the paper.

### **04. DIGITAL TOOLS FOR RESEARCH, WRITING & DATABASE ORGANIZATION**

#### **Activities**

- A1: Managing your research process
- A2: Writing software
- A3: Brainstorming tools

#### **Expected Learning Outcomes**

**E04.A1:** Participants will be able to manage accurately the research process using innovative tools such as Tropy and Trello.

**E04.A2:** Participants will be able to use innovative writing software for their research, such as Scrivener.

**E04.A3:** Participants will be able to use innovative tools for the brainstorming process, such as Scapple and 750Words.





## 05. ACQUIRING NEW COMPETENCES FOR DATA ANALYSIS (4 HOURS)

### Activities

- A1: Using VosViewer software for mapping research networks
- A2: Preparing, conducting, and analyzing surveys—cross-disciplinary practices, new directions, and advancements

### Expected Learning Outcomes

**E05.A1:** Participants will have acquired the skills to use VosViewer software for visualizing research networks and identifying collaboration trends.

**E05.A2:** Participants will have acquired the skills to use cross-disciplinary practices in preparing, conducting, and analyzing surveys.

## 06. LATEST DEVELOPMENTS IN QUALITATIVE RESEARCH (4 HOURS)

### Activities

- A1: Knowledge acquired in innovative methods: Qualitative comparative analysis
- A2: Current qualitative research methods guidelines for social science

### Expected Learning Outcomes

**E06.A1:** Participants will acquire the skills to apply qualitative comparative analysis in their research.

**E06.A2:** Participants will be able to identify which innovative qualitative research methods guidelines might be suitable for their research plan.

## 07. LATEST DEVELOPMENTS IN QUANTITATIVE RESEARCH (4 HOURS)

### Activities

- A1: Innovative methods: Knowledge acquired in Partial Least Squares (PLS) modelling
- A2: Current quantitative research methods guidelines for social science

### Expected Learning Outcomes

**E07.A1:** Participants will be able to apply innovative quantitative methods, including Partial Least Squares (PLS) modelling.

**E07.A2:** Participants will be able to identify and apply innovative quantitative methods to their specific research area that might be suitable for their research plan.



## 08. Acquiring Practical Skills in Team-Work (8 hours)

### Activities

- A1: Organizing work-flows for teams (3-5 participants): introducing members, presenting research interests, finding common research areas under mentor guidance (online)
- A2: Team work for the identified subject in one research area under expert guidance—10 drafts of research work (in-situ)
- A3: Finalizing research undergone—team work (online)
- A4: Presentation of 10 research work/articles (online)

### Expected Learning Outcomes

**E08.A1:** Participants will have been introduced to professional networks, with interest clusters established under the guidance of an "in charge expert/mentor" across disciplines such as audit, accounting, digitalization, reporting, and managerial accounting.

**E08.A2:** Participants will have worked in research teams according to their research area of interest, with 10 drafts of research work completed.

**E08.A3:** Participants will have worked in research teams and finished 10 research work/articles through collaborative effort.

**E08.A4:** Participants will have worked in research teams and presented 10 research work/articles to international audiences.

## TEACHING AND LEARNING METHODS

The programme employs a diverse pedagogical approach to engage learners and facilitate deep learning:

- Interactive Lectures: Expert-led sessions on academic writing, research strategy, and paper structure
- Hands-on Workshops: Practical sessions with digital tools (Scrivener, VosViewer, Trello, Scapple)
- Team-Based Projects: Collaborative research development with ongoing mentor feedback
- Peer Learning: Peer feedback sessions and group discussions during team work
- Online Platforms: Asynchronous discussions and collaborative document development
- Mentor Guidance: One-on-one and group mentoring from experienced international researchers
- Presentations: Public presentation and peer feedback on research outcomes



## APPLICATION AND PARTICIPATION INFORMATION

### ELIGIBILITY

- Ph.D. students (third cycle) from member institutions and BUSINET Network universities
- Academic staff interested in delivering workshops or mentoring teams
- Strong interest in transdisciplinary research and international collaboration

### APPLICATION PROCESS

Interested institutions should contact UAB programme coordinators with:

1. Number of Ph.D. students nominating for Erasmus+ study mobility
2. Names and research interests of nominated students
3. Available academic staff willing to contribute workshops or mentoring
4. Proposed thematic focus areas or content preferences
5. Confirmation of home institution financing for student mobility

### CONTACT INFORMATION

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For further information regarding partnership opportunities, content customization, or participant registration, please reach out to our programme coordinators.



## REFERENCES

### **Programme design aligned with:**

- European Higher Education Area (EHEA) standards for doctoral education
- Erasmus+ Programme guidelines for blended intensive programmes
- BUSINET Network collaboration framework
- International standards for research excellence and academic writing (HRS4R, European Charter for Researchers)

### **Looking Forward**

This Blended Intensive Programme represents a commitment to fostering research excellence, academic collaboration, and professional development across European universities. We look forward to welcoming your Ph.D. students and academic staff to Alba Iulia in May 2026.

**JOIN US IN BUILDING A MORE INCLUSIVE, EQUITABLE, AND  
INTERCONNECTED WORLD THROUGH EDUCATION!**

