

Organization of surveys among the target group to increase interest in the issues under discussion, as well as in European policies

1. Objectives:

- To conduct surveys among target groups (academic staff, researchers, students, postgraduate students, representatives of enterprises, organizations, and public authorities);
- To assess the relevance and usefulness of sharing European experience in quality management in education and industry;
- To identify the level of interest in further studying European experience.

2. SURVEY METHODOLOGY

The surveys were conducted annually in 2023–2025 following organized events: a conference (2023), three training sessions (2023, 2024, 2025), and two educational courses (2023, 2024, 2025).

Target groups: representatives of educational institutions (lecturers, students, postgraduate students, and administrators), research institutes, enterprises, organizations, and public authorities.

Format and tools: online questionnaires via Google Forms and on-site paper-based surveys. The questionnaires contained 6–8 questions (depending on the event), including one open-ended question for comments (providing an opportunity to share suggestions, observations, expectations, and feedback).

All surveys were standardized to enable comparison of results across different events. A unified approach and a five-point evaluation scale were applied at all events: 1 – “definitely no,” 5 – “yes, very much.”

All surveys were conducted anonymously to ensure honesty and reliability of responses.

3. SURVEY RESULTS

3.1. Conference

Title: Quality Management in Education and Industry: Experience, Problems and Perspectives

Date: November 16–17, 2023

Format: hybrid (in-person and online)

Target audience: lecturers, researchers, postgraduate students, representatives of enterprises and public authorities.

Participants: 264

Survey sample: 60 respondents (44% of the total number of participants)

Average ratings (on a 5-point scale):

1. I consider the conference topic relevant and necessary — **4.9**
2. I believe the conference was well organized — **4.9**
3. The conference presentations are useful for my professional activities — **4.8**
4. The European experience in quality management was presented across a wide range of sectors — **4.7**
5. I plan to continue studying the European experience in implementing quality management systems for products and services — **4.8**

Some Generalized Comments:

- Sincere thanks for the opportunity to attend the conference, which was held at a high level!
- The event was conducted at a high professional level. I thank the organizers for the opportunity to participate in the conference despite the war in our country.
- Thank you for my first pleasant experience of participating in a conference in this format. I will remember these two days for a long time. Wishing you success, inspiration, and victory!

- Thank you for the opportunity to take part in the conference and to get acquainted with the European experience!
- Thank you for the excellent organization both at the preparation stage and during the conference itself.
- Thank you for the opportunity to develop experience in best practices!
- Thank you for a well-organized conference and for the diversity of its topics.
- Thank you for organizing a conference on such an important topic in today's context, "Quality Management". We were pleased to present our research in this field and to listen to the interesting presentations and discussions of other quality professionals. We look forward to participating in future conferences.
- Improve the technical aspect of the conference organization. The high scientific level of the presentations was impressive.
- Sincere thanks to you and the entire organizing committee of the conference for the opportunity to participate in such a representative and meaningful scientific event! Special thanks to the moderators for their patience and for asking interesting questions after each presentation. We could only dream of such timely preparation of the conference proceedings and certificates.
- I wish you a well-deserved rest after your hard work and a peaceful sky above!
- Thank you for the conference materials.
- I am very grateful for the opportunity to participate in this conference in such a difficult and challenging time!

Conclusion:

The survey of participants of the conference „Quality Management in Education and Industry: Experience, Problems and Perspectives” demonstrated a high level of satisfaction with the event and confirmed the interest of target groups in European policies in the field of quality management. The conference topic received an average score of 4.9, which indicates its relevance for both the educational and industrial sectors.

The organization of the conference was rated 4.9, while the usefulness of the presentations for professional activities was rated 4.8, reflecting the practical value of the event for the target audience.

Of particular importance is the fact that participants positively assessed the presentation of European experience across various sectors (4.7) and expressed their willingness to continue studying the EU's approaches to quality management (4.8). This confirms that the conference not only contributed to the dissemination of knowledge but also fostered motivation for a deeper study of European policies and the adaptation of best practices to the national context.

Thus, the objective of the survey was achieved: it confirmed the relevance of the topic, highlighted the significance of sharing European experience, and demonstrated the target groups' interest in further studying and applying European approaches to quality management in education and industry.

3.2. Trainings

3.2.1. Training 1

Title: Training “European Experience in Implementing Quality Management Systems for Products and Services”

Date: February 16–17, 2023

Format: hybrid (in-person and online)

Target group: representatives of enterprises and organizations, educational institutions (representing 35 different enterprises, organizations, institutions, and higher education establishments).

Participants: 70

Survey sample: 32 respondents (45.7% of the total number of participants)

Average ratings:

1. I consider the overall content of the training relevant: **4.9**
2. I believe the training was well organized: **4.9**
3. The presentation materials were well prepared: **4.8**
4. The combination of theoretical and practical examples corresponded to the course objectives: **4.8**
5. The course is useful for my work: **4.6**
6. I plan to continue studying European experience in the development and implementation of quality management systems (in education and industry): **4.8**

Some generalized comments:

- Organized and delivered at the highest level! 90% new material to work through! I wish you success in continuing your educational activities!
- Many thanks for your training, very useful and necessary for us both as researchers and as consumers. We would be grateful for further cooperation.
- Very high quality and interesting.
- Thank you for the informative training!
- It was a pleasure to listen to young professionals.
- Thank you. A lot of interesting and useful information.
- Thanks to the organizers for the well-structured program and the high-quality organization of the training.

3.2.2. Training 2

Title: Training “Studying European Experience in Implementing Quality Management Systems for Educational Services”

Date: March 14–15, 2024

Format: hybrid (in-person and online)

Target group: lecturers, researchers, postgraduate students, and representatives of educational institutions (representing 95 different educational and research institutions).

Participants: 274

Survey sample: 147 respondents (53.6% of the total number of participants)

Average ratings:

1. I consider the overall content of the training relevant: **4.8**
2. I believe the training was well organized: **4.7**
3. The presentation materials were well prepared: **4.6**
4. The combination of theoretical and practical examples corresponded to the course objectives: **4.6**
5. The course is useful for my work: **4.6**
6. I plan to continue studying European experience in the development and implementation of quality management systems (in education and industry): **4.8**

Some generalized comments:

- Sincere thanks for organizing and conducting such a relevant and useful event, with interesting case studies and real practices.
- Thank you for the professional preparation of the training and the interesting presentations!
- Thank you. The experience shared by the speakers was relevant and useful.
- Thank you for the opportunity to explore best practices in quality assurance in higher education, particularly in cooperation with stakeholders!
- Grateful for the opportunity to increase my awareness in the field of quality management.

- Thank you for an excellent and informative training! Wishing you inspiration in future initiatives!
- The training had some technical shortcomings. Not all presentations were actual slide presentations, and it was unusual that they were not displayed in full screen, as is customary at international conferences.
- Thanks to the organizers and lecturers for arranging the event.
- Thank you, I enjoyed everything, the materials were relevant and useful. It was inconvenient during air raid alerts, as they occurred at different times in different regions. It was not possible to track when exactly they ended in Lviv, so one had to join the session randomly.
- Sincere thanks to the organizers of the training!
- Thank you for the invitation and organization of the training.
- Thank you for two intensive and productive days of training; relevant information on quality assurance systems was presented, and the experience of higher education institutions is valuable for adaptation and implementation in other Ukrainian institutions.
- Substantive, relevant, useful! Thank you!
- Thank you for an interesting training. All speakers presented the information in an engaging way.
- Some presentations were too long and relevant only to a narrow group of specialists. But there is no limit to improvement. Many thanks!
- Thanks to all the organizers and invited speakers for the high level of the training. The range of topics was broad, which provided a general overview of modern practices in implementing quality management systems in educational services. It was very valuable that speakers shared their own experiences, provided numerous real-life examples, and gave useful advice and recommendations. I can only rate the training as “excellent.” I wish your entire team success and inspiration in implementing similar projects!
- Sincere thanks for the informative and interesting presentations.
- The training was very substantive and useful.
- One of the key conditions for entering the international market is having a certificate of conformity of the quality management system to the requirements of international standards, therefore the training was timely and valuable.
- Thank you for useful information and for the substantive presentations!
- Thank you for a meaningful and interesting event!
- Thank you for organizing such an important training! A lot of useful information, both for work with students and for the development of the quality management system of each individual higher education institution. Looking forward to the next training and the Quality Management conference in education.
- Many thanks for the training. Excellent organization. Useful materials. We will apply this experience in our higher education institution, implementing certain aspects.
- Sincere thanks to the organizers for the opportunity to participate in the training. The content was relevant, and the practical case studies were valuable and useful. The event was well organized and conducted at a high professional level.
- Good and positive impressions from the training. Thank you.
- The topics covered in the training were interesting, relevant, and applicable in educational activities.
- Sincere thanks for the opportunity to gain new experience!
- Thank you to the organizers and speakers!
- Heartfelt thanks for organizing the training. For me, as a beginner in the field of quality assurance in education, this was an incredible experience. The friendly atmosphere and the openness of the organizers and speakers made this training a true learning experience for the soul. I wish you new ideas, success in your work, and opportunities for their implementation.
- Thank you. Please continue to inform me about such events.
- Thank you for the new knowledge gained.

- Some of the material was already familiar to me, as I constantly monitor and carefully read similar content. Thank you. I enjoyed everything. Success in your work!
- The training was conducted at the highest level. Thank you for the experience gained!
- Interesting and relevant event, I look forward to further cooperation.
- The training was interesting, I would very much like to see a continuation of such learning and experience exchange. Thank you.

3.2.3. Training 3

Title: Training “European Experience in Implementing Quality Management Systems for Products and Services”

Date: March 5–6, 2025

Format: in-person

Target group: lecturers, researchers, representatives of educational institutions, manufacturing enterprises, and service organizations of Western Ukraine.

Participants: 35

Survey sample: 27 respondents (77.1% of the total number of participants)

Average ratings:

1. I consider the overall content of the training relevant: **4.9**
2. I believe the training was well organized: **5.0**
3. The presentation materials were well prepared: **4.6**
4. The combination of theoretical and practical examples corresponded to the course objectives: **4.7**
5. The course is useful for my work: **4.4**
6. My interest in European and international experience in quality management of products and services has increased: **4.7**
7. I plan to continue studying European experience in the development and implementation of quality management systems (in education and industry): **4.9**

Some generalized comments:

- Excellent organization, interesting topics.
- Thank you for the gained experience and additional knowledge.
- The training was conducted at a high professional level, covering various aspects of quality management for products and services. Interesting speakers. Thank you for the opportunity to participate.
- The training was well organized. Thank you. As a suggestion, it would be appropriate to adhere to the schedule.
- Sincere thanks for professionalism and the delivery of useful information.
- Thank you for the invitation and the opportunity to attend the training, which was organized at a high level. We will implement the knowledge gained in our higher education institution.
- Sincere thanks for the invitation! Thank you for organizing such events that promote communication between business and educational institutions.

Conclusion based on the survey results of the three trainings:

The surveys conducted among representatives of the target groups (lecturers, researchers, postgraduate students, students, representatives of enterprises, organizations, and institutions) confirmed a high level of interest in quality management issues and in studying European experience in this field. Participants highlighted the high relevance of the topics (average ratings 4.8–4.9), which demonstrates their significance for both the educational and industrial environments. The usefulness of the trainings for professional activities was rated at 4.4–4.6, confirming the practical value of the events. Importantly, increased interest in European and international quality management policies was recorded: the average ratings of readiness for further study of the

experience were 4.8–4.9. This indicates that the trainings not only addressed current educational needs but also fostered motivation for deeper engagement with the topic. The surveys also revealed participants' expectations for expanding the practical component — more applied case studies, experience in cooperation with laboratories, and opportunities to access event recordings. This reflects the desire not only to become familiar with European quality management policies but also to adapt their tools to individual professional practice. Thus, the surveys successfully achieved their purpose — they confirmed the relevance of the topic, demonstrated the high value of sharing European experience, and revealed a stable interest among the target groups in further studying EU policies in the field of quality management.

3.3 Training Courses

3.3.1

Course title: Quality Management Systems according to ISO 9000 (European Experience)

Years of delivery: 2023, 2024, 2025

Number of hours per year: 75 hours (45 lectures + 30 practical classes)

Number of students enrolled: 43 (2023: 13; 2024: 14; 2025: 16)

Survey sample: 32 students, representing 74.4% of the total number of enrolled students (2023: 11; 2024: 12; 2025: 9)

Format: online

Target group: Master's level students

Average ratings (cumulative over three years, on a 5-point scale):

1. Are you interested in European and international principles of quality management? — **4.7**
2. The course topics are useful for my future professional career: — **4.7**
3. I have acquired knowledge and skills to develop and implement international and European requirements for quality management systems of products and services: — **4.8**
4. Has your interest in European policy increased? — **4.3**
5. I plan to continue studying or applying European experience in implementing quality management systems for products and services: — **4.3**

Attendance levels were generally high: 71.9% of students reported 70–100% attendance (40.6% attended 70–90% of classes, 31.2% attended 90–100%, 18.8% attended 50–70%, and only 9.3% attended less than half). This structure supports the reliability of the positive evaluations: the majority of students completed a substantial part of the course.

Survey results show that students evaluated the course very highly both in terms of content and practical outcomes: the highest score (4.8) was given to the statement on acquiring knowledge and skills for implementing international and European requirements, indicating that the course provides a strong toolkit for future professional practice.

Teaching evaluation

Students were also asked to complete a questionnaire assessing the academic competence of the lecturer.

Average scores by question (in accordance with the questionnaire):

1. Punctuality (starts on time / provides assignments on time): **5.0**
2. Feedback and communication with students: **5.0**
3. Clarity, logical structure, and comprehensibility of teaching: **5.0**
4. Respect for students' opinions, recognition of them as individuals: **5.0**
5. Mastery of subject matter, relevance of content: **5.0**
6. Ability to engage students, stimulate discussion, use interactive methods: **4.8**
7. Objectivity in grading and justification of assessments: **5.0**

High attendance and the consistency of evaluations across the three cohorts of students provide

grounds to consider the findings reliable.

The course is oriented toward European norms and practices of continuous improvement (PDCA, process orientation, risk-based thinking, etc.) — approaches that are standard in enterprises and educational institutions in EU member states. The discipline helps to build skills needed to work in line with European quality management requirements and fosters students' interest in European experience.

The surveys of Master's students from 2023–2025 confirmed the high relevance of the course and its practical value. Overall, the course was evaluated as very useful and interesting, with structured content and an effective balance of theory and practice. It successfully builds competencies in implementing European/international requirements (highest score 4.8/5) and supports interest in EU principles (4.7/5).

Students identified as most valuable the knowledge related to implementing international and European requirements for quality management systems, examples of applying ISO and EN standards, as well as practical tasks and case studies. Equally significant were topics directly linked to their future professional careers. Thus, the course not only provided professional training but also generated interest in further study and practical application of European approaches to quality management.

Teaching was rated at the highest level: punctuality, mastery of the subject, objectivity of grading, and respect for students received maximum scores. This demonstrates a consistently positive perception of both the content and the teaching methods. At the same time, students suggested enhancing interactivity by strengthening the discussion component of the classes.

3.3.2

Course title: Trends in the Development of Management Systems (European Experience)

Years of delivery: 2023, 2024, 2025

Number of hours per year: 45 hours (30 lectures + 15 practical classes)

Number of students enrolled: 22 (2023: 3; 2024: 5; 2025: 14)

Survey sample: 22 PhD students

Format: online

Target group: 2nd-year PhD students

Average ratings (cumulative over three years, on a 5-point scale):

1. Are you interested in European and international principles of quality management? — **5.0**
2. The course topics are useful for my future professional career: — **4.7**
3. I have acquired knowledge and skills to develop and implement international and European requirements for quality management systems of products and services: — **4.5**
4. Has your interest in European policy increased? — **4.7**
5. I plan to continue studying or applying European experience in implementing quality management systems for products and services: — **4.6**

Attendance was high, on average 70–90% of classes, ensuring the reliability of the evaluations and strong engagement of PhD students in the course.

The survey confirmed the high relevance and importance of the course for PhD students. Participants emphasized their sustained interest in European approaches to quality management, as well as the practical usefulness of the knowledge gained for their future professional activities.

The results indicate that the course not only contributes to building competencies in the development and implementation of international standards but also broadens interest in issues of European policy.

Teaching evaluation

Average scores by question (in accordance with the questionnaire):

1. Punctuality (starts on time / provides assignments on time): **4.8**

2. Feedback and communication with students: **4.4**
3. Clarity, logical structure, and comprehensibility of teaching: **4.4**
4. Respect for students' opinions, recognition of them as individuals: **4.4**
5. Mastery of subject matter, relevance of content: **4.8**
6. Ability to engage students, stimulate discussion, use interactive methods: **4.5**
7. Objectivity in grading and justification of assessments: **4.6**

The evaluation of teaching confirms a high professional level. The indicators demonstrate good organization and substantive quality of teaching, with moderate potential for strengthening communication and interactive elements.

Main suggestions from PhD students: the most memorable part was the comparison of different methods of risk assessment in professional activities; it was recommended to provide more detailed coverage of quantitative risk assessment methodologies. This was addressed by the lecturer, who improved the practical assignments involving digital methods of risk impact assessment, in particular the FMEA and FMECA methods.

Thus, the survey results confirm that the organization and delivery of the course meet the objectives of increasing the target group's interest in European policy and contribute to the dissemination of knowledge about European experience in quality management within academic and professional environments.

4. Conclusions

Comparison of ratings for similar questions:

Question	Conference 16– 17.11.2023	Training 1 16– 17.02.2023	Training 2 14– 15.03.2024	Training 3 05– 06.03.2025	Course “QMS according to ISO 9000” (Master’s, 2023–2025)	Course “Trends in the Development of Management Systems” (PhD, 2023–2025)
Relevance / content of the event	4.9	4.9	4.8	4.9	4.7	5.0
Organization of the event	4.9	4.9	4.7	5.0	—	—
Quality of materials / presentations	—	4.8	4.6	4.6	4.8	4.5
Combination of theory and practice / usefulness for work	4.8	4.8	4.6	4.7	4.7	4.5
Usefulness for professional activity / work	4.8	4.6	4.6	4.4	4.7	4.7
Representation of European experience / interest in the EU	4.7–4.8	4.8	4.8	4.7–4.9	4.3–4.8	4.6–5.0
I plan to continue studying / applying European experience	4.8	4.8	4.9	4.9	4.3	4.6

All questions were rated positively and very highly — above 4 out of 5 points — which indicates participants’ interest, the relevance of the topic, and the practical value of the events.

The main results can be summarized as follows:

Achievement of survey objectives:

The events and survey results among lecturers, students, PhD students, as well as representatives of enterprises, organizations, and public authorities confirmed a high level of interest in quality management and in learning from European experience.

The topics of conferences, trainings, and courses were consistently evaluated as highly relevant and useful, underscoring their importance for both the academic and professional environment.

Participants expressed their readiness to further study and implement European approaches, which demonstrates the formation of sustainable motivation for in-depth exploration of the subject.

Practical value of the events:

The trainings, courses, and conference received high ratings for their usefulness in professional activities, particularly in relation to the application of ISO and EN standards, risk assessment methodologies, and practical case studies.

A high level of satisfaction with the organization of the events and the quality of teaching was recorded, confirming the professionalism of the team responsible for program delivery.

Identified expectations and participant proposals:

Participants suggested increasing the number of practical case studies, interactive and discussion-based components, as well as providing access to event recordings for further study of materials.

These suggestions highlight the strong interest in applying best practices in real settings.

Impact on the dissemination of European experience:

The surveys confirmed the effectiveness of the events in fostering interest in European policy in the field of quality management and in stimulating further study and adaptation of European practices in the national context.

The high ratings of EU case studies and shared experiences demonstrate the successful integration of both academic and practical aspects of learning.

Overall conclusion:

The surveys confirmed the relevance of the subject matter, highlighted the importance of exchanging European experience, and revealed sustained interest among target groups in further studying and practically applying European approaches to quality management in education and industry. The data obtained provide a valuable foundation for the further development of educational and professional programs aimed at integrating EU standards and practices.