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**STUDY REGARDING THE SATISFACTION OF STUDENTS IN THE BUCHAREST
ACADEMY OF ECONOMIC STUDIES, TOWARDS THE CHANGES REGISTERED IN
THE ROMANIAN ECONOMIC HIGHER LEARNING**

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ABSTRACT

The universities in our country, like others in Europe, pass through major changes that must help them meet increasingly important challenges. The last decade has been marked by changes produced in the higher learning institutions in European countries, following the transformations generated by the Bologna Process in the academic world. In Austria, Spain, Germany different initiatives regarding the way of making change happen in higher learning institutions have taken place. Keeping this in mind we considered as necessary an analysis of the opinion of academic educational services consumers in Romania, linked to the changes registered following this reform. This research represents something new for the Romanian academic environment, because such an analysis has not been made before on the level of the economic university environment. We were interested especially in the opinions of the students which follow the courses of the Bucharest Academy of Economic Studies (the most prestigious Romanian institution of this type, which has marked a century of existence last year). The paradigm change, from the traditional perspective on education towards a knowledge society perspective implies the need for higher and higher competitiveness of the educational systems.

Keywords: consumer satisfaction, educational services, students, university, Bologna Process

JEL Classification: A22, I21, I23

Conclusions

The opinion of economics students matter, from our point of view – because along with the employers on the job market, they represent the real consumers of educational services. Furthermore publishing of separate reports by the Romanian universities regarding their own activity and aligning to changes imposed by the Bologna Process will increase their visibility on a national and international level and will allow interested parties to make comparisons with other universities themselves, in opposition to only being guided by hierarchies done by various institutes.

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