

## **OPINION**

**By:** Professor, Dr. Daniela Bobeva-Filipova at the Economic Research Institute, BAS

**Subject:** Competition for the academic position "associate professor" in the field of higher education 3. "Social, economic and legal sciences", professional direction 3.8. "Economics", "Marketing and Sustainable Development" for the needs of the "Economics of the Company" section at the Economic Research Institute (ERI) at the BAS, announced in the State Gazette - no. 44 of 19.05.2023

### **1. Information about the competition**

The competition has been announced for the needs of the Economics of the Company section at the ERI of the BAS in accordance with the Decision of the Scientific Council, Protocol No. 7 of 12.07.2023. I participate in the composition of the scientific jury for the competition in accordance with Order No. 371 of 18.07.2023 of the Director of the ERI at the BAS.

The theme of the competition combines marketing with sustainable development, which requires solid academic training and expertise of the candidates in this strategic scientific direction.

### **2. Brief information about the candidate in the competition**

The candidate in the competition is chief assistant, Dr. Milena Blagoeva Angelova. The applicant has submitted the following documents by inventory:

- Resume and attachments to it.
- Certificate of fulfillment of the minimum national requirements and the requirements of the Regulations for the acquisition of scientific degrees and the occupation of academic positions in the ERI at the BAS.
- Reference to original scientific contributions.
- List and copies of the submitted publications (including separation protocols) – 16 items.

- List of attached citations, copies of citing publications – 16 items. and Reference from NACID for the search of the cited person.
- List of publications and other scientific production submitted for the acquisition of the degree "doctor" and the academic position "chief assistant".
- Reference for the implementation of additional indicators under Art. 87, para. 4 of the Regulations for the acquisition of scientific degrees and holding academic positions at III-BAS.
- Summaries of the publications presented.

The submitted documents contain the necessary information to be able to assess the applicant's compliance with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria for occupying the academic position of "associate professor" and the Regulations for the acquisition of scientific degrees and the occupation of academic positions at the ERI - BAS.

From the provided autobiographical data, it can be seen that the educational requirements have been met. Professional and academic experience also qualify. The candidate has accumulated significant research experience, which she combines with active practical-applied activity in a wide range of economic issues, including in the field of marketing and sustainable development.

The capacity of the chief assistant Angelova is realized not only in a national, but also in an international context in her activity in formulating and defending national positions within the framework of the European economic mechanism. This activity requires in-depth research and international comparisons, which the candidate demonstrates in the attached publications. The activity and career of chief assistant Angelova in international and especially European institutions, which she successfully combines with participation in scientific institutions: Member of the Board of Trustees of the SA "D. Tsenov", Svishtov (since 2022), Member of the Management Board of the Institute for Sustainable Economic Development (since 2018) and others.

I personally know the candidate as an extremely dynamic, honorable and dedicated scientist, who perfectly understands the Bulgarian economy and its European context.

### **3. Fulfillment of the requirements for occupying the academic position**

#### *3.1. Fulfillment of quantitative requirements*

Ch. assistant professor Milena Angelova, PhD, has submitted 17 publications for her participation in the competition (after the defense of the dissertation): 1 monograph; 1 published additional monograph that is not presented as the main habilitation thesis; 1 published book based on a protected dissertation work for awarding the educational and scientific degree "doctor"; 5 articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes; 2 studies published in scientific publications, referenced and indexed in world-renowned databases with scientific information; 1 studies in non-refereed publications with scientific review; 5 published chapters of collective monographs. They are not included in the list of works for obtaining the educational and scientific degree "doctor" and form the quantitative format of group D in the amount of 542.5 items, which means fulfillment and even over fulfillment of the required criteria.

The list of citations from group D, presented by chief assistant Milena Angelova shows fulfillment of the regulatory requirements for this indicator with a total score of 125 points. Two are the indicated citations in scientific publications, referenced and indexed in world-famous databases, 5 are the citations in monographs and collective volumes with scientific review. In non-refereed editions, 9 citations are indicated. The significant number of citations reveals the candidate as a recognizable scholar in academia.

The quantitative requirements for occupying the academic position "associate professor" have been met.

#### *3.2. Fulfillment of quality requirements*

The presented habilitation thesis and the author's publications are a personal contribution, which gives me the reason to confirm that the candidate meets the norms of scientific ethics in relation to the procedure regulated in the ZRASRB. I do not detect any plagiarism in the candidate's work.

### **4. Brief description of the presented scientific works/publications**

The academic activity of the candidate covers a wide range of scientific issues. In addition to publications focused on marketing and sustainable development, her scientific interests are also the problems of the workforce and employment, undeclared employment, the development of the so-called "silver economy", tax morality, etc. The publications reveal the scientific interests of the assistant professor Angelova in the field of corporate governance.

There is an understandable evolution in the candidate's publication activity, as in recent years the topic of sustainable development and the green transition has taken an important place. Ambition for educational effects of the academic activity of chief assistant Angelova is demonstrated by publications such as "A unified manual for the introduction of good CSR practices", which is a natural continuation of her scientific publication "Development and prospects of corporate governance systems in the European Union". Another example of a publication with broad educational impact is the development of an export pricing model and others.

It is noteworthy that five of the publications are co-authored by established scientists in the respective field. The ability to work in scientific teams is an important merit of the evaluated candidate.

The publications are written in an academic style, in clear and understandable language, which facilitates their implementation in economic practice at all levels.

Reviewing the methodologies developed by the candidate in her research, we find skills in using a wide range of scientific tools - in addition to traditional scientific methods, the candidate's ability to define appropriate scientific tools for the relevant research is impressive. The historical approach is successfully applied in the publication "Development of Corporate Governance Systems in the European Union". A taxonomy of its own has been developed in the publication A New Theory of Occupational Attractiveness.

A significant part of the publications is related to conducting special sociological surveys, gathering information from a wide range of respondents through surveys, in-depth interviews, etc. This makes the research in which chief assistant Angelova participates a source of up-to-date empirical information, and the analyzes and scientific results are empirically proven.

Analyzing the publications submitted for the competition, we do not find any whose results

do not have a strong practical-applied character, which is one of the main advantages of Dr. Angelova.

### **5. Synthesized evaluation of the main scientific and scientific-applied contributions**

Several characteristics define the academic appearance of Dr. Angelova:

- Breadth of scientific interests that are reflected in the topic of the competition
- Knowledge and use of a rich methodological apparatus
- Capacity in conducting and using sociological research
- Significant practical-applied nature of the works
- Work in scientific teams
- Good academic style
- Skills in creating educational tools (Manuals, Models, etc.) as a continuation of the candidate's research

I consider the scientific contributions formulated by the candidate to be correct and comprehensively presented, and most of them are personal contributions outside of the candidate's contributions in the collective publications.

### **6. Recommendations**

I have no critical remarks, but rather a recommendation for the candidate's further academic work to expand the study of theoretical aspects in the areas of interest.

### **7. Conclusion**

The documents and materials presented by the candidate in the competition meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the requirements of the Economic Research Institute at the BAS.

The candidate in the competition has presented a significant number of scientific works (published after the publications used in the defense of the ONS 'doctor'). The candidate's works contain original scientific and applied contributions that have received national and international recognition, a representative part of which has been published in books, journals and scientific collections issued by academic publishing houses.

On the basis of the mentioned scientific achievements of the candidate and their significance, I categorically state my positive assessment of the overall academic activity of the candidate Milena Blagoeva Angelova and I recommend to the respected scientific jury to

prepare a report-proposal to the Scientific Council of the Economic Research Institute at the BAS that she be elected as " associate professor" in professional direction 3.8. "Economics", in "Marketing and Sustainable Development".

18 September 2023 / Sofia

Signature: