



SCIENTIFIC OPINION

By: prof. dr. Mariana Kirilova Ianeva

UNWE, department "Economics of tourism"

Scientific specialty "Economy and management (tourism)"

Regarding: competition for the academic position **associate professor**, in the professional field 3.8 Economics of Tourism Economics, for the "Regional and Sectoral Economy" section, at the INSTITUTE FOR ECONOMIC RESEARCH, BAS

1. Information about the competition

The competition is announced on the basis of Article 4 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, Article 81 of the Regulations for the Acquisition of Scientific Degrees and the Occupancy of Academic Positions at the Institute of Advanced Studies at the BAS and according to the decision of the Supreme Council of the Institute of Advanced Studies at the BAS – protocol 7/12.07.2023. It is announced for the needs of the "Regional and Sectoral Economy" section at the INSTITUTE FOR ECONOMIC RESEARCH BAS and is announced in State Newspaper no. 44 from 19.05.2023. It is in professional direction 3.8 Economics (Economics of tourism).

I participate in the composition of the scientific jury for the competition in accordance with Order No. 367/ 18.07.2023 of the Director of the Institute of Science and Technology at the BAS.

2. Brief information about the candidate in the competition

The only and admitted candidate in the competition is doctor SILVENA DENCHEVA YORDANOVA.

She completed her **secondary education** at the English Language High School – Varna. She has a **bachelor's degree** in Marketing and Management from the University of Economics-Varna in 1999, as well as a **Master's degree** in Business Administration from the same university in 2000. Her **doctorate in Economics**, scientific specialty 05.02.20 Social Management, was also obtained in University of Varna in 2004.

The scientific research activity of the candidate in the competition is connected with her participation in the development of projects for the EU. She is the deputy editor of the European Journal of Tourism Research, as well as the editor of the Yearbook of the Higher School of Management-Varna, also the organizer and coordinator of 2015 International Scientific Conference.

3. Fulfilment of the requirements for occupying the academic position

The candidate for the academic position “associate professor” in tourism economics, **Dr. Silvena Dencheva Yordanova, is the only and admitted candidate.**

It meets the required conditions in Art. 81 of the Regulations of the Institute of Higher Education at BAS, as well as the minimum national requirements and the additional requirements of the Institute of Higher Education at BAS:

1. Has an acquired educational and scientific degree "doctor".
2. Has more than 3 years of experience as a "head assistant" or 5 years of experience as a lecturer, including part-time in a university.
3. She has presented a published **habilitation work – a monograph**, which is not repeated with those presented by her for the acquisition of the educational and scientific degree "doctor" on the topic "**Perspectives and opportunities for digitization in tourism**", with reviewers: Prof. Karolova-Khromi Zhigalova and Prof. Boyukliev, and a **volume of 135 pages**, with ISBN 978-954-371-747-7.
4. She has also presented other original scientific research works, publications and other scientific and scientific-applied developments (13 articles and papers in non-refereed editions with scientific editing, 3 monographs or chapters of monographic research published in collective volumes with scientific editing and 2 textbooks and learning aids) which are positively evaluated in aggregate in this opinion. They also include the mandatory 2 publications in a refereed and indexed edition in SCOPUS or WoS (Yordanova, S. (2023). How to apply digitalization in tourism and hospitality?. Economic Studies, BAS, 25 p.; Yordanova, S., Dineva, S.(2022).Emotion regulation in the workplace from the perspective of employees and leaders. Advancing Interpersonal Emotion Regulation and Social Regulation, Donta S. Harper- Editor. Chapter 6. IGI GLocal. ISBN13:9781668424780|ISBN10: Scopus indexed, p.113-149 (36p.)).
5. Meets the relevant minimum national requirements and the requirements in Art. 81 of the Regulations of the III at the BAS and the additional requirements of the III at the BAS. Exceeding the minimum required points for the groups of indicators for the academic position Docent in District 3. Social, economic and legal sciences, in professional direction 3.8. Economics (A 50, B -, C 100, D 220, D 60, E -). According to the scientometric report presented by her, she has a total of **522.5 points, compared to the required 430.**
6. There is no proven plagiarism in scientific works according to the law.

Regarding the recognizability of the candidate's scientific output, it can be noted that there is 1 citation in a scientific publication, referenced and indexed in world-famous databases

with scientific information, 5 of her publications are cited repeatedly in monographs and collective volumes.

There is no actual non-compliance.

The opinion received from the Commission on preliminary assessment is positive.

4. Assessment of teaching and learning activities

Her teaching activity is tied to the Higher School of Management in the city of Varna, where she has been working since 2006.

Her activities in terms of educational activity are associated with the organization of Doctoral Summer Schools in 2019-2022, with the development of module books and documentation in Bulgarian and English languages for bachelors and masters, as well as scientific guidance, tutoring and mentoring.

After her graduation as a doctor, she **started lecturing in several foreign universities** such as Buskerud university-Norway in 2015, Tampere University of Applied science-Finland in 2016, Tajik State University of commerce- Khujand, Tajikistan in 2019, Cardiff Metropolitan University- United Kingdom in 2019 and at Rennes School of business, Rennes, France in 2022.

In summary, a positive assessment can be given of the candidate's teaching experience and degree of preparation for the academic position of the competition, which will help her in future research and teamwork.

5. Brief description of the presented scientific works/publications

Scientific research activity of the candidate in the competition is connected with his participation in the development of projects for the EU, with the activities regarding the fact that he is the deputy editor of the European Journal of Tourism Research, as well as the editor of the Yearbook of the Higher School of Management-Varna, and also the organizer and coordinator of the International Scientific Conference since 2015.

Based on the specified publications: 13 articles and papers in non-refereed editions with scientific editing, 3 monographs or chapters of monographic research published in collective volumes with scientific editing and 2 volumes of textbooks and teaching aids, as well as the mandatory 2 publications in refereed and indexed edition in SCOPUS or WoS, and mainly the presented habilitation thesis – a monograph on the topic "Perspectives and opportunities for digitalization in tourism", the following main directions in her research activity can be

deduced:

1. Digitization in tourism;
2. Hospitality;
3. Human resources in tourism.

The most important scientific and/or scientific-applied results obtained as a result of her scientific interests and research can also be grouped around the indicated directions in her research activity. They mainly gravitate towards digitization, hospitality and human resources in tourism.

6. A synthesized evaluation of the main scientific and scientific-applied contributions of the candidates

The scientific contributions proposed by the candidate, referred to as contributions, have an excessively fragmented and unsystematized nature, corresponding to individual publications, without the appropriate generalization. In this regard, in my opinion, the **scientific and scientific-applied contributions of the candidate** can be summarized and systematized as follows:

- An author's model for digitalization of an organization in the field of tourism and hospitality has been developed and tested. The influence of digitization on the tourism industry has been deduced and proven, and leading practices for applying digitization in the field of hospitality and tourism have been analyzed. Proposals for the application of AI in the field of tourism and hospitality are given.

- Possibilities and specific steps for a creative solution to specific problems in tourism are presented. A methodology for handling toxic leadership is prepared.

- Innovative practices for solving organizational and substantive problems in the educational process and the management of human resources in tourism are analyzed and structured.

In my opinion, the contributions are mostly of scientific theoretical nature.

In summary of my analysis and on the basis of my acquaintance with the scientific publications submitted for the competition, I believe that it can be concluded that **Dr. SILVENA DENCHEVA YORDANOVA** has in-depth knowledge of the theory in the field of digitalization, marketing and human resources management in the hotel industry, and respectively in tourism. It is evident that she handles a specific methodological apparatus skillfully, as well as having relatively good abilities to analyze and summarize results.

When evaluating the candidate's scientific results, it can be noted that their nature is primarily related to the enrichment of existing knowledge, as well as the opportunities for the application of scientific achievements in practice.

7. Main criticisms and recommendations

I have no notes on the teaching and research activities of the candidate. My note focuses solely on the arrangement, systematization and naming of the documents submitted for the competition. There is no naming of all the documents, nor arrangement according to numbering.

I recommend Silvena Yordanova to continue with her research in the field of possibilities for digitalization of tourism destinations in order to popularize them.

The findings I made in connection with the materials provided for the competition are entirely positive, as a result of which I can summarize that **SILVENA DENCHEVA YORDANOVA** is a good researcher with potential for development.

8. Conclusion

SILVENA DENCHEVA YORDANOVA is the only candidate in the competition. In relation to each of the required points of the opinion, she has provided the necessary evidentiary material. She has published an independent monographic work, is an established scientist, recognizable among her colleagues in the country and abroad. From the documents submitted for the announced competition, I believe that her candidacy meets the requirements of the Law on the Development of the Academic Staff, the Rules for its Application and the Internal Rules of the Institute of the BAS. In this regard, I express my **positive assessment and propose to the respected members of the Scientific Jury to vote for awarding the academic position of "associate professor"** in the field of higher education 3. Social, economic and legal sciences, by professional direction 3.8. Economics, for the needs of the III at the BAS of **Dr. SILVENA DENCHEVA YORDANOVA**.

Date: 25.09.2023
Sofia

Signature:

(Prof. Dr. Mariana Ianeva, member of the scientific jury)