

## ATTITUDE OF REVIEWER

of **Prof. Dr. Mitko Atanasov Dimitrov**,

from the Economic Research Institute at the Bulgarian Academy of Sciences, professional field 3.8., on the scientific works for participation in a competition for the academic position of **associate professor**, in professional field 3.8, "Economics - Marketing and Sustainable Development" at ERI-BAS, in a competition announced in the State Gazette no. 44/19.05.2023, with candidate **Dr. Milena Blagoeva Angelova**.

The competition for the scientific position "**Associate Professor**" has been announced for the needs of the department "Economics of the Firm" at ERI-BAS. The only participant in it is **Dr. Milena Blagoeva Angelova**, chief assistant at the same department.

Milena Blagoeva Angelova was born on September 23, 1972. In 1991 completed her secondary education at the Technical College of Economics - Varna. In 1996, she graduated from the Master's program in Marketing and Management at the University of Economics - Varna. In 1995-97 studies Environmental Business Management at the University of Economics - Varna, University of Minnesota-USA.

From 1996 to 2001, she was a doctoral student at IU-Varna and successfully defended her doctoral dissertation on International Marketing.

During her studies as a doctoral student, she worked as an assistant and as a marketing specialist in various organizations in Varna and the region.

In 2002, she started working as an assistant, and later as a chief assistant in the department "Economics of the Firm" at ERI-BAS with the main activity - research in the field of marketing.

During the period 1995-2004. Dr. Angelova participates in short-term and medium-term courses and specializations in prestigious universities and international organizations in Germany, France, Great Britain, Denmark, etc.

He is fluent in English and Russian and speaks French and German.

### **I. Assessment of compliance with the minimum national requirements and the requirements of ERI-BAS**

Ch. assistant professor Milena Angelova, has fulfilled, and by many indicators significantly exceeded the minimum national requirements and the requirements of ERI-BAS for scientific activity in the field of the competition for "associate professor", determined by the Regulations for the implementation of the Law on the Development of the Academic Staff in the Republic Bulgaria and by the Ordinance on the development of the academic staff of ERI-BAS.

Milena Angelova has a defended dissertation, has been an ch. assistant since 2011 and participates in the competition with the obligatory dissertation and habilitation work. In the publications section, she participated with a published monograph and 13 articles and studies in scientific journals, articles and studies in proceedings and reports in proceedings of national and international conferences. The points she receives in Group D (Publications) and D (Citations) are a total of 667.5 points, instead of the required 300 points.

## **II. Research activity and results**

### *1. General characteristics of the author's publications*

Ch. assistant professor Milena Angelova participated in the competition for associate professor with three monographs, two studies published in scientific publications, referenced and indexed in world-famous databases (SCOPUS), 5 articles and reports published in non-refereed journals with scientific review and 5 chapters in collective monographs.

In terms of number and volume of pages, the publications exceed the minimum requirements for participation in a "associate professor" competition. Publications include studies and articles in scientific journals, reports in proceedings of national and international conferences, etc. Three of them were published in English, including in international journals. It makes a good impression that there are both self-written and co-authored publications.

All publications, in my opinion, are peer-reviewed or, as is the case with conference papers, subject to public discussion.

### *2. Evaluation of the author's scientific and scientific-applied contributions in publications.*

Ch. Assistant Professor Milena Angelova, PhD, has singled out 15 areas in which her independent, original scientific and scientific-applied results can be found. I accept that the new scientific results are correctly defined and the publications in which this is done are correctly cited. In my opinion, they can be grouped into the following several groups:

- ✓ opportunities, advantages, risks and challenges arising from the entry of the new, including digital technologies and new forms of employment generated by them.
- ✓ a conceptual model for developing a sales budget in Bulgarian industrial enterprises.
- ✓ export price strategy, export marketing strategy; export pricing.
- ✓ corporate governance, corporate social responsibility, sustainability of micro, small and medium enterprises.
- ✓ limitation and prevention of the informal economy

The main part of the publications are related to the topic of the contest. I appreciate Dr. Angelova's claim as well-founded and innovative that *"marketing offers organizations the opportunity, through the application of its tools, to report and forecast the development of market trends and environmental factors - also formed by the Sustainable Development Goals."*

Contributions can be mainly characterized as scientific and applied.

### *3. Quoting from other authors.*

Dr. Angelova has 16 citations to 11 of her publications, h-index=3. Two of the citations are in scientific publications, referenced and indexed in world-renowned databases(Scopus). Five are citations in peer-reviewed monographs and collective volumes, and the remaining 9 citations are in non-refereed peer-reviewed journals. The points collected in this group are more than the minimum number.

## **IV. Administrative and public activity**

Dr. Angelova is a member of authoritative professional organizations: the Bulgarian Marketing Association (since 2003); The Balkan Governance Network (since 2002); Lecturer in management, BAMDE (since 1998); of the Board of Directors of the Association of Investor Relations Directors in Bulgaria (since 2005); of the Board of Trustees of SA "D. Tsenov",

Svishtov (from 2022); The Management Board of the Institute for Sustainable Economic Development (since 2018).

She has participated with reports in seven international and national scientific forums.

Dr. Angelova develops a very active expert activity. Results of projects implemented under her leadership are recognized as innovative for the EU and Bulgaria:

- ✓ Composite index "Economy of light" – constructed within the framework of the project "Limiting and prevention of the informal economy", BG 051PO 001-2.1.05, 14.09. 2009 - 30.11.2014 and calculated annually since 2010;
- ✓ Update of Composite Index "Economy of light" and construction of Sub-index "Employment of light" - constructed within the project "Improving access to employment and the quality of jobs by limiting and preventing undeclared employment", BG05M9OP001-1.051, 01.10.2019 - 01.04.2022, calculated annually;
- ✓ Constructed Rating for calculating the attractiveness of professions key to the development of the Bulgarian economy - within the framework of the project "Achieving sustainable and quality employment by improving the attractiveness of professions with a weak supply on the labor market in sectors key to the development of the Bulgarian economy", BG05M9OP001 -1.011, 02.01.2017 - 31.12.2018;
- ✓ Developed and proposed specific models for the implementation of the published in 2023. recommendations of the Council for the introduction of micro-certificates and individual accounts for training - within the framework of the project "Development of digital skills - Component 2", BG05M9OP001-1.128, 01.10.2021 - 01.06.2023;
- Participates in the preparation and approves the opinions of AIKB - on all issues in the National Council for Tripartite Cooperation and the bodies of the tripartite principle, in the CC of the Program for the Development of Human Resources;
- Participated in the preparation of 30 opinions adopted by the European Economic and Social Council, among which, for example:
  - ✓ Water-efficient consumption and consumer awareness about their water footprint (7.1.c\_EESK1);
  - ✓ Mental Health (7.1.c\_EESK2);
  - ✓ Gender equality (7.1.c\_EESK3);
  - ✓ Supportive education systems to avoid skills mismatches – what transition is needed? (7.1.c\_EESK4);
  - ✓ Green Paper - A European framework for corporate governance, COM (2011) 164 final (7.1.c\_EESK5);
- Participated in the preparation of 15 opinions, analyzes and resolutions adopted by the Economic and Social Council of the Republic of Bulgaria, among which:
  - ✓ Opinion "Policies and measures to increase the awareness and readiness of Bulgarian enterprises to successfully carry out a climate-neutral transformation", 2022 (7.1.c\_ISS1);
  - ✓ Opinion "Updated version of the partnership agreement and operational programs for the program period 2021-2027", 2022. (7.1.c\_ISS2);
  - ✓ Opinion "The partnership agreement and the related programs for the program period 2021-2027", 2021 (7.1.c\_ISS3);

- ✓ Opinion "Effects of the implementation of remote work and atypical forms of employment in Bulgaria", 2021 (7.1.c\_ISS4);
- ✓ Analysis "Corporate social responsibility - some approaches and good practices", 2009 (7.1.c\_ISS4);

M. Angelova has participated in the training of master's students in the discipline of Relationship Marketing (based on an author's master's course developed during specialization at the Higher International School of Business, Paris, France. Hours: 36 hours, given at EU Varna and VSU "Chernorizets Hrabur").

#### **V. Personal impressions of the candidate**

I have known Dr. Milena Angelova for more than 20 years - initially from participation in joint projects and conferences, and then as her supervisor in the Department and the Institute. She is an extremely active, organized, knowledgeable and capable young person and possesses skills and expertise that the Department and the Institute need.

#### **VI. Opinions, recommendations and notes on the activity and achievements of the candidate**

I have no notes on Milena Angelova's participation in the "Docent" contest.

**Conclusion:** Everything stated in this opinion gives me reason to believe that Ch. assistant professor Milena Angelova, PhD, meets the conditions and requirements of the LDASRB and the Rules of its implementation of the Ministry of Education and Science and of the ERI-BAS for occupying the academic position of associate professor in professional field 3.8 "Economics - Marketing and Sustainable Development". All the necessary conditions are present for me to make my positive conclusion about awarding the academic position "Associate Professor" to ch. assistant professor Milena Angelova, PhD, for the needs of the department "Economics of the Firm" at ERI-BAS.

Date: 18.09.2023

Signature .....