

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 - "Economics of Tourism" at ERI-BAS, in a competition announced in the State Gazette no. 44/19.05.2023, with candidate **Dr. Silvena Dencheva Yordanova**.

The competition for the position of "**Associate Professor**" has been announced for the needs of the "Regional and Sectoral Economy" department at ERI-BAS. The only participant in it is **Dr. Silvena Dencheva Yordanova**, associate professor at the University of Management - Varna.

Silvena Dencheva Yordanova was born on August 11, 1977 in the city of Varna. In 1995 completed his secondary education in the III Science and Mathematics High School, and as a private student in the First Language High School in the city of Varna with excellent results.

In 1999, she completed the Bachelor's program in Marketing and Management at the University of Economics - Varna, and then graduated with honors from the Master's Program in Business Administration at the same university.

From 2001 to 2004, she was a full-time doctoral student at the "Management" department of EU-Varna. In 2005, she successfully defended her doctoral dissertation on the topic: "Management of relations with consumers in the conditions of electronic commerce" before the State Academic Council.

During her studies as a doctoral student, she worked as a specialist in Foreign Trade and Marketing, and also as a Marketing Manager for an international company.

In 2006, she started working as an assistant at the International College-Albena, Dobrich, teaching courses in Bulgarian and English in Management, Organizational Behavior, Electronic Marketing, Strategic Management, Diagnostics and Company Development, Human Resource Management, Project Management, Organizations and People, People and Cultures, Introduction to Business for both undergraduate and graduate programs.

In 2012, she acquired a teaching qualification as a teacher of economics and management for secondary education.

In 2016, Silvena Yordanova qualified as an associate professor in field 3.7. Administration and management with monographic work on "Virtual communities in tourism".

Fluent in English and Russian languages.

I. Assessment of compliance with the minimum national requirements and the requirements of III-BAS

Dr. Silvena Yordanova has fulfilled, and by many indicators 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.

Silvena Yordanova has a defended dissertation, from 2016. she is an associate professor at UM-Varna and participated in the competition with the obligatory dissertation and habilitation work. In the publications section, she participated with a published monograph and 18 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 C (Publications) and D (Citations) are a total of 395.5 points, instead of the required 300 points.

II. Research activity and results

1. General characteristics of the author's publications

Dr. Silvena Yordanova participated in the competition for associate professor with one monograph, two studies published in scientific publications, referenced and indexed in world-famous databases (SCOPUS) and 16 articles and reports published in non-refereed peer-reviewed journals or in edited collective volumes.

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 or scientific works of universities, reports in proceedings of national and international conferences, etc. with 12 of them published in English, including in international journals.

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 made after the appointment of the academic position "chief assistant".

Dr. Silvena Yordanova researches current, modern problems related to the digitalization of the economy, artificial intelligence, etc. with the main part of them being in the field of tourism. She gives her definition and concept of digitalization, offers a model and methodology for the digitalization of organizations in the field of tourism, explores the perspectives and makes proposals for the application of artificial intelligence in tourism and hospitality.

Contributions can be mainly characterized as scientific and applied.

3. Quoting from other authors.

Dr. Silvena Dencheva has 21 citations on 7 of her publications, h-index=3. All citations are in scientific publications, referenced and indexed in world-renowned databases or in monographs and

collective volumes. It is not a good certificate that the main part of them are in the VUM Yearbook. The points collected in this group are more than the minimum number.

IV. Administrative and public activity

From 2008 to 2011 Silvena Dencheva was deputy editor of the European journal of tourism research (Web of Science&Scopus). Since 2015, she has been the main organizer and editor of the VUM Yearbook and is a member of the board of international publications such as Frontiers in psychology, IGI Global.

For the period 2016-2023, she has organized 8 international scientific conferences, as well as 3 doctoral seminars at Albena.

Associate Professor Silvena Dencheva is the coordinator of the Regional Center of BAS - Dobrich, a member of the Bulgarian Marketing Association and the Union of Scientists in Bulgaria.

V. Personal impressions of the candidate

I know Associate Professor Silvena Dencheva as the coordinator of the Regional Center of the BAS - Dobrich from the time when I was responsible for this activity at the BAS. She has always been among the active regional coordinators who, despite the restrictions related to the Covid pandemic, found suitable forms for joint activity and for popularizing the activities of the BAS in the region.

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

I have no critical comments on Silvena Dencheva's participation in the "associate professor" contest. I would recommend her as a qualified scientist to publish in more authoritative journals and proceedings of international conferences and to show more initiative as a project manager, incl. and international. Given the interests of ERI-BAS and the department for which the competition is announced, she must be ready to explore new topics in tourism, beyond those in which she has specialized.

Conclusion: Everything set out in this statement gives me reason to consider that **Dr. Silvena Dencheva Yordanova** 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 - "Economics of Tourism". All the necessary conditions are present for me to make my positive conclusion for awarding the academic position of "Associate Professor" to **Dr. Silvena Dencheva Yordanova** for the needs of the "Regional and Sectoral Economy" department at ERI-BAS.

Date: 18.09.2023

Signature