

ATTITUDE OF REVIEWER

Of Assoc. Prof. PhD Maria Petrova Kehayova-Stoycheva

from the University of Economics – Varna, professional field 3.8 „Economy“, scientific specialty „Marketing“, on the scientific works for participation in a competition for the academic position „associate professor“ in professional field „Economy“, sub-field „Marketing and Sustainable Development“ at ERI - BAS, in a competition announced in the State Gazette no. 44/19.05.2023 г., with candidate Ch. Assistant Professor Milena Blagoeva Angelova, PhD

The competition has been announced for the needs of the "Economics of the Firm" section at the Institute for Economic Research at the Bulgarian Academy of Sciences (BAS). The scientific jury has been determined by order №371/18.07.2023. The sole candidate for the current competition is Ch. Assist. Prof. Dr. Milena Blagoeva Angelova.

Dr. Angelova successfully completed her doctoral studies at the University of Economics - Varna, in the Department of Marketing. She has accumulated rich practical experience in non-governmental and public sector organizations, as well as in the Tourism and Industry sectors, where she has primarily worked in marketing positions. She has been working at the ERI - BAS for more than 20 years. Dr. Angelova has worked in various sections and held various positions in the European Economic and Social Council for over 15 years. In this role, she has been involved in developing advisory opinions on topics directly related to the roles and commitments of European Union countries in achieving the United Nations' Sustainable Development Goals.

Evaluation of Compliance with the Minimum State Requirements and IIIS - BAS Requirements

Dr. Milena Angelova fully meets, and in some sections, significantly exceeds the minimum state requirements for obtaining the academic position of "Associate Professor," as per Article 2b, Paragraph 2 of the Law for the Development of the Academic Staff in the Republic of Bulgaria, as well as Article 1b, Paragraph 2 of the Regulations for the Implementation of the Law on the Development of the Academic Staff and the Regulations for the Acquisition of Academic Degrees and Positions at ERI - BAS. She also fully complies with the additional requirements outlined in Article 87, Paragraph 4 of the Regulations for the Acquisition of Scientific Degrees and Academic Positions at ERI - BAS.

The current candidate in this competition has submitted a defended doctoral thesis and habilitation work (monograph), which are mandatory components according to national regulatory requirements and internal regulations. In the "Publications" and "Citations" sections, the candidate has achieved a total score of more than two and a half times the required points (667.5 points, compared to the required 300 points).

Regarding additional indicators of research activity, as specified in the internal regulations of ERI - BAS, evidence of compliance has also been provided: 1) membership in 6 professional organizations in the scientific field and specialization; 2) participation in 7 international and national scientific forums; 3) results from completed projects, opinions (prepared and accepted) for the European Economic and Social Council, opinions for the Economic and

Social Council of the Republic of Bulgaria 4) participation in 3 successfully completed and accepted research projects at ERI – BAS; 5) Teaching of students and the development of original master's courses.

General Overview of the Presented Scientific Publications

The candidate in the current competition has contributed a total of 16 publications: 2 monographs and 1 book, 5 chapters from collective monographs, 3 studies, 2 articles, and 3 scientific reports. The habilitation work, which constitutes an independent chapter of a collective monograph, fully complies with the requirements for independent monographic research. Two studies have been published in scientific journals, referenced and indexed in globally renowned databases containing scientific information. Three of the publications are in English. Twelve of the publications are self-authored works, while the remainder are co-authored.

From a quantitative and qualitative perspective, I think that Dr. Angelova's scientific output surpasses the requirements for participation in a competition for the academic position of "Associate Professor." All publications are directly related to the theme of the announced competition. Additionally, I believe that all scientific publications for the competition have undergone peer review or have been publicly discussed. After conducting a verification using the StrikePlagiarizm application, I can confidently state that the candidate's researches are original and are the work of the author(s).

Assessment of Scientific and Scientific-Applied Contributions

Dr. Angelova's scientific publications encompass 19 achievements with both scientific and scientific-applied significance, introducing new facets to existing knowledge regarding the potential of the marketing approach in achieving sustainable development goals.

The contributory elements can be summarized in the following directions:

- *Theoretical and methodological aspects related to achieving economic and social dimensions of sustainability in organizations:* These scientific results, primarily found in the habilitation work presented by Dr. Angelova and revolve around: proposing segmentation criteria that enable the tracking of technological advancements and innovations in employment forms across economic sectors; designing anticipated employer requirements for knowledge, skills, and competencies in new forms of employment; and identifying and conceptualizing 11 new forms of employment. Significant outcomes for ensuring economic sustainability in organizations include the proposed conceptual model for sales budget development, ensuring optimal resource management; further developing substantive aspects of business organizations' export price strategic behavior and proposing a strategic model for export pricing. Another notable achievement in this direction is the offered methodological approach for obtaining data on the need for improvement of digital competencies of employed individuals in professions and positions.
- *Scientific and applied aspects linked to the economic dimension of sustainability:* The candidate has proposed a tool for ensuring sustainable competitive advantages and responsible consumption based on transformations in strategic export price behavior; assessed opportunities and threats arising from the application of alternative models of

corporate governance to achieve alignment and consolidation of capital markets; and proposed and tested a Methodology for limiting and preventing the informal economy.

- *Scientific and applied aspects related to the social dimension of sustainability:* Dr. Angelova has put forward a model for applying relationship marketing in the process of providing suitable skills to the employed workforce in the economy. Furthermore, she has proposed and tested a Multifunctional Theory of Professional Attractiveness, serving as the foundation for improving workforce utilization efficiency in organizations. Additionally, an author's taxonomy and impact assessment of various factors on undeclared employment in Bulgaria have been suggested.
- *Scientific and applied aspects related to the ecological dimension of sustainability:* The effects of transitioning to climate neutrality on the competitiveness of Industry sector businesses have been identified, analyzed, and evaluated. Barriers, challenges, incentives, and necessary conditions for ensuring a "green" transition of SMEs have been identified and systematized.

Assessment of Citations

The presented citations exceed the minimum requirements of national legislation and the internal regulations of ERI - BAS (125 points, with a requirement of 70). Evidence of 16 citations has been provided, with 2 of them appearing in publications in scientific journals referenced and indexed in globally renowned databases. Additionally, there are 5 citations in monographs with scientific peer reviews.

Notes and Recommendations

I have no notes regarding Milena Angelova's participation in the competition for the academic position of "Associate Professor."

Conclusion

Based on all the information presented so far, I have a basis to summarize that the scientific results presented by Ch. Assist. Prof. PhD Milena Angelova meet and exceed both quantitatively and qualitatively the requirements for the academic position of "Associate Professor" in accordance with the Law for the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of the Law on the Development of the Academic Staff and the Regulations for the Acquisition of Academic Degrees and Positions at ERI - BASR. Therefore, I provide a positive evaluation and recommend that Ch. Assist. Prof., PhD Milena Angelova be selected for the position of "Associate Professor" for the needs of the "Economics of the Firm" section at ERI - BAS.

Date: 5.09.2023 г.
Varna

Signature:
(assoc. prof., PhD M. Kehayova-Stoycheva)