

# OPINION

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Scientific specialty Economics and Management (Trade)

on the competition for the academic position “Associate Professor”, professional field 3.8 Economics, Marketing and Sustainable Development, announced by the Economic Research Institute

## 1. COMPETITION INFORMATION

The competition is announced on the basis of Art. 4 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, Art. 81 of the Regulations for the acquisition of scientific degrees and the occupation of academic positions at the Institute of Higher Education at the National Academy of Sciences and according to the decision of the National Assembly of the Institute of the National Academy of Sciences at the National Academy of Sciences - protocol 7/12.07.2023. It was announced in SG no. 44/19.05.2023

I participate in the composition of the scientific jury for the competition in accordance with Order No. 371/ 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 Dr. Milena Blagoeva Angelova, who since 2002 has been the chief assistant at the Institute of Advanced Studies at the BAS. Since the same year, he has been working at the Association of Industrial Capital in Bulgaria, where he is currently the general secretary. She has a master's degree in Marketing and Management from the University of Economics-Varna in 1996. Her PhD in Economics, majoring in International Marketing, was also obtained at IU-Varna in 2001. Milena Angelova has completed numerous specializations at foreign universities. and organizations from Germany, France, Denmark, Italy, Great Britain, Czech Republic. She participates in a number of bodies and organizations - national and international: ambassador of SMEs of the Republic of Bulgaria, member of the European Economic and Social Council, executive vice president of SGI Europe, member of the Economic and Social Council of the Republic of Bulgaria and others. Dr. Angelova is the head of numerous projects financed by the EU funds.

## 3. FULFILLMENT OF THE REQUIREMENTS FOR OCCUPYING THE ACADEMIC POSITION

The candidate for the academic position "associate professor" in Marketing and Sustainable Development, Dr. Milena Angelova, 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 "principal assistant" or 5 years of experience as a teacher, including part-time in a higher school.
3. She submitted a published habilitation work - a monograph on the topic "New forms of employment - essence, main characteristics and risks of undeclared employment", which does not repeat those presented by her for the acquisition of the educational and scientific degree "doctor".
4. She has also presented other original scientific research works, publications and other scientific and scientific-applied developments, which are positively evaluated as a whole in this opinion. They also include the mandatory 2 publications in refereed and indexed publications in Scopus or WoS.
5. Meets the relevant minimum national requirements and the requirements in Art. 81 of the Rules of the Institute of the Academy of Sciences of the National Academy of Sciences, and of the additional requirements of the Institute of the Academy of Sciences of the Academy of Sciences of the Academy of Sciences. Exceeding the minimum required points for the groups of indicators for the academic position "associate professor" in District 3. Social, economic and legal sciences, professional direction 3.8. Economy. According to the scientometrics report presented by Dr. Milena Angelova, she has a total of 667.5 points compared to the required 450.
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 are 2 citations in scientific publications referenced and indexed in world-renowned scientific information databases, 5 citations in monographs and collective volumes, and 9 citations in non-refereed peer-reviewed journals. With these citations, the candidate forms 125 points, which is an over-fulfillment of the national requirements.

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

#### **4. EVALUATION OF TEACHING AND LEARNING ACTIVITY**

The teaching activity of Dr. Milena Angelova is tied to IU-Varna and VSU "Ch. Brave", where she is a lecturer with her own Masters course. She participated in writing parts of textbooks.

Dr. Milena Angelova has completed a number of specializations abroad: Academy of International Economics - Berlin, Higher International Business School - Paris, Copenhagen Business School.

*In summary, one can give a positive assessment of the teaching experience and the degree of preparedness of the candidate for occupying the academic position according to the competition.*

## **5. BRIEF DESCRIPTION OF THE PRESENTED SCIENTIFIC WORKS/PUBLICATIONS**

Dr. Milena Angelova participated in the competition with 16 scientific publications, of which: 2 monographs or chapters from a monographic study (1 of them is a habilitation thesis), 1 book based on a defended dissertation, a published chapter of 5 collective monographs, 3 studies, of which 2 - published in scientific publications, referenced and indexed in world-famous databases with scientific information, 5 articles and reports in non-refereed publications with scientific editing. Based on the habilitation work - monograph on the topic "New forms of employment - nature, main characteristics and risks of undeclared employment" and other publications, 2 main directions in her research activity can be deduced: 1. Marketing and 2. Sustainable development, which fully correspond with the theme of the announced competition.

*In summary, the scientific production is sufficient in terms of volume and is suitable in structure and quality for the occupation of the academic position "associate professor" in the scientific specialty "Marketing and Sustainable Development".*

## **6. SYNTHESIZED EVALUATION OF THE MAIN SCIENTIFIC AND SCIENTIFIC-APPLIED CONTRIBUTIONS OF THE CANDIDATES**

The scientific contributions proposed by the candidate, in reference contributions, have a rather fragmented nature, but I accept them as a whole. In this regard, in my opinion, the scientific and scientific-applied contributions of Dr. Milena Angelova can be systematized as follows:

- Scientific and theoretical - to enrich existing knowledge in the field of marketing segmentation, relationship marketing and sustainable development;
- Theoretical-methodological – a proposed conceptual model for developing a sales budget in Bulgarian industrial enterprises; a model for applying relationship marketing to promote the process of increasing the qualification of personnel; developed methodologies and others;
- Scientific-applied – application of the developed models and methods in practice, based on which a number of recommendations for improvements in business organizations are offered.

In my opinion, the contributions are mainly methodological and scientific-applied in nature.

*In summary, I believe that it can be concluded that Dr. Milena Angelova has deep knowledge in the theory in the field of marketing and sustainable development. It is evident that she handles a specific methodological apparatus skillfully, as well as having good abilities to analyze and summarize results.*

## **7. MAIN CRITICISMS AND RECOMMENDATIONS**

I have no notes on the candidate's research and teaching activities. The findings I made in relation to the materials presented at the competition are entirely positive, as a result of which I can summarize that Milena Angelova is a good researcher, with extensive management experience and potential for development.

## 8. CONCLUSION

Dr. Milena Angelova participated in the competition for the academic position of "associate professor" with a sufficient volume of scientific works. In addition, she has many years of experience in scientific and teaching activities. She fulfills the minimum national requirements and the requirements for occupying the requested academic position, laid down in the Regulations at the Economic Research Institute. Given the above, I propose to the members of the Scientific Jury that **Dr. Milena Blagoeva Angelova be given the academic position of "ASSOCIATE PROFESSOR" in professional field 3.8 Economics, scientific specialty "Marketing and Sustainable Development", for which I will vote "YES".**

18.09.2023 г.

Signature:

/Prof. Mariyana Bozhinova, Ph.D/