

OPINION

By prof. Pobeda Vasileva Loukanova PhD,
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of the materials of Chief Assist. Prof. Milena Blagoeva Angelova, PhD, submitted for participation in a competition for the academic position of Associate Professor at the Economic Research Institute at the Bulgarian Academy of Sciences in professional field: 3.8. Economics of Marketing and Sustainable Development

By Order N 371 of 18.07.2023 of prof. Dr. Irena Zareva-Zafirova, Director of the Economic Research Institute (ERI) at the Bulgarian Academy of Sciences (BAS), I have been appointed as a member of the scientific jury under a competition and procedure for occupying the academic position of "Associate Professor". In this competition announced in the State Gazette, no. 44 of 19.05.2023 and on the website of the ERI for the needs of the Department "Economics of the Company" as only candidate participates Ch. Ace. Dr. Milena Blagoeva Angelova from ERI at BAS, Department "Economics of the Company".

1. General presentation of the procedure and the candidate

Presented to me by Ch. Ace. Dr. Milena Blagoeva Angelova sets of materials on paper and in electronic format are in accordance to the Rules for acquiring academic degrees and occupying academic positions, as they are formulated by the rules at the ERI at BAS.

Ch. Ace. Dr. Milena Blagoeva Angelova, has submitted a total of 15 scientific papers: 2 monographs; 5 articles in non-refereed journals with scientific review, one of which in English; two articles in scientific journals (in English), referenced and indexed in world-famous databases with scientific information; an article in unreferenced magazine; 5 chapters in collective monographs. The list of publications presents them correctly.

The reference list of the minimum national requirements for the scientific activity of the candidate for occupying the academic position of "Associate Professor" is prepared according to the requirements of the Law on the Acquisition of Scientific Degrees and Academic Obligations in the IER at BAS for "Associate Professor". It includes a list of publications, citations, dissertation and habilitation texts and calculated points. Their number (567.5) is higher than the required minimum in the ERI at BAS (450). It includes: scores on indicators from Group A: dissertation for awarding the NSA "doctor" - 50 points; scores from group B: independent monograph, habilitation work (texts) - 100 points; scores from group D: monograph, a book based on dissertation and publications (articles, reports, etc.) in different rank and type of scientific journals – 292.5 points; and from group D: citations and reviews in scientific journals - 125 points. The accumulated number of points proves that Ch. Ace. Angelova can participate in a competition for the academic position of "Associate Professor".

Abstracts of scientific publications of Ch. Ace. Dr. Angelova are presented correctly. There is a precise correspondence between the list of scientific works for participation in the competition and the author's reference of the contributions. Also, the declarations for co-authorship of common publications have been prepared correctly.

After getting acquainted with the proposed materials, I evaluate the procedure as administratively correct. The attached documents of Ch. Ace. Dr. Milena Blagoeva Angelova are in compliance with the Rules for acquiring academic degrees and occupying academic positions in the IER at BAS and can be used as a basis for an objective assessment

of the candidate.

2. Short biographical details of the applicant

After graduation, Ch. Ace. Dr. Milena Blagoeva Angelova used to work in the field of marketing in large Bulgarian companies. In 2002 she begins its scientific career with the IER at BAS, Department "Economics of the company". In the period 1995 – 2004 she participated in 7 specializations abroad and thus she expanded her knowledge for the next scientific and professional career.

After 2002, Mrs. Angelova takes the position of a Secretary General of the Association of Industrial Capital in Bulgaria (BICA). She organizes and coordinates its activities to improve the socio-economic environment and to develop social dialogue; organizes BICA's contacts with structures within the European Commission and Parliament; takes part in the promotion of national and international partnerships; participates in a number of projects and also in the management of some of them. She accumulates substantial organizational and expert experience as an SME Ambassador of the Republic of Bulgaria (from 2022); Member of the European Economic and Social Council (2007-2025); Executive Vice-President of the European Centre of Employers and Enterprises providing Services of General Interest (after 2011); Member of the Economic and Social Council of the Republic of Bulgaria (after 2005); member of the Advisory Council on Vocational Education and Training; member in other national committees and organizations. Letters of recommendations (incl. of Mr. Dimitris Dimitriadis (President of the External Relations Section at the European Economic and Social Committee) testify for the good results in the professional career of Ch. Ace. Angelova.

Ch. Ace. Dr. Angelova has developed a master's course, which she teaches at the Universities of Economics - Varna and VFU "Chernorizets Hrabar".

- Personal impressions

I have positive direct personal impressions from the professional appearances of the candidate in connection with her projects presented at the Scientific Council of ERI and adopted by its members. Also I have such impressions from her performances as Secretary General of BICA acquired during some conferences with the participation of social partners that I have attended. Mrs. Angelova was one of the speakers at the "High level conference: The future of the work" (2018) with a presentation: "The future of work: acquiring of appropriate knowledge and skills to meet the needs of the future jobs". The conference was organized within the framework of the Bulgarian Presidency of the Council of the EU.

3. General characteristics of the applicant's activities

- Evaluation of scientific and applied science activities

Mrs. Angelova develops her scientific and applied activities in accordance with the UN Sustainable Development Goals, focusing mainly on the poverty eradication; quality education; secure work and economic growth; responsible consumption; reducing inequalities; and combating climate change (targets 1, 4, 8, 10, 12 and 13). The roads to these goals are examined within the framework of the current economic transformation (digital, circular and green) of the national economy, of industries and of companies (with a focus on small and medium-sized ones). She also analyzes marketing as a system of tools in the hands of company management for forecasting market trends and environmental factors again in connection with Sustainable Development Goals and corporate social responsibility.

A central place in some of the publications proposed for review is given to the

undeclared work ("National Map of Undeclared Work" (2021), two volumes). Ch. Ace. Angelova is author of chapters, introductory notes and conclusion and also made the general revision of this publication. She considers there some of not well-studied problems of the employment in our country. These are the new forms of employment, which she presents not only with their basic characteristics, but also according to the risks of their performance as undeclared works in the field of grey economy.

Mrs. Angelova participated in development of a "new theory of the attractiveness of professions". Her publication on the silver economy and its prospects for the aging population in Bulgaria is also of particular interest. Well-outlined problems and factors for the green transition of micro, small and medium-sized enterprises are also discussed in her publications.

Mrs. Angelova presents group of publications (mainly of practical and applied value) in the field of marketing (including export-oriented), as well as publications in the area of corporate governance systems in the European Union and in Bulgaria (requirements and perspectives for their reforms).

Contributions (scientific, scientific-applied, applied) and citations

After getting acquainted with the content of the attached chapters, I fully agree that the reference list of contributions presented by the candidate is developed professionally and is correct. The main contributions include the following:

- Outlined opportunities, advantages, risks and challenges arising from the introduction of new technologies and new forms of employment in Bulgarian enterprises are; formulated expectations and requirements of employers in relation to the professional training and skills of employees assessed and analyzed;

- Classified key factors of novelty of employment; 11 new forms of employment are identified; their effects and impacts on the labour market are assessed, together with the risks of applying them in field of undeclared work.

- Developed methodological approach to collect reliable primary information on the needs of digital competences of employees in Bulgaria in accordance with their professions and positions;

- Selected appropriate approaches and measures to confine and prevent undeclared work on the basis of studied empirical information.

Contributions to the practice can be found in the publication "Methodology for restriction and prevention of the informal economy". It includes methodological guidelines and instructions, recommendations and advice for prevention of the informal economy; systematization of its practices within the framework of corporate social responsibility; policies and practices to increase the attractiveness of professions.

The export pricing strategy within the export marketing strategy is also of interest of the candidate, together with the construction of strategic export pricing model; a model for the application of marketing to promote and accelerate the process of upgrading staff qualifications and implementation of the "Recommendation on the creation of individual training accounts" of the European Commission. Mrs. Angelova also proposes up-to-date measures to increase competitiveness and opportunities and mechanisms for optimal combination of market incentives and public funding to promote the achievement of climate neutrality and sustainable development. Taxonomy for systematization of corporate governance models in the European Union is developed, after taking into account active normative, institutional and cultural factors. The transition of micro, small and medium-sized enterprises to sustainability are also a group of contributions for the practice.

It can be concluded that the priority among the listed above groups of contributions of Mrs. Angelova is given to the stable employment; corporate socially responsible

management, as well as the implementation of its modern marketing strategies as one of their sustainability prerequisite.

The reference list of the citations has been prepared correctly and includes a total of 16 citations of scientific publications of Ch. Ace. Angelova.

- Assessment of the applicant's personal contribution

The formulated contributions correspond to the content and results in scientific publications of Ch. Angelova.

4. Critical remarks and recommendations

I have no critical remarks.

CONCLUSION

Documents and materials submitted by Ch. Ace. Dr. Milena Angelova are in compliance with the Law on the Development of Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of the Law on the Acquisition of Scientific Degrees and Academic Positions at ERI at BAS. The candidate in this competition has submitted a sufficient number of scientific publications. They contain original scientific contributions and such for the practice. They have received national and international recognitions. After getting acquainted with the scientific publications presented in the competition, after analysis of their significance and scientific contributions, I declare my positive assessment. Based on it, I recommend Scientific Jury to prepare a report-proposal to the Scientific Council of the ERI at BAS for the selection of Ch. Ace. Dr. Milena Angelova for the academic position of Associate Professor with ERI at BAS in the professional field: 3.8. Economics in Marketing and Sustainable Development.

15 September 2023

Prepared the opinion:

(signature)

(Prof. Dr. Pobeda Loukanova)

(ac. dl., n. st., name, surname)