

REVIEW

By Associate Professor Dr Atanas Denev Luizov,

Member of the scientific jury in the competition for the academic position Associate Professor in the professional field 3.8 Economics /Marketing, Management, and Entrepreneurship/ at Burgas Free University, announced in State Gazette No. 82 of 14 October 2022

According order No. JIC-50/30.11.2022 of the Rector of Burgas Free University, I have been selected as a member of the scientific jury for the competition.

One applicant submitted documents for participation in the competition - Chief Assist. Prof. Dr Vilyana Yankova Ruseva.

All legal requirements were met when announcing the call of application. The documents submitted by the candidate for the call comply with the requirements of the Act on Development of Academic Staff in the Republic of Bulgaria, the Regulations on the Implementation on Development of Academic Staff in the Republic of Bulgaria Act and the BFU's internal regulatory documents.

1. Introducing the candidate

Dr Vilyana Ruseva graduated from the University of Economics – Varna. From 2006 to 2012, she completed a bachelor's degree in finance and a master's degree in accounting and control. from 2006 to 2012, where she completed a bachelor's degree in finance and a master's degree in accounting and control. In 2016, Dr Ruseva acquired a second Master's degree from the University "Prof Dr Asen Zlatarov" - Burgas, majoring in "Tourism Management". The candidate received her PhD degree from the Faculty of Business Studies at Burgas Free University in 2019. Dr Ruseva also has a post-graduate qualification at the "Konstantin Preslavski University of Shumen", where she earned a teaching qualification in economics.

Dr Vilyana Ruseva's career spans various sectors - from a bank employee in different commercial banks (Investbank AD, International Asset Bank AD and DSK Bank EAD) to a tour guide and event manager in tourism (Balkan Holidays London, TUI, Thomas Cook). Dr Ruseva is a licensed tour guide for the Ministry of Tourism and a member of the Southeast

Association of Tour Guides "Vanya Raykova". In 2021 Dr Ruseva started working as a teacher of entrepreneurship at the PHRL "G. S. Rakovski", Burgas.

In October 2017, Vilyana Ruseva started working as a "part-time assistant" at the Faculty of Business Studies, and in 2021 she was appointed to the position of "chief assistant". Dr Ruseva gives seminars and lectures on the subjects Business Planning, Project Management, Innovation and Investment Management, Service Management, Marketing in Tourism, Human Resource Management, and Sustainable Development of Tourism.

In 2022, outgoing mobility was carried out at the Free University of Brussels, Kingdom of Belgium, under the project BG05M2OP001-2.016-0004-C01 "Economic Education in Bulgaria 2030".

The candidate has an excellent command of English, software proficiency and very good organizational, presentation and communication skills.

2. Compliance with the requirements for holding the academic position „Associate Professor“

Dr Vilyana Ruseva has provided a required set of documents for the competition. The publications submitted for participation in the call include 1 monograph (П1) and 1 published chapter of a collective monograph (П21), 4 studies (П17, П18, П19 and П20), one conference paper, indexed in world-famous databases with scientific information (П2), 14 articles and conference papers published in non-refereed peer-reviewed journals (from П3 to П16). Dr Ruseva has a total of 9 citations, of which 2 (И1 and И2) are in scientific publications indexed in Scopus and Web of Science; 2 in monographs (И3 and И4), and the rest (И5 - И9) - in non-refereed peer-reviewed journals. One textbook (P22) and 4 e-learning courses based on the Moodle platform of BFU are presented for review by the scientific jury.

Dr Ruseva actively participates in various research and applied projects. From 2017 until now, the candidate has participated in 4 BFU projects with national and international funding (Operational Programme "Science and Education for Smart Growth", The Bulgarian National Science Fund, Erasmus+ Programme, Interreg).

All of the publications mentioned above are outside the scope of the PhD thesis of the applicant and have not been used for applications for other academic positions.

The quantitative analysis of the scientific works of the Dr Ruseva shows that the minimum national requirements for occupying the academic position "Associate Professor" are met - there are higher points than the minimum threshold level - group G indicator (30 points

above the minimum level) and group D (25 points above the minimum level). The total number of points that Dr Ruseva has is 455, which exceeds the required 400 points according to the national standards for having the academic position "Associate Professor" in the professional field 3.8 Economics.

The accomplishment of the additional requirements for occupying the academic position of "Associate Professor" at the Faculty of Business Studies, according to the Regulations for the Development of the Academic Staff at the Burgas Free University, is:

- A peer-reviewed monograph on the topic of the competition was published.
- Published textbook and e-learning courses in disciplines taught at Faculty of Business Studies.
- Dr Ruseva has published 20 scientific papers (studies, articles and conference paper) outside the scope of her PhD thesis.
- The required number of academic hours as a lecturer is not met entirely.
- Participation in 8 projects with national and international funding.

In conclusion, the quantitative analysis of Dr Ruseva's scientific works gives reason to indicate that they meet, and in some respects exceed, the minimum national requirements for occupying the academic position of "Associate Professor" according to the Law on 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 in the Republic of Bulgaria Act.

3. Evaluation of the candidate's scientific works

The review of scientific works submitted for participation in the competition outlines several main areas of the candidate's scientific interests: sustainable business models, circular and blue economy, social entrepreneurship, business consulting and training.

The monograph "Modern Challenges to Marketing and Entrepreneurship" (ISBN: 978-619-253-021-1) has a total volume of 207 pages and includes 7 chapters. The author's emphases include changes in consumer behaviour and marketing challenges resulting from digitisation, social entrepreneurship, and shared workspaces in the context of the digital economy. Dr. Ruseva focuses on social entrepreneurship and enterprises, starting with analysing consumer behaviour changes and new business models. The global trends in social entrepreneurship are presented, and an overview of the social enterprise landscape in Bulgaria. The author logically

draws a parallel between social entrepreneurship development worldwide and socially responsible marketing characteristics. The author of the monograph defines the concept of "shared workspaces" and presents the typology of different shared spaces, comparing them with standard workplaces.

Dr Ruseva is the author of a chapter of the "Collective monograph on the Regional Indexing of Innovation Activity in the Sectors of the Economy (IRISI) project - scenarios for the four priority thematic areas identified in ISIS for intelligent specialization and their place in the circular economy" (II21). The exposition examines the interrelationship between the factors for developing modern forms of entrepreneurship and the innovative activity of organisations. This chapter pays special attention to the factors 1) knowledge as a factor of technological development, 2) innovation, and 3) human capital in the organisation. An analysis from an empirical study of the topic "Innovative activity of companies in South-Eastern Bulgaria" is presented.

The four studies presented for review were published in the Burgas Free University Annual and cover a variety of issues: (1) concept of occupational discrimination in the workplace and to indicate the main types of inequalities to which employees are subjected (II17), the phenomenon of "coworking spaces" as a model for the shared economy (II18), green marketing and its digital dimensions in conditions of a circular economy (II19) and the growth of management capacity and the relationship with the dynamics of development of small and medium-sized enterprises (II20).

The applicant's publications in peer-reviewed journals address topics such as (1) the relationship between continuing professional learning and marketing innovation, (2) the sharing economy and social entrepreneurship, (3) good governance standards, (4) contemporary business practices and consulting solutions, (5) marketing models in the circular economy, (6) consulting and training services in the circular economy, (7) the "green management" model in the circular economy, (8) development of the innovative tourist product in the sphere of cruise tourism on the Bulgarian Black Sea coast.

The textbook "Introduction to Social Entrepreneurship" (ISBN: 978-619-253-022-8) focuses on social enterprises' emergence, development and activities. The textbook aims to ensure the learning process for some of the candidate's academic courses in the bachelor's programs of the Faculty of Business Studies. Each chapter ends with questions for discussion, examples of good practice and case studies.

The qualitative analysis of the scientific works presented by the candidate leads to the conclusion that the scientific interests and related research work cover the main areas of the competition, namely entrepreneurship, management and marketing. Dr Ruseva explores current research problems and presents them using a scientific style with objectivity, clarity and precision. The candidate demonstrates skills for successful work in interdisciplinary fields.

4. Evaluation of the scientific and scientific-applied contributions

The scientific publications by Dr Ruseva contain scientific contributions of a scientific and scientific-applied nature. The first group of contributions, labelled theoretical, can be systematised as follows:

- The relationship between marketing and entrepreneurship is analyzed in the context of new business realities due to digitalization. New entrepreneurial models are described. Changes in consumer behaviour have been examined.
- The categories "social entrepreneurship" and "social entrepreneur" are defined. The relationship "social entrepreneurship - social services - social activism" is analyzed, and the differences are pointed out. The place and importance of social enterprises for society is outlined.
- The relationship between business consulting and training and improving economic efficiency in organisations is emphasised.
- A critical analysis and systematisation of existing definitions of "shared workspaces" is done.

The contributions of scientific-applied nature are:

- An analysis of social entrepreneurship in Bulgaria and the relevant legal framework was made.
- The behavioural aspects of entrepreneurship have been identified.
- An analysis of the development of social entrepreneurship and its relationship to the concept of socially responsible marketing was made.
- The case study method was applied to present examples of implementing the "shared workspaces" concept in Bulgaria.
- The relationship between process and product innovation as tools of the marketing strategy of SMEs is analysed.

5. Critical remarks and recommendations

In additionally to the general positive evaluation of Dr Ruseva's scientific works, several recommendations for her future research and publication activities can be named:

- Dr Ruseva could consider publishing her research findings in scientific journals indexed by the world-famous Scopus and Web of Science databases - increasing the visibility of her scientific work among the scientific community.
- It merits attention to place an additional emphasis on research related to consumer behaviour, marketing strategies and innovations.

6. Conclusion

The analysis of the scientific works and teaching activities of Chief Assist. Prof. Dr Vilyana Ruseva shows full compliance with the normative requirements of the Act on Development of Academic Staff in the Republic of Bulgaria and the Regulations on its Implementation for occupying the academic position of "Associate Professor". Scientific works submitted in the competition contain indisputable scientific contributions and results of scientific research. There are excellent teaching activities and active participation in research projects with national and international funding.

The above gives me a reason to confidently propose to the members of the scientific jury that Chief Assist. Prof. Dr Vilyana Yankova Ruseva be elected to the academic position of ASSOCIATE PROFESSOR in the professional field 3.8 Economics /Marketing, Management, and Entrepreneurship/.

29.01.2023

Burgas

Reviewer:

(Assoc. Prof. Dr Atanas Luizov)