

REVIEW

From: Professor Milanka Dimitrova Slavova, PhD
Professional field 3.8. Economics, Scientific specialty World Economy and International Economic Relations”, International Business School

Regarding:

Competition for the academic position of **Professor** in the professional field 3.8. Economics (World Economy, International Economic Relations and Behavioural Economics), Burgas Free University

1. Information about the competition

The competition has been announced for the needs of Burgas Free University. It was published in State Journal №55 of July 15, 2022. I participate in the scientific jury by virtue of Order № RD/176 of September, 7 issued by the Rector of Burgas Free University.

2. Brief information about the candidates in the competition

One candidate participates in the competition – Associate Professor Diana Sabotnova Mladenova. She graduated from the "Socio-Economic Planning" specialty at UNWE in 1991 and obtained the educational qualification "Master's degree". At the Faculty of Public Professions at UNWE in the same year, she received qualifications in "Theory and practice of specialized translation - English language. Translator-editor of economic literature" and "Economic Journalism". She worked in the publishing house "Delfinpress" during the period 1992-1994.

In 2012, she successfully defended her doctoral dissertation. at the Institute for Economic Research at the BAS. She has been working at Burgas Free University as a part-time assistant since 1994 and as a full-time assistant, senior assistant and chief assistant in Political Economy and Economics - from 2000 until now. She was habilitated in 2015.

3. Fulfillment of the requirements for occupying the academic position

Associate Professor Diana Sabotnova has presented a report on the implementation of the minimum national requirements according to Article 2b of the Law on the Development of the Academic Staff in the Republic of Bulgaria (LDASRB) and the appendix to Art. 1a, para. 1 of the Regulations for the implementation of the LDASRB) to which the necessary evidence is attached.

She participates in the competition with 35 publications. They include the monograph "International Production", Burgas Free University, ISBN 978-619-253-014-3.; five co-authored articles published in scientific journals, refereed and indexed in world-renowned databases of scientific information; 18 independent publications and one joint report in non-refereed peer-reviewed journals or published in edited collective volumes; six independent and two collective studies published in non-refereed peer-reviewed journals or published in edited collective volumes.

The following citation evidence is provided: one citation in a monograph, five citations in peer-reviewed monographs and collective volumes, eleven citations in non-refereed peer-reviewed journals. Also indicated are two participations in a national and an international educational and scientific project. The candidate participated in the competition with two textbooks on behavioral economics and global economics. About a third of the publications (11) are in English language, and the rest are in Bulgarian language. A total of eight of all publications are co-authored, for which separation protocols are presented.

In group A and C, the number of points corresponds to the national requirements. In groups D, E and F, the number of points exceeds the minimum national requirements. The total number of points for the six groups is 735, with which Associate Professor Sabotnova meets and exceeds the minimum national requirements (550 points) for holding the academic position of "professor".

Associate Professor Diana Sabotnova has also submitted a certificate of compliance with the additional requirements at the Center for Economic and Management Sciences at the Burgas Free University. These include completed 2103 hours (2000 hours are required) of academic employment after the acquisition of the academic position of "associate professor". She has also

two textbooks issued on paper or electronic media, among which one peer-reviewed monographic work after habilitation and more than 20 publications other than the dissertation work for educational and scientific degree "doctor", with a volume of the independent text of at least 12 publishing volumes. Her publications also meet the requirement at least 5 articles to be published outside Bulgaria - international scientific publications or at international conferences (5 publications in international editions, 19 articles and reports in non-refereed editions and collective volumes and eight studies, two of which are co-authored). In accordance with the requirements Associate professor Sabotnova has participated in 1 university, 5 national and 1 international project and five teaching mobilities.

4. Assessment of teaching activities

The candidate in the competition, Prof. Diana Sabotnova, has many years of teaching experience in various Bulgarian universities. She taught for some time at UNWE, but gained her main teaching experience at Burgas Free University

She has taught various undergraduate and graduate courses. At the BA "Bachelor" level Associate Professor Diana Sabotnova teaches courses in "World Economy", "Behavioral Economics", "International Economic Relations", "Microeconomics" and "Macroeconomics". She teaches "Economics" in the other educational and research centers of BSU. In the master's programs she teaches "Global Economy", "International Economic Relations" and "Behavioral Economics in Health Care". From the provided reference it is clear that she has developed six online courses for "Bachelor" and "Master" degrees level and for a qualification course. They are in the fields of world economy, international economic relations and behavioral health economics.

Associate Professor Sabotnova supports student scientific work and various initiatives to attract students to research activities. She took part in intra-university, national and international educational and scientific projects. In her research activity she also includes regional studies.

Associate Professor Sabotina has carried out teaching mobility in various European countries, thereby enriching her research and teaching experience. She supports the educational process by issuing textbooks for the disciplines she teaches.

5. Brief description of the presented scientific works/publications

The research activity of Associate Professor Diana Sabotina is characterized by a diversity of interests and research in various economic fields.

The main direction of her publication activity is the internationalization of production. In this area is the monographic work with which she participates in the competition - "International Production", BSU publication, 2022, ISBN 978-619-253-014-3 .

In a volume of 193 pages and four chapters, the author has presented the problems to which the study is devoted. In the first chapter she systematizes the theories of international production carried out by multinational companies. She critically presents the achievements and limitations of the interpretation of the internationalization of production and its relationship to the development of international trade by representatives of neoclassical theories, theories that examine the role of the market, the characteristics of firms, the interaction between firms and the market (which the author identifies as contemporary theories), and the eclectic paradigm of international production that interweaves macroeconomic with microeconomic and managerial theories. The author seeks to provide an in-depth analysis of the concepts of various representatives of these theories.

In chapter two of the monograph, the author examines the role of multinational companies in the implementation of international production in various forms and the advantages of foreign market entry methods for controlling production. Logically, foreign direct investment is identified as the most complex form of international production and the one with the greatest potential for control over overseas operations. The development of international production and its enrichment with new forms, dependencies and degrees of control is traced. The chapter concludes with definitions of the various forms of internationalization of production

The third chapter is devoted to contemporary trends in international production. The author has endeavoured to analyse the impact of recent changes in the international environment on international production. It discusses in detail the changing nature of overseas operations, the decline in foreign direct investment in tangible assets and the increase in the share in intangible assets, non-equity control and the impact of these changes on the economic development of host countries. The monograph's summaries of industrial archetypes, the characteristics of the length of supply chains and their geographical distribution as well as their governance. The chapter also convincingly presents the contradictory impact of digitalisation, the need for sustainable development and state intervention in business processes on economic development and the internationalisation of production.

Chapter four explores four main directions that will, in the author's view, determine the development of international production. Reshoring, diversification, regionalisation and replication are presented in this regard. The author has argued convincingly for trends towards a fundamental change in the nature of international production, the risks of these changes and the new opportunities they create for organisations and national economies. In the monograph Associate Professor Sabotnova analyses the impact of the latest changes in the business environment on the international production - the impact of the COVID-19 pandemic on internationalisation and changes in the localisation of supply chains. In the conclusion of the monograph, the author has commented on the impact of the war between Russia and Ukraine on international trade and production, indicating both the possible outcomes and their high degree of uncertainty.

The challenges of international production are also the subject of research in other publications submitted to the competition. These are publications No. 7, 9-10, 14-15, 23, 25, 26-28, in which individual aspects of the problems discussed in the monograph are analyzed. The problems of the theories of internationalization and the basic concepts of modern international economic relations are also reflected in publication No. 35.

The second set of publications is in the area of management and the role of culture on leadership, the presence of women in management, and employment for older women. These issues have been explored in many publications.

Culture and leadership are analysed in publications 2, 6 and 22. The three publications are similar in content and present the results of an empirical study among managers. It is based on the GLOBE methodology and compares the cultural characteristics of the Bulgarian leadership style. Conclusions are drawn about its closeness to other cultures in terms of most of the characteristics included in the model and the differences in terms of some of them such as individuality, striving for self-protection, which are generally characteristic of the Bulgarian cultural model found in other studies.

Related to these publications are also publications on the role of gender in the management of Bulgarian organizations. Publications 4, 5 and 21 are devoted to this issue. The conclusions reached by Associate Professor Sabotnova are about the existence of gender equality in the country to a large extent, while there is still an inequality in pay, as well as in the presence of women in different types of professions. Another important finding of the study is that management should take into account the ability of women to combine their inherent nature in management with qualities such as responsibility and willingness to make decisions.

Another group of publications - Nos. 18 and 33 - are also related to the place of women in active economic life. They explore age-related discrimination in the labour market, focusing on the under-researched labour market issues of women over 60. The author's research shows how public and family intergenerational transfers take place, trends in the labour market for older women, and the measures that need to be taken to reduce discrimination in this area. She has made a convincing case for the fact that awareness of the ability of this population group to still contribute to the creation of wealth in society implies targeted measures to promote the labour supply for this group.

The third area of research concerns the measurement of objective and subjective characteristics of the population's perceptions of quality of life (publications 30 and 32). An empirical regional survey was conducted based on the Gross National Happiness Index survey methodology. This

research experience is the first of its kind and reaches conclusions on its possible application as a complement to the main economic indicators, but with adjustments in terms of the indicators used and their weights.

The fourth area of research is sustainable development and the circular economy (publications 12, 13 and 19). Associate Professor Sabotnova has researched different areas of sustainable development. These include: the need to coordinate efforts in polycentric circular economy governance, where the efforts of multiple; management units are brought together; analysis of the multiple challenges in water resources and the application of new digital technologies for their use in the face of increasing demand and limited supply; improving the sustainability of the maritime industry through regulation of activities and the fight against illegal fishing, transparency of subsidies and other policies to support sustainable marine life safe catch etc.

On the topic of the competition - behavioural economics – Associate Professor Diana Sabotnova has presented the textbook "Behavioural Economics", BSU edition, 2022, ISBN 978-619-253-020-4 (for CD). It is 432 pages long and is structured in 11 chapters that trace the development of behavioral economics, understandings of demand and choice, interaction with others, social preferences, the relationship of behavior to politics, and many other topics. The textbook enriches the economics literature in English by presenting the emotional, cognitive, and social determinants of decision making by both individuals and institutions.

Associate Professor Sabotnova has also submitted for the competition publications devoted to specific issues related to the discussions over the years and representatives of different economic theories of guaranteed income (publication 24); the relationship between military spending and economic growth (publication 20) and the management of global migration (publication 17). In these publications, the author's endeavour is to outline the issues and trends, and to suggest directions for improving governance processes in these areas.

6. Evaluation of the main scientific contributions

Associate Professor Diana Sabotnova has structured and summarized correctly the scientific and applied contributions of her research activity. They can be defined in two main areas:

- ✓ Increasing the validity of the existing theory and methodology by complementing them. To this area can be attributed the research related to the systematization of the theories of the internationalization of production, the analysis of its development and the impact of contemporary challenges on its prospects. Research on particular aspects of sustainable development can also be included in this group of contributions.
- ✓ Application of existing theory or methodology to explain and analyse specific problems. To this area can be attributed the application of various models to specific empirical studies of leadership and culture in Bulgaria, women's participation in governance and the labour market, measurement of the happiness index, etc.

7. Main critical remarks and recommendations

I have no critical remarks to make about the works submitted by the candidate in the competition. I am impressed by her efforts to develop topics from diverse areas of economics and management. I take the liberty to recommend her to conduct an empirical study of international production in Bulgaria to enrich the theory and practice of internationalization of production on the example of the activities of multinational companies in Bulgaria.

Increasing number of publications in journals referenced in global databases will certainly be beneficial for both the candidate in the competition and BSU. I believe that in her publications she has proven her research potential and can develop a dissertation for the degree of Doctor of Economic Sciences.

Since in her works she also comments on the events of recent months, I would like to ask her the question: What impact will the Russia-Ukraine war have on international production in Europe?

Conclusion:

The scientific publications presented by Associate Professor Dr. Diana Sabotnova Mladenova, her scientific and applied results and contributions, her significant professional experience and teaching activities, as well as the compliance with the requirements of the Law on Research and Development, the Regulations for its implementation and the additional requirements of the Faculty of Business Studies, BSU, give me grounds to confidently support her for the appointment to the academic position of "Professor" at Burgas Free University.

October 20, 2022
Sofia

Signature: