

RECENSION

From: *prof. Dr. Nikolay Hristov Sterev, UNWE-Sofia*

Scientific specialty: 05.02.18 Economics and Management; 3.8. Organization and management of production

Concerning: competition for **ASSOCIATE PROFESSOR** in the field of science 3.8. *Economics, scientific specialty "Economics and management (marketing, management and entrepreneurship)" at BFU.*

1. Competition information

The competition has been announced for the needs of the "Center for Economic and Management Sciences", Burgas Free University according to the announcement published in SG No. 82 of 14.10.2022. I participate in the composition of the scientific jury for the competition according to Order LS-50/30.11.2022 of the Rector of BFU.

2. Brief information about the candidates in the competition

There is only one participant in the competition: **chief assistant professor Dr. Vilyana Yankova Ruseva**, "Center for Economic and Management Sciences", Burgas Free University.

The main information about the only candidate in the competition can be summarized in the following areas

- Education:
 - **Higher education:** 2006 – 2010, University of Economics, Varna, specialty "Finance" at EQD Bachelor 2010 – 2012, University of Economics, Varna, major "Accounting and Control" at EQD Master 2015 - 2016, Burgas Free University, Burgas, major "Tourism Management" in EQD Master 2017 - 2018, University of Shumen - Bishop Konstantin Preslavski, postgraduate qualification for the profession "teacher"
 - **Doctorate:** 2017 - 2019, Burgas Free University, Burgas 3.8 Economics, "Economics and Management (Industry)". Dissertation topic: "*Development of know-how through consulting and training (the example of the tourism industry)*". Diploma No. 1921789278 of 21.10.2019, BFU
- Professional experience:
 - 2004 - 2008 - Balkan Holidays and Orient Plus. Successive tour guide and sales representative.
 - 2008 - 2014 - Investbank, DSK Bank, International Asset Bank, accountant-treasurer/bank clerk.
 - 2014 – 2018 – Balkan Holidays and Thomas Cook, successively: tour guide, activity organizer, data administrator.
 - 2017 – now – Burgas Free University, Center for Economic Sciences
- Academic experience:
 - 2017 – 2020 – assistant professor;
 - 2020 – now – chief assistant professor;

3. Fulfillment of the requirements for occupation of the academic position

The following summaries can be made from the submitted information for fulfilment of the minimum National requirements for occupation of the academic position "**ASSOCIATE PROFESSOR**", as well as the specific quantitative and qualitative requirements of BFU for occupation of the academic position "**ASSOCIATE PROFESSOR**"

- The references are correct and reflect the main scientific achievements (published books, studies, articles and reports from conferences, and citations of scientific publications), as well as basic qualitative acknowledgments of the society about the candidate for **ASSOCIATE PROFESSOR** of BFU.
- **All minimum national requirements are met, including:**
 - The candidate has acquired a PhD: "*Development of know-how through consulting and training (the example of the tourism industry)*". Diploma No. 1921789278 of 21.10.2019, BFU in scientific specialty "*Economics and management (industry)*"
 - The candidate has published an independent monograph on the topic of the **ASSOCIATE PROFESSOR** Competition: "*Contemporary Challenges in Marketing and Entrepreneurship*", ed. Burgas Free University, 2022, ISBN: 978-619-253-021-1
 - The candidate participates in the competition with an additional: 1 chapter of a collective monograph, 1 independent textbook, 7 studies, 1 article and 11 reports, which form 230 points (minimum number of 200 points according to the Regulations for implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria).
 - The candidate has specified 9 citations in indexed and referenced publications, which form 75 points (minimum number of 50 points according to the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria)
- Minimum quantitative requirements of BFU that have been met are:
 - 1 independent textbook published: *Introduction to social entrepreneurship*, Burgas Free University, 2022, ISBN: 978-619-253-022-1;
 - Published peer-reviewed monographic work: *Contemporary Challenges to Marketing and Entrepreneurship*, ed. Burgas Free University, 2022, ISBN: 978-619-253-021-1, 209 pages
 - 19 scientific publications (studies, reports and collective monographs) were published outside the dissertation work for the acquisition of the ONS "doctor" with a volume of the independent text of 244 pages, of which 5 of the publications were published in English in refereed editions.
 - Participation in 8 research and educational projects.

From the presented reference, it is clear that 455 points were formed with a minimum number of points of 400 for occupying the academic position of **ASSOCIATE PROFESSOR** at BOU.

4. Assessment of teaching activity for each applicant individually

The candidate for the academic position **ASSOCIATE PROFESSOR: chief assistant professor Dr. Vilyana Yankova Ruseva** was appointed associate professor in 2020 and has led lecture courses in the following disciplines:

- "Marketing in tourism"; "Sustainable development of tourism"; "Management of human resources" and "Business planning" in EQD Bachelor;
- "Social entrepreneurship" and "School training in entrepreneurship in EQD Master

Total for the period 2019-2023 there are 417 classroom hours recorded in lectures and exercises.

5. Brief description of the submitted scientific papers / publications

The candidate for the academic position of **ASSOCIATE PROFESSOR: chief assistant professor Dr. Vilyana Yankova Ruseva**, participated in the competition with 23 publications, incl. 1 competition monograph, 1 chapter of a collective monograph, 1 independent textbook (*Introduction to Social Entrepreneurship*), 7 studies, 1 article and 11 reports. Some of the publications are in English.

The main directions of the research and publication activity of **chief assistant professor Dr. Vilyana Yankova Ruseva** can be reduced to the following research fields:

- marketing and innovations;
- entrepreneurship, incl. social entrepreneurship.

The main **RESULTS** of the scientific and research activity of the only candidate in the competition: **chief assistant professor Dr. Vilyana Yankova Ruseva**, can be reduced to the following in order of significance:

- on the **monograph** (*Contemporary challenges facing marketing and entrepreneurship*) for participation in the competition:
 - on the basis of an analysis of the state and trends in business development in recent years, the main challenges to marketing have been identified, which determine the characteristics of the new consumer and the new producer, including
 - a historical analysis is proposed for the development of consumer behavior in particular, and of the behavioral attitudes of society as a whole;
 - a comparative analysis of modern and traditional entrepreneurial approaches was carried out, with particular attention paid to the growing trend of creating social entrepreneurs;
 - a synthesis of the use of digital technologies in marketing and entrepreneurship was carried out, summarizing the main guidelines of digital marketing through social media and the digital entrepreneur.
 - an author's methodology is proposed for the analysis of the development of modern marketing and entrepreneurial tools such as shared spaces, incl.
 - the main benefits and added value of shared spaces, especially in conditions of growing digitization and work in pandemic conditions, are presented theoretically and with examples from practice.
 - a behavioral model of the users of the shared spaces is systematized, with an emphasis on marketing and entrepreneurship.

- An author's study of examples of shared spaces in Bulgaria was conducted and an assessment was made of the social aspects of the use of these shared spaces, incl.
 - The results of conducted interviews have been analyzed, which can serve both to promote the social behavior of entrepreneurs and to create social attitudes and of consumers by managing their social behavior.
- on the publications for participation in the contest:
 - Marketing and innovation: 1 book chapter (P21), 3 studies (P12, P16, P19), 1 article (P9) and 7 reports (P2, P3, P5, P6, P10, P11, P15).
 - The impact of marketing and innovation for selected Bulgarian companies is analyzed, and the results are aimed at improving the marketing skills of the staff.
 - A methodological scheme for the analysis of innovations to improve the marketing of companies is proposed.
 - The role of digital marketing in conditions of a pandemic crisis in the management of consumer market behavior is presented.
 - The influence of social marketing on the social behavior of consumers is analyzed.
 - The influence of corporate social responsibility measures on the marketing and market performance of companies, especially in the conditions of the Covid-19 pandemic, was analyzed.
 - A combination of the marketing approach and the circular economy approach is proposed as an integral part of the future social behavior of business. In this direction, modern features of the manifestation of "green marketing" in business and in society are examined.
 - The influence of innovations on the development of entrepreneurship has been analyzed theoretically and applied, incl. and in Bulgaria.
 - (social) entrepreneurship: 1 book chapter (P21), 5 studies (P12, P15, P17, P18, P20) and 5 reports (P5, P6, P7, P8, P13).
 - Basic features of social entrepreneurship and the way of using social behavior in various public projects are presented.
 - Specific features and conditions for the formation of a social behavioral model in pandemic conditions have been revealed.
 - The anthropogenic influence of shared work and shared spaces on the development of social entrepreneurs is systematized.
 - A methodology for measuring social governance and sustainability is summarized, which methodology helps to reveal the main elements of social behavior and social entrepreneurship.
 - Good examples of social governance are summarized, incl. and regarding the so-called "green transition" in the economy.
 - A management model has been proposed for the assessment of the management competencies of entrepreneurs, and based on theoretical and applied analysis, measures to promote entrepreneurial activity have been systematized.

- The influence of innovations on the development of entrepreneurship has been analyzed theoretically and applied, incl. and in Bulgaria.

Upon review of the submitted publications, no evidence was found and/or there were no signals of copyright infringement of other researchers at the time of drafting the review.

6. Synthesis of the main scientific and applied contributions of the applicants

In general, I accept the contributions made by the candidate, but I believe that they can be summarized as follows:

- Contributions of **theoretical and methodological character**:
 - Systematized and enriched the main theoretical statements and methodological developments regarding consumer behavior, business digitalization, entrepreneurial models, incl. and the relationship between digital marketing, social innovation and social entrepreneurship provoked by the processes of digitization in society;
 - Scientific summaries have been made regarding the categories "social entrepreneur" and "social entrepreneurship", with special attention being paid to the tools for managing the social behavior of society and consumers, in particular;
 - Theoretical and practical models are systematized in the field of application of shared spaces as a modern manifestation of the social behavior of entrepreneurs.
- **Applied contributions**:
 - Applied research approaches for evaluating the development of social entrepreneurship and the creation of social entrepreneurs in Bulgaria are outlined;
 - On the basis of the presented methodology, the behavioral aspects of entrepreneurs in general and of social entrepreneurs, in particular, were studied;
 - A tool was developed to analyze the relationship between changes in the business environment and digitalization, which provoke changes in marketing activity and entrepreneurial practice in Bulgaria, incl. and the main applied characteristics of socially responsible marketing are analyzed.

7. Key critical notes and recommendations for each candidate individually

Essentially, the scientific and creative results of the candidate for the **ASSOCIATE PROFESSOR** academic position correspond to the direction of the competition. Although some of the content elements of the applicant's scientific production submitted for review may be subject to partial criticism and remarks, I believe that in general no significant ones can be addressed to the applicant.

8. Conclusion

In summary, the documents and materials presented by **chief assistant professor Dr. Vilyana Yankova Ruseva** meet all the requirements of the Law on the Development of the

Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the Implementation of ZRASRB and the relevant Rules of the BFU.

The only candidate in the competition submitted a sufficient number of scientific works published after the materials used in the defense of the PhD Degree. The candidate's works contain original scientific and applied contributions that have received international recognition, a representative part of which has been published in journals and scientific collections issued by international academic publishing houses.

After getting acquainted with the materials and scientific works presented in the competition, with the analysis of their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my **POSITIVE EVALUATION** and to **RECOMMEND** the Honorable Scientific Jury to support the selection of **chief assistant professor Dr. Vilyana Yankova Ruseva** at the academic position of **ASSOCIATE PROFESSOR** at BFU in professional direction 3.8. "Economics", scientific specialty "Economics and management (marketing, management and entrepreneurship)".

30 January 2023 / Sofia

Reviewer:
/prof. Dr. Nikolay Sterev/