

## STATEMENT

By: Prof. Dr. Lina Georgieva Anastasova, Burgas Free University, scientific specialty "Marketing"

Regarding: competition for associate professor in professional direction 3.8. Economics (marketing, management and entrepreneurship) published in the "State Gazette" no. 82 of 14.10.2022.

### **Grounds for submitting an opinion**

The competition has been announced for an associate professor in the field of higher education 3. Social, economic and legal sciences, professional direction 3.8. Economics and is for the needs of the Center for Economic and Management Sciences - Burgas Free University. I participate in the scientific jury based on Order LS-50 of 30.11.2022 of the Rector of Burgas Free University.

#### **1. Brief information about the candidates in the competition**

The only candidate in the competition for associate professor in professional field 3.8. Economics (marketing, management and entrepreneurship) of Burgas Free University is Vilyana Yankova Russeva. After completing his secondary education, the candidate for the competition studied in the period 2006-2010 a bachelor's degree in finance at the University of Economics - Varna, in 2010 to 2012 he studied and completed a master's degree in "Accounting and Control", and then completed a master's degree in Tourism Management at "Prof. Dr. Asen Zlatarov" University - Burgas. In 2017, Vilyana Ruseva became a doctoral student of independent training in the Center of Economic and Management Sciences of BSU and in 2019 the candidate of the competition defends his doctoral degree in professional field 3.8. Economy. During the entire period of her studies, Vilyana Russeva worked in different positions and in different fields - tourism, banking (Invest Bank, International Asset Bank AD - Burgas branch), but her longest employment was in the field of tourism, where she worked for some of the major tour operators operating in our important emission markets such as Balkan Holidays, Thomas Cook and TUI.

From 2017 until now, the candidate for the competition has been working at BSU first on a part-time job, and later on a main contract as an assistant in the seminar classes of several management disciplines and those related to tourism. A positive factor in her professional biography is that she has an excellent command of the English language and has a lot of experience in working with representatives of different cultures due to her employment as a licensed tour guide. She is also a member of the Southeast Union of Tour Guides "Vanya Raykova". During the last year, Vilyana Ruseva also worked as a teacher of Entrepreneurship at PGRE - G. S. Rakovski - Burgas.

#### **2. Fulfillment of the minimum national and additional university requirements for occupying the academic position "associate professor"**

Dr. Vilyana Yankova Ruseva has presented in her documents a Reference regarding

the fulfillment of the minimum national and additional university requirements for holding the academic position "docent" in the field of higher education 3. Social, economic and legal sciences, according to Art. 2B, paras. 2 and 3 of ZRASRB. According to the presented report, Chief Assistant Dr. Vilyana Ruseva has fulfilled the minimum quantitative requirements to cover the 4 groups of indicators, namely, as follows: Group A- 50; Group B- 100; Group D (indicators 4-10) - 230 points with a requirement of 200 points and Group D (indicators 11-13) - 75 points if required 50 points, Total points- 455. From the data presented, it is clear that the candidate for the competition meets the quantitative requirements for the individual groups of indicators, and in group D and group D there is a slight excess of the required minimum. Regarding the 4th group of indicators, the presented information indicates that the candidate for the competition has 9 citations from Bulgarian authors.

The submitted documents show that Dr. Vilyana Ruseva meets 4 of the additional requirements of the Center for Economic and Management Sciences for holding the academic position of "associate professor", with two of the requirements significantly exceeding the minimum - the number of publications after the dissertation and no. participations in projects with final international and national contractors. A more detailed review of the reference reveals a high project activity of the applicant in the competition, which participated in 8 projects during the last 3 years, which concern important aspects of modern trends in the economy, entrepreneurship, and the social sphere. Only the requirement for no. classroom hours worked before the period of the competition has not been fully fulfilled - the class hours are 447.

### **3. Evaluation of the educational and teaching activity of Dr. Vilyana Ruseva**

According to the submitted reference, the candidate for the competition has since 2019 the scientific degree of Doctor of Economics and accordingly meets the requirements of ZRASRB, and from September 2017 she started her teaching activity, first as a part-time assistant at the Central University of BSU, and from September 2021 she is appointed and on a main contract as a chief assistant and leads seminars in several disciplines, namely: Business Planning, Project Management, Innovation and Investment Management, Service Management, Sustainable Tourism Development, Marketing in Tourism, Human Resource Management.

At the same time, Chief Assistant Dr. Vilyana Ruseva has also been a lecturer in line with various projects and contracts, and more precisely: a lecturer in a course for Tour Guides at the South-East Union of Tour Guides - Vanya Raykova, Burgas, Mentor for the pre-accelerator program "Beyond" of Junior Achievement Bulgaria (JA Bulgaria), Lecturer in the Business Planning discipline on the "STARTUPHUB.BG" Platform within the "Providing effective support for entrepreneurship" project.

### **4. Evaluation of the candidate's scientific publications and research activity**

According to academic requirements and practice, an obviously important element of the academic activity of a university teacher is his scientific production and scientific research activity. Apart from the publications on the topic of the dissertation work, according to the information provided, Dr. Vilyana Ruseva has 1 independent monograph - *Ruseva, V.*,

*Contemporary Challenges to Marketing and Entrepreneurship. Burgas Free University, 2022, ISBN: 978-619-253-021-1.* The monographic work presents the main trends, innovations and challenges to modern business, marketing and entrepreneurship in the conditions of a high-tech environment and digitalization of the economy and their impact on the human individual and perception, the different types of activities generated by the emerging needs. The monograph contains a rather extensive theoretical review of authors from different countries, theoretical models and research results, as well as current statistical information - the number of sources is 259 titles, predominantly in a foreign language. I would note that in Bulgarian there are quite a few titles on the topic of well-known Bulgarian authors that should be reviewed in the first chapter- titles of prof. B. Durankev, V. Blagoev, G. Mladenova, L. Anastassova, D. Doganov, Hr. Katrandjiev, E. Stanimirov E. Georgieva etc. This would add more scientific value to the publication. The situation is similar with publications number P3 and P10 from the list and from now on the future associate professor

*I consider it a strong point of the work that it provides a critical analysis of different views regarding the definition of the concepts of "entrepreneurship" and "entrepreneur", as well as clarification of the essence of the categories "social entrepreneurship" and "social entrepreneur", and also examines the relationship "social entrepreneurship" - "social services" - "social activism". The monograph is distinguished by a clear scientific style, a correct use of terminology, and the author's own opinion is felt everywhere, which gives the publication additional value.*

In the competition materials, a chapter in a collective monograph under print is also presented - Ruseva, V., Dependence between the factors for the development of modern forms of entrepreneurship and the innovative activity of organizations, Scientific Publishing House of BAS "Marin Drinov".

#### *Articles, conference papers and textbooks*

15 scientific works of Dr. Velyana Russeva - articles and reports - are presented for review, and the structure of these scientific publications is as follows: 1 article - collective is in a scientific publication, referenced and indexed in a global database with scientific information, 3 articles in the BSU yearbook (#12, #14 and #16) and 11 conference papers on different topics, presented at various Bulgarian and international conferences (#3, 4,5,6,7,8,9,10,11,13 and 15). I would like to mention that 8 of them were presented at scientific conferences of Burgas Free University, and for this reason I have a recommendation at the end of my statement. At the same time, it is positive that 5 of all publications are in English, at a very good level, which makes it possible to be read by academics in the international community who write on the same or similar topics.

According to the submitted reference for publications, the candidate for the competition has 4 independent studies of 30 pages each on actual topics two of which are related to human resource management and "shared spaces" and the other two are on management and marketing issues: digital dimensions of green marketing and management capacity and its relationship with the development dynamics of small and medium-sized enterprises. One independent textbook of the candidate is also submitted for review, namely: Ruseva, V., Introduction to Social Entrepreneurship, Burgas Free University, 2022, ISBN: 978-619-253-022-8.

#### **5.Evaluation of the main scientific and scientific-applied contributions**

Based on a thorough review of the scientific publications submitted for review and the applicant's opinion of his own contributions, I can state that I accept without any doubt as significant the following 4 scientific and 5 scientific-applied contributions:

### **Scientific contributions**

След запознаване с публикациите и мнението на кандидата по конкурса, считам, че трудовете на д-р Виляна Русева се открояват със следните теоретични приноси.

1. Possible new entrepreneurial models have been investigated as an emphasis in economic research in the last decade; An attempt has been made to integrate reading and analysis of the relationship between marketing and entrepreneurship in the context of new business realities caused by digitalization processes (#1 and #21).

2. The essence of the concepts "social entrepreneurship" and "social entrepreneur" has been clarified and defined. The relationship "social entrepreneurship" - "social services" - "social activism" was examined, highlighting the differences between them (#1 and #22). The benefits of the existence of "social enterprises" are clearly outlined (#4 #6 and #7).

3. The relationship between business consulting and training and improving economic efficiency in organizations is researched and defined (#2, #9, #20).

4. A systematization was made regarding "shared workspaces" and a critical analysis of existing definitions of fundamental concepts in the theory and practice of this problem (#18).

It is necessary to note that I do not fully accept part of the first scientific/theoretic contribution indicated by the candidate, because there are already quite a few publications in Bulgaria regarding the changes in consumer behavior caused by the processes of digitization of supply and communications.

### **Scientific applied contributions**

1. An analysis and assessment of the degree of social development has been made entrepreneurship in Bulgaria and the relevant legal framework, defending the thesis, that "here (in Bulgaria) a vaguely defined hybrid form between the current economy and the position and needs of civil society in the face of various associations, business entities exercising activity, reinvesting your profits in favor of a social cause"

2. The behavioral aspects of entrepreneurship are identified (P1), which helps to define the characteristics of entrepreneurship in Bulgaria.

3. A comprehensive and reasoned analysis of the global social entrepreneurship development and the emergence and characteristics of the concept of socially responsible marketing has been prepared.

4. An analysis of the influence of marketing and the use of marketing tools to increase the efficiency of small and medium-sized enterprises, which can be of benefit to the owners and managers of such business units, is made.

5. The interrelationship between product and process innovation is analyzed as tools of the marketing strategy of SMEs, and the finding was made on the basis of the project "Regional indexing of innovation activity in the sectors of the economy (IRISI) - scenarios

for the four priority thematic areas identified in ISIS for intelligent specialization and their place in the circular economy.

The scientific and scientific-applied contributions in the works of Dr. V. Ruseva I mentioned, show her big research activity and are more than enough for her to be elected for the academic position of "associate professor".

## **6. Critical notes and recommendations to the candidate**

After sharing my opinion about the overall teaching, research and publication activity of Dr. Vilyana Ruseva, I have no serious critical remarks, but I would make 2 important collegial recommendations:

- It is necessary for the future associate professor, Dr. Vilyana Ruseva, to emphasize writing articles, not mainly reports, and at the same time some of them should be published in double-blind peer-reviewed international journals, and even better in refereed and indexed journals in world databases.
- In connection with the review of the different author's opinions on a given problem, I recommend that the candidate for the competition emphasize in the future also a more complete study of the Bulgarian authors of marketing publications, which will add scientific weight to her publications.

## **CONCLUSION**

In conclusion, the candidate for the competition, Dr. Vilyana Russeva, fully meets the conditions of Art. 24, paragraph 1, 2, 3, 4, 5 of ZRASRB for the terms and conditions of employment on the academic position of "associate professor". The teaching, research and publication activity of the candidate presented and evaluated by me and her professional expertise in the scientific field in which she teaches, and writes gives me a reason to express my positive assessment and to vote with a conviction for the election of Dr. Vilyana Yankova Russeva as an associate professor in a professional direction 3.8. Economics (management, marketing, and entrepreneurship).

27.01.2023 г.

Signature: .....

**Prof. Dr. Lina Anastasova**