

# **STATE OF OPINION**

by Assoc. Prof. Dr. Nadia Ivanova Marinova - NBU Sofia,

Member of the scientific jury for the announced competition based on order of the Rector of BSU No. 16-50/30.11.2022 and from its first meeting on 16.12.2022.

In the announced competition for the academic position of "Associate Professor" in professional direction 3.8. Economics (Marketing, Management and Entrepreneurship),

Announced in the "State Gazette" no. 82/14.10.2022 with a term of 2 months – one participant Ch. Assistant Dr. Vilyana Yankova Ruseva

## **1. Information about the contest**

The competition for the occupation of the academic position "associate professor" by professional direction 3.8. Economics (Marketing, Management and Entrepreneurship) has been announced by BFU for the needs of the Center for Economic and Management Sciences with a term of 2 months from its promulgation in the Official Gazette. In compliance before the deadline, the documents from Ch. Assistant PhD Vilyana Yankova Ruseva were submitted. She is the only candidate in this competition.

## **2. Brief information about the tender candidate**

Ch. Assist. PhD Vilyana Ruseva, was born in Sofia on 11.06.1987. She obtained a bachelor's degree in "Finance" at the University of Economics - Varna in 2010, a master's degree in "Accounting and Control" (2012) at the same university, as well as a master's degree in "Tourism Management" (2016) at "Prof. Dr. Asen Zlatarov" University - Burgas. Receives ONS "Doctor" in professional direction 3.8. Economics, scientific specialty "Economics and Management (Industry)" on 17.09.2019 based on a defended dissertation on the topic "Development of Know-How through Consulting and Training (the Example of the Tourism Industry)". Since 2017, the candidate has been a teacher at the Center for Business Studies of BSU. At the same time, Vilyana Ruseva is also a teacher at PGRE - G. S. Rakovski, Burgas, where she teaches the discipline "Entrepreneurship".

## **3. Brief description of the presented scientific works/publications**

The scientific papers submitted for participation in the competition for "Associate Professor" cover 22 publications in a total volume of 637 standard pages independent participation. The main part is on the subject of the announced competition - Marketing, Management and Entrepreneurship.

The structure of the posts is as follows:

Total number of publications: 22 with a volume of 637 pages.

Of them: 2 monographs - 219 pages; 4 scientific studies - 118 pages; 15 scientific reports - 148 pages (**1 in an edition indexed in WoS**, with author participation 5 pages); textbooks and study aids – 1 - 152 p.

Scientific papers have been published in publications such as Yearbook of BSU, as well as in proceedings of international scientific conferences. Dr. Vilyana Ruseva's publications are on a number of theoretical and applied issues of Marketing and Entrepreneurship. They are distinguished by the topicality of the problems under consideration. The results obtained in them have practical utility for modern Bulgarian business and its sustainable ecological development. There are nine citations of her publications by authoritative Bulgarian scientists.

The habilitation work "Modern challenges to Marketing and Entrepreneurship" includes a scientific study of the main trends, innovations and challenges to modern business and marketing in the conditions of a high-tech environment and digitalization of the economy. The monograph has author's positions, and certain scientific and scientific-applied contributions that can be used to improve business management, in the context of the features of the modern economic situation.

The proposed work is the result of an in-depth analysis of the dynamic development of digital technologies and their impact on the human individual and perception, the various types of activities arising from an emerging necessity. The development of social enterprises and shared work spaces as a kind of emanation of modern forms of business is analyzed in detail.

**In the first chapter**, the author analyzes the modern challenges facing marketing through changes and attitudes in consumer behavior, digitalization and social networks as a tool of marketing.

**In the second chapter**, the type of modern forms of entrepreneurship is analyzed as an influence and evolution in accordance with emerging consumer needs, innovation processes, research activity, environment, business environment, competition and others.

**In the third chapter**, the essence of social entrepreneurship is revealed and the normative base and varieties of social enterprises in Bulgaria are analyzed

**The fourth chapter** outlines the trends in the development of social entrepreneurship. The impact of changing consumer preferences on the growth of social purpose corporations and their social enterprise strategies is analyzed.

**In the fifth chapter**, entrepreneurial models and user preferences in the context of shared workspaces are analyzed. Sharing infrastructure, according to the author, helps to spread the costs of running an office among members, but coworking spaces, which are more than an alternative way to reduce not on overhead.

**The sixth chapter** evaluates the market of shared work spaces and analyzes the consumer behavior of users of the shared work space service and the impact on the socio-economic market in Bulgaria.

**The seventh chapter** presents the experience of the shared space "Social Teahouse" - the city of Varna and the research methodology. The research methodology is based on conducting semi-structured interviews with relevant representatives of the sector - community-led enterprises. The interviews were recorded with a video recorder and recorded on a hard disk.

In conclusion, the presented facts and evidence in the presented documents testify that the candidate Ch. Assistant Professor Vilyana Ruseva fulfills the minimum national requirements (according to Art. 2b, Para. 2 and 3 of Law for the Development of the Academic Staff) and the additional requirements of the Center for Business Studies of BFU (according to Art. 50, Para. 3 and Appendix No. 2 from Regulations for the Development of the Academic Staff of Burgas Free University) for occupying the academic position "Associate Professor" in professional direction 3.8. Economy.

#### **4. General evaluation of the educational and teaching work**

Chief Assist., PhD Vilyana Ruseva led independently or participated in the teaching team of various disciplines in the "Bachelor" and "Master" OCS, including: "Project Management", "Marketing in Tourism", "Sustainable Development of Tourism" , "Management of human resources", "Business planning" and others. Its total classroom workload for the period 2019 - 2022 is 417 hours after acquiring the "Doctor's degree".

For the needs of the educational process in the taught disciplines, she has independently developed a textbook - "Introduction to Social Entrepreneurship" (2022) to ensure the training of students in the discipline "Social Entrepreneurship". She also participated independently or partially in the development of numerous training courses included in the BSU Moodle e-learning platform. All this testifies to the presence of good experience and preparation in the field of educational and teaching activity of the candidate for "associate professor" Vilyana Ruseva.

#### **5. Synthesized assessment of the main scientific and scientific-applied contributions of the candidate**

Dr. Vilyana Ruseva's publications have an essential scientific and scientific-applied nature. The main points of contribution enrich the theory of marketing and business, the most important of which are:

1. The integrated relationship between marketing and business in the context of new realities, identification of new business models, researching aspects of social entrepreneurship, etc.
2. The relationship between business consulting and training was investigated in order to improve the efficiency of business organizations within the framework of "shared work spaces", as a working model of the shared economy.

Applied contributions can be defined as:

- the analysis of the development of social entrepreneurship in Bulgaria, as a response to modern needs and the assessment of the regulatory framework for its stimulation in Bulgaria.
- the analysis of the relationship between the changes in the modern business environment and the corresponding changes in the marketing activity of the companies.
- the study of the relationship between product and process innovation as tools of the marketing strategy of SMEs.

Dr. Vilyana Ruseva actively participates in activities of an educational and scientific nature, such as:

- in 8 projects, of which 2 projects with final clients are international institutions and 6 - with national institutions.
- in outgoing mobility at the Free University of Brussels, Kingdom of Belgium under project BG05M2OP001-2016-0004-C01 "Economic Education in Bulgaria 2030".

### **6. Main criticisms and recommendations**

Regardless of the publications' merits of Chief assistant professor, Dr. Vilyana Ruseva, it can be pointed out that the structure of scientific publications lacks articles in scientific journals and in scientific publications, referenced and indexed in world-famous databases with scientific information (Scopus or Web of Science).

This implies that in his future activity the candidate for "associate professor" compensates for the mentioned shortcomings.

### **7. Conclusion:**

**In conclusion, I believe that the scientific, teaching and other activities of ch. Assistant Professor Vilyana Yankova Ruseva show that the requirements under Art. 24 of ZRASRB, art. 53 of the PPZRASRB and Art. 50, para. 3 and Appendix No. 2 of PRASBSU for the occupation of the academic position of "associate professor". This gives me a reason to suggest to the members of the scientific jury to choose Chief Assistant Professor, PhD Vilyana Yankova Ruseva, to occupy the academic position of "associate professor" in professional direction 3.8. Economics (Marketing, Management and Entrepreneurship).**

**Date: 20.01.2023**

**Signature:**

**(Assoc. Proff., PhD Nadia Marinova)**