

REVIEW

by: Prof. Dr. Milen Ivanov Baltov,

member of the scientific jury in the competition for the academic position "assoc. professor" in the professional field 3.8. Economy (Marketing, management and entrepreneurship) announced for the needs of CIUN at Burgas Free University

Pursuant to Order of the Rector of Burgas Free University, for the appointment of a Scientific Jury for the selection of "Assoc. Professor" I have been appointed as a reviewer of the competition.

The submitted documentation is in the required volume and complies with the Regulations for application of the Law for development of the academic staff in the Republic of Bulgaria and the Regulations for development of the academic staff in BFU. One candidate, namely Assist. Prof. Dr. Vilyana Ruseva, submitted documents in the announced competition.

1. Presentation of the candidate for participation in the competition

Assoc. Prof. Dr. Vilyana Ruseva graduated with honors from – Burgas. Assist. Prof. Dr. Vilyana Ruseva has been a full-time lecturer at BSU since 2018. She gives lectures and seminars. Since 2021 she has been an associate professor. Assoc. Prof. Dr. Ruseva speaks and uses English, Russian and Portuguese and has conducted a number of complementary specializations in economics and macroeconomics in Belgium, Great Britain, Greece, Hungary..I find that the accumulated teaching experience is completely sufficient to acquire the academic position of assoc. professor.

2. Personal characteristics, compliance with the legal requirements of the candidate and quantitative measures

- Assist. Prof. Dr. Vilyana Ruseva works on a basic employment contract at BSU and has submitted the required full set of documents for participation in the competition for the academic position "Assoc. Professor".
- On this basis, the candidate can be judged:
- The educational and scientific degree "Doctor" is in the same scientific field in which the competition was announced;
- There is a peer-reviewed independent monography on the topic of the competition;
- She has presented 22 scientific publications outside the dissertation and the two monographs, some of which are in foreign editions, which do not repeat those presented for obtaining the educational and scientific degree "Doctor" and are mainly indexed in world databases;
- Availability of a published independent textbook and textbook and materials, incl. electronic.
- She has participated in numerous research and applied projects at national and international level, including as a leader of two projects.

It can be concluded that in terms of the minimum requirements and criteria and indicators of BSU for evaluation of teaching and research work, the candidate significantly exceeds the requirements.

Group of indicators	Content	Requirement	Performance
A	Indicator 1. Dissertation work for awarding the educational and scientific degree "Doctor"	50	50
C	Indicator 3. Habilitation work - monograph	100	100

D	Sum of indicators from 4 to 10	200	280
E	Sum of indicators from 11 to 13	50	120
	Total	400	550

In addition to the monography, the presented publications include 2 studies, 14 articles and scientific reports and 2 textbooks, as well as electronic teaching materials. The candidate's scientific publications are in authoritative scientific publications, including 1 of them in foreign publications in Web of Science. The citation reference contains 18 citations of the candidate's publications, 1 of which are by authors in publications indexed in Scopus or Web of Science. The documents of this competition also certify that the candidate has participated in 3 research and applied projects.

In addition to all the above, in our country the candidate speaks with her accurate hits on scientific topics, as well as with their competent analysis and clear presentation in high scientific language. Has indisputable organizational skills, is able to work highly effectively in a team. She is known as a competent specialist who is characterized by extreme precision and scientific dignity.

3. Qualitative assessment of the criteria and indicators for research

With regard to monographs, the main topics are human capital, measured by The presented scientific works have been published in established and authoritative publications such as the Yearbook of BFU, as well as in proceedings of mostly international scientific conferences, which is a convincing indicator of their quality. Dr. Ruseva's publications focus on a number of theoretical and applied issues of Marketing and Entrepreneurship, being distinguished by the topicality of the issues under consideration, for example, Social Marketing and Entrepreneurship, co-working spaces, "Green" Management, etc. I believe that the results obtained in them have significant practical utility for modern Bulgarian entrepreneurs, in view of the revealed potential of the opportunities provided by the concept of sustainable development

and ecological business. The high level of Dr. Vilyana Ruseva's scientific research is also evidenced by the 9 citations of her publications by authoritative Bulgarian scientists.

The publication, having the character of a habilitation work, is the monograph "Modern Challenges to Marketing and Entrepreneurship". It represents a large-scale scientific study of the main trends, innovations and challenges facing modern business, marketing and entrepreneurship in the conditions of a high-tech environment and digitalization of the economy. I believe that this monograph is an original scientific work, with outlined author positions, and scientific and scientific-applied contributions that have the potential to contribute to the improvement of business management, in the context of the features of the modern economic situation.

4. Compliance with research contributions

The scientific and scientific-applied contributions of the candidate are of theoretical and practical-applied nature. The scientific contributions are indisputable and highlighted in the following theoretical and applied directions. The author comparatively analyzes Further development of the theoretical statements in the field of Marketing and Entrepreneurship, including integrated reading of the relationship between them in the context of new business realities, identification of new entrepreneurial models, researching aspects of social entrepreneurship, etc. Outline and study the relationship between business consulting and training, and improve the economic results and efficiency of business organizations. Derivation and systematization of the essential characteristics of the concept of "co-working spaces" as a model for the work of the shared economy.

Scientific and applied contributions include a research and analysis of the development of social entrepreneurship in Bulgaria and worldwide, as a response to the needs of modern society. Assessment of the relevance of the regulatory framework for its stimulation in Bulgaria. Establishing and analyzing the relationship between the changes in the modern business environment (digitalization, consumer behavior) and the corresponding changes in the entrepreneurial practice and

marketing activities of the companies. Analyzing the relationship between product and process innovation as tools of SME marketing strategy.

Textbooks and publications with educational and methodological character have been developed to ensure the learning process and the formation of knowledge and skills in the taught disciplines. The candidate successfully applies the case method in the training.

5. Notes and recommendations

Despite its serious international and national appearances so far, including in the work of the candidate, it is desirable to be even more critical of the Bulgarian practice on globalisation in the services sector - it will be valuable to study the problems of the entrepreneurship in terms of territorial processes - immigration and emigration between the planning regions, at the district level and at the level of industrial zones.

A little researched in Bulgaria area that deserves the candidate's attention is the study of the state of the providers of services - training organizations, recruitment agencies, consultants. I wish Assist. Prof. Ruseva to work actively with young researchers and doctoral students in order to pass on her accumulated scientific experience.

The critical remarks made are not of such a nature as to challenge the candidate's contributions to the academic position of "assoc. professor".

CONCLUSION

Assoc. Prof. Dr. Vilyana Ruseva in her capacity as a candidate for the academic position of "Professor" meets the accepted national minimum and recommended to BSU scientific and scientometric requirements. The scientific production of the candidate contains results representing scientific and scientific-applied contributions; it is aimed at improving the theory and practice; contains summaries of results obtained through research. Her teaching work presents her as

an excellent university lecturer, and her publications in prestigious journals and appearances at national and international forums have given her a certain authority and name in the scientific community.

I find sufficient grounds to propose Assist. Prof. Dr. Vilyana Ruseva to be elected to the academic position of "Associate professor" in the professional field 3.8. - Economics (Marketing, management and entrepreneurship), according to the competition announced for the needs of CIUN at Burgas Free University. I am convinced that taking the academic position of "assoc. professor" will be deserved and will give her good opportunities for future research and performance as a lecturer, and the University quality staff with a contribution to its management and prosperity.

30.1.2023

Reviewer, member of scientific jury:

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