

STATEMENT OF OPINION

by Associate Prof. Dr. Ilian Ivanov Minkov from University of Economics-Varna,
Member of the scientific jury determined on Order of the Rector of BFU No. 16-
50/30.11.2022 and from its first session 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 academic position "associate professor" in professional field 3.8. Economics (Marketing, Management and Entrepreneurship) was announced by BFU for the needs of the Faculty of Business Studies 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. Assistant Professor Vilyana Ruseva was born in the city of Sofia on 11.06.1987. She obtained a *bachelor's degree* in Finance from 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. She obtained a *PhD degree* in professional field 3.8. Economics, research area "Economics and Management (Industry)" on 17.09.2019 based on a defended dissertation, titled "Development of Know-How through Consulting and Training (the example of the tourism industry)". Since 2017, the candidate has been a full-time teacher at the Faculty of Business Studies of BFU. At the same time, Vilyana Ruseva is also a teacher at Professional High School of Roman Languages - G. S. Rakovski, Burgas, where she teaches the discipline "Entrepreneurship".

3. Brief description of the presented scientific works/publications

The main part of Dr. Ruseva's research work and scientific publications are on the subject of the announced competition - Marketing, Management and Entrepreneurship. The scientific works submitted for participation in the competition for "Associated Professor" cover 22 publications in a total volume of 637 standard pages independent participation. The structure of the posts is as follows:

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

From them:

- Monographs – 2 with a volume of 219 pages.
- Scientific studies – 4 with a volume of 118 pages.
- Scientific reports – 15 with a volume of 148 pages (1 in an edition indexed in WoS, with author participation 5 pages)
- Textbooks – 1 with a volume of 152 pages.

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.

The presented facts and evidence in the submitted 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 BSU (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 "Associated Professor" in professional field 3.8. Economy.

4. Qualitative evaluation of the educational and teaching work

General Assistant Dr. Vilyana Ruseva has experience as a teacher at BSU. She led independently or participated in the teaching team of various disciplines in the Bachelor and Master's College of Tourism, including: "Project Management", "Marketing in Tourism",

"Sustainable Development of Tourism", "Human Resource Management", "Business Planning", etc. Its total classroom workload for the period 2019 - 2022 is 417 hours after acquiring the ONS "Doctor".

For the needs of the learning process in the taught disciplines 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 Moodle e-learning platform of BSU

What has been stated so far testifies to the presence of serious experience and a high degree of preparation of the candidate for "Associate Professor" Vilyana Ruseva in the field of educational and teaching activities.

5. General assessment of the main scientific and scientific-applied contributions of the candidate

The publications of Dr. Vilyana Ruseva outline a number of contributions of a scientific and scientific-applied nature. The main scientific contributions enrich the theory of Marketing and Entrepreneurship, the most important of which are:

1. 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.
2. Outline and study the relationship between business consulting and training, and improve the economic results and efficiency of business organizations.
3. 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:

1. 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.
2. 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.
3. Analyzing the relationship between product and process innovation as tools of SME marketing strategy.

A good impression is also made by the active participation of Vilyana Ruseva in other activities of an educational and scientific nature. It should be noted here:

- Participation in 8 projects, among which: 2 international projects and 6 - national institutions.

- Participation in outgoing mobility at the Free University of Brussels, Kingdom of Belgium under project BG05M2OP001-2016-0004-C01 "Economic Education in Bulgaria 2030".

6. Notes and recommendations

Regardless of the undeniably high quality of the publications of the "Associate Professor" candidate, two main weaknesses can be highlighted at this stage:

1. Articles in scientific journals are missing in the structure of scientific publications;
2. There is a very low relative share of publications in scientific publications, referenced and indexed in world-famous databases with scientific information (Scopus or Web of Science).

In this regard, I would allow myself to recommend to Dr. Ruseva in her future publication activity to focus mainly on publishing scientific articles, and primarily in publications referenced and indexed in world-famous databases with scientific information (Scopus or Web of Science).

7. Conclusion:

The analysis made in the opinion on the competition for the qualification, scientific, teaching and other activities of Ch. Assistant Dr. Vilyana Yankova Ruseva shows that Art. 24 of "Law for the Development of the Academic Staff", art. 53 of the „Regulations of the Law for the Development of the Academic Staff and Art. 50, para. 3 and Appendix No. 2 of Regulations for the Development of the Academic Staff of Burgas Free University for the occupation of the academic position of "associate professor". All this gives me reason to suggest to the members of the scientific jury to choose Ch. Assistant Professor Vilyana Yankova Ruseva, Ph.D., to occupy the academic position of "associate professor" in professional filed 3.8. Economics (Marketing, Management and Entrepreneurship).

23.01.2023

Varna

Signature:

/ Assoc. Prof., PhD. Ilian Minkov/