

OPINION

By: *Associate Professor Svetla Bogdanova Boneva, PhD*

University of National and World Economy,

Faculty of "International Economy and Politics"

Department of "International Economic Relations and Business"

Scientific specialty 05.02.10 "World Economy and International Economic Relations"

Professional field 3.8. "Economics"

Regarding: open call for the academic position of Professor for professional field 3.8. Economics (World Economy, International Economic Relations and Behavioral Economics) at Burgas Free University.

1. Call information

The call has been announced for the needs of the Faculty of Business Studies of Burgas Free University in State Gazette № 55 / 15.07.2022 for the academic position of Professor in the professional field 3.8 Economics (World Economy, International Economic Relations and Behavioral Economics).

I participate in the composition of the scientific jury for the competition according to Order No. RD - 176/07.09.2022 of the Rector of BFU.

2. Information about the candidate

The candidate is Associate Professor Diana Sabotnova Mladenova, PhD, Associate Professor of Economics at Burgas Free University.

Assoc. Prof. Diana Sabotnova Mladenova, PhD received her higher education at the University of National and World Economy, Sofia, where she studied and graduated in three majors - Socio-Economic Planning, Economic Journalism and Theory and Practice of Specialized Translation - English Language. In the period 2009-2012, she was a doctoral student at the Institute for Economic Studies at the Bulgarian Academy of Sciences, Sofia, successfully defending a dissertation on the topic "Macroeconomic Consequences of Population Aging" in the scientific specialty 05.02.03 - National Economy. Since 1994, she has been a part-time assistant, and since 2001, a full-time assistant at Burgas Free University, where since 2016 she has been elected as an Associate Professor in professional field 3.8 Economics (World Economy, International Economic Relations and International Trade Policy) at the Faculty of Business Studies of Burgas Free University.

3. Compliance with the requirements for holding the academic position

3.1. Fulfillment of quantitative requirements

According to the prescribed regulatory requirements, Assoc. Prof. Diana Sabotnova Mladenova, PhD, fulfills and overfills the requirements as follows:

Indicator 1: Dissertation – 50 points (requirement 50 points)

Indicator 3: Habilitation thesis - monograph - 100 points (requirement 100 points)

Sum of indicators 4 to 10: 360 points (requirement 200 points)

Articles and reports published in scientific publications, referenced and indexed in world-famous databases with scientific information - 70 points.

Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes - 185 points.

Studies published in non-refereed peer-reviewed journals or published in edited collective volumes - 105 points.

Sum of indicators from 11 to 13: 110 points (requirement 100 points)

Citations or reviews in scientific publications, referenced and indexed in world-renowned databases with scientific information or in monographs and collective volumes - 15 points.

Citations in monographs and collective volumes with scientific review - 50 points.

Citations or reviews in non-refereed journals with scientific review – 45 points.

Sum of indicators from 14 to 21: 115 points (requirement 100 points)

Participation in a national scientific or educational project - 15 points.

Participation in an international scientific or educational project - 20 points.

Published university textbooks – 80 points.

3.2. Fulfillment of quality requirements

With regard to the qualitative requirements for occupying the academic position for which the call has been announced, the candidate Associate Professor Diana Sabotnova Mladenova fulfills the requirements and has presented to the scientific jury for evaluation:

- 1 monograph
- 5 articles and reports published in scientific publications, referenced and indexed in world-renowned databases of scientific information
- 19 articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes
- 8 studies published in non-refereed peer-reviewed journals or published in edited collective volumes
- 2 textbooks
- 6 e-courses

The presented scientific production testifies that the candidate has excellent professional training, knows and correctly cites the main Bulgarian and foreign literary sources on the topic of the announced call, skilfully uses statistical and econometric methods for the purposes of his scientific research, and on this basis obtains reliable results, formulates reasoned conclusions and expedient recommendations. The results of the candidate's research are designed and presented clearly, precisely and logically and can be used by teachers, researchers, experts, consultants and analysts.

4. Evaluation of the candidate's educational and teaching activities

Assoc. Prof. Sabotina teaches the following disciplines: World Economy, International Economic Relations, Behavioral Economics, Global Economy, Economics, Behavioral Economics in Healthcare. The reference for classroom employment shows that in the period from 2016 until now, she has teaching employment of a total of 2103 hours. For the purposes of the educational activity, she has prepared six courses, which have been developed and presented in the e-learning platform of the Burgas Free University.

Assoc. Prof. Sabotina is particularly active in the field of international exchange under the Erasmus+ program (she visited Universities in Hungary, Croatia, Portugal, Turkey and Poland for educational purposes). The fact that she twice received a special award for supporting the scientific development of students participating in the conference on student scientific creativity and for their excellent presentation and ranking (in 2015 and 2022) speaks for the educational and pedagogical activity of Assoc. Prof. Sabotina.

The survey report for the last six years for Assoc. Prof. Sabotina shows an extremely high evaluation of the students: an average evaluation for teaching methodology of 3.81 (from 1 to 4) and an overall evaluation of 5.82 (from 2 to 6).

5. Brief description of the presented scientific works/publications

From the reference for Associate Professor Sabotina's scientific research activity, it is clear that the main part of her scientific publications are in the field of the competition, namely "World Economy, International Economic Relations and Behavioral Economics". Her monographic work is devoted to the problems of international production, the textbook is on the problems of behavioral economics, a large part of the scientific articles and reports are directly related to these topics.

Several areas of scientific contributions stand out in Assoc. Prof. Sabotina's scientific works submitted for review.

The first area of contributions is related to the candidate's monographic work and it is in the field of international economics. In this work, an analysis of international production is made - the theories of international production are systematized, a characteristic of the multinational enterprise as a subject of control over international production and of foreign direct investment as the most important tool for the formation of international production is made. The terminology is defined and the forms of international production are periodized.

The activity of multinational enterprises and its contradictory consequences for the economies of the investing and receiving countries are examined. The factors influencing the current trends in the development of international production are indicated. The megatrends are outlined and the transformations of international production - reshoring, diversification, regionalization and replication - are analyzed.

The second area of scientific contributions is related to conducted research on Bulgarian culture and organizational leadership. A profile of the public culture and a profile of the organizational leadership perceived to be effective in that culture was created. The hypothesis that culture predicts effective leadership is confirmed. The study contributes to the scientific discussion about the effects of culture on leadership and to the analysis of the behavior of managers in Bulgaria. Based on the results of the empirical research, the leadership behavior that is perceived as effective in the Bulgarian society is revealed.

The third area of contributions is outlined in an empirical study conducted to measure the Gross National Happiness Index (GNH Index) using the methodology used by the Center for Bhutan Studies. The adapted methodology and its testing, which is the first in Bulgaria, applies a tool for measuring a multidimensional happiness index formed by nine areas (psychological well-being, health, use and balance of time, education, cultural diversity and sustainability, good governance, community vitality, ecology, culture, education and standard of living). The Gross National Happiness Index finds a number of applications and can be used by the government to increase the subjective well-being of the population.

The fourth area of contributions is in the analysis of data on the perception of gender roles in Bulgarian business management, which reveal the high equality between the sexes in Bulgaria and shows the importance of this phenomenon for business practices and for the economy as a whole. The conflict professional women face - between meeting societal expectations about women and acting confidently and effectively in their organizations - is highlighted. It reveals how our culture still expects women to behave as the gentler, more supportive and more cooperative sex.

The fifth area of contributions relates to research on the economic impact of pandemics. The immediate consequences of the 2019-2020 coronavirus pandemic are analyzed - disruption of global supply chains due to the closure of large factories; the growth of online work, automation and e-commerce; closing borders and restricting transport; limiting the export of medical supplies and food. The opportunities for strengthening regional integration are highlighted - supporting regional supply chains in strategic sectors and reducing regional vulnerability to external shocks. The main problem that the EU labor market will face after the pandemic is indicated - overcoming the inconsistencies in the labor market and the potentially different ways of dealing with it in different countries.

The sixth area of contributions examines how population aging alters intergenerational transfers and results in discrimination of older women in the labor market. The importance of intergenerational transfers, which have the potential to have a significant impact on welfare, inequality and economic growth, is substantiated. The reason underlying the discrimination of elderly women at work is indicated and measures are proposed to increase employment among elderly women.

The seventh area is related to Elinor Ostrom's polycentric management theory, which was presented to the Bulgarian audience for the first time. Eleanor Ostrom's research on the

management of common resources and public goods leads to the development of a new theory that explains phenomena that do not fit the dichotomy of state and market. The conclusion is emphasized that in polycentric management of global resources for common use, the cooperation of many public and private organizations at different levels is needed, so that they can jointly affect the collective costs and benefits. The new theory for the organization of the management of systems in the circular economy for sustainable and collective use of private resources is presented.

The eighth area of contributions traces and systematizes the history of the idea of a guaranteed income, which has three historical roots: the idea of a minimum income, the idea of an unconditional lump sum, and the idea of an unconditional basic income. Presented to support the idea of guaranteed income, the various proposals for guaranteed income are characterized, the models are explained, and the idea is critically analyzed. It was concluded that the availability of a guaranteed income is not a sufficient condition for satisfying the entire range of collective and public responsibilities of society to ensure the well-being of the population.

The ninth area of contributions is in the development of a behavioral economics textbook that defines the concepts, systematizes the history, debates, and methods of behavioral economics. It looks at how behavioral economics can be used by economic policy to help people make better decisions. Shows how behavioral economics can lead to improved institutional design and behavior change through nudge and choice architecture.

6. Synthesized evaluation of the main scientific and scientific-applied contributions of the candidate

The main scientific and scientific-applied contributions of the candidate are adequate to the academic position for which the call has been announced. They can be summarized in 9 areas:

1. Analysis of international production - theories, international enterprise, evolution and trends.
2. Empirical study of Bulgarian culture and organizational leadership.
3. An empirical study to measure the Gross National Happiness Index.
4. Analysis of data on the perception of gender roles in Bulgarian business management.
5. Study of the economic impact of pandemics.
6. Investigating the impact of population aging on changes in intergenerational transfers and discrimination of older women in the labor market.
7. Presentation of Eleanor Ostrom's poly-centric management theory.
8. Tracing and systematizing the history of the idea of a guaranteed minimum income.
9. Development of a textbook on behavioral economics.

7. Main critical remarks and recommendations to the candidate

I have no significant criticisms regarding the materials provided to me for review. I have one recommendation - the candidate should consider the possibility of translating (after the award of the academic position) into English and publishing in suitable foreign journals her publications, which at the time of the call she had submitted in Bulgarian. In this way she will also find a larger audience and get higher citations.

8. Conclusion

The documents and scientific production presented by Associate Professor Diana Sabotnova Mladenova, PhD in connection with the call for the academic position of PROFESSOR, announced by BFU, cover the necessary requirements for the occupation of the specified academic position. No evidence has been found and no signals have been identified of copyright infringement of other researchers at the time of writing the opinion. The candidate's publications represent original and up-to-date scientific research, the author has good language and style, has analyzed a significant volume of scientific literature, well justified her positions, conclusions and recommendations.

All this gives me reason to vote with conviction "FOR" awarding the academic position of PROFESSOR to Associate Professor Diana Sabotnova Mladenova, PhD.

10/10/2020

City of Sofia

Signature: S. Boneva

(Assoc. Prof. Svetla Boneva, PhD)