

STANDPOINT

by

Assoc. Prof. Dr. Dimitar Alexandrov Panayotov

Professional area 3.6. Social activities

New Bulgarian University, Department of Administration and Management

for

scientific works, the whole scientific research, teaching and administrative activity for participation in competition and occupation of an academic position

"Associate Professor"

in the professional field "3.9. Tourism "(Human Capital in Tourism),

published in the State Gazette, issue. No. 93 / 11/26/2019

with the candidate Assistant Professor Milena Metodieva Karailieva

The opinion is in compliance with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria, the Regulations for its Implementation, the requirements of the Regulations for the implementation of the law and the Regulation for the development of the academic staff in NBU (**Annex No. 3 to the Regulation on Development of the Academic Staff of NBU**) and **Order of the Rector - № 3 PK 118 / 27.01. 2020, as a member of the Scientific Jury of 10/02/2020**. And follows the structure of a model applied for competitions in the occupation of academic positions.

I. Assessment of compliance with the minimum national requirements and requirements of New Bulgarian University

Assistant Professor Milena Karailieva covers and exceeds many times the minimum requirements for *scientific, teaching and research activities* for the occupation of the academic position of associate professor, according to the AAPP by the groups of indicators (A-E) and the corresponding number of points: especially for indicator **D - 4, 5, 7, 9,10**, but also in **E - 12,13, E - 16, 20, 21**. As well as in fulfillment of criteria and indicators related to *educational, organizational and social work* (G-I) . The ratio of overdelivery under indicator **G** is 410/50, **3** - 3325/70 and **I** - 105/50 points, meeting the requirements for associate professor.

II. Research (creative) activity and results

1. Evaluation of monograph work, creative appearances or other publications, including evaluation of the author's scientific and applied contributions

Assistant Professor Milena Karailieva submits for review **3 independent monographs, 3 collective, 1 study, 16 conference reports, symposia and roundtables (5 of which are published in English) and 1 textbook**.

The main habilitation work "**Human Capital in Tourism**" emphasizes a number of new content features that focus and some of the *significant merits of the author's interpretation* in the development. By substantiating and analyzing the key concepts, components and relationships that outline the theoretical framework for the phenomenon under study, the formulations related to: analyzes of HC in a *broad and narrow sense are particularly productive; sets of characteristics* that lead to the transformation of knowledge, competences, experience and potential (intellectual, physical and mental) to a peculiar spiral of constant self-development and cultivation; linking *human resource dependencies - human capital -*

social capital with the concepts of lifelong learning and creating conditions for competitive advantage in organizations.

The *role of strategic management in the sector* for the implementation of the concept of human capital management, which is revealed through: *the activities, but also the methods, approaches*, which are most closely related to the relevant policies, the HC management programs, is substantiated. strategic and operational level); *the system of HC meters* - ethical dimensions, relationships, procedures and interrelations between the individual elements; the *application of critical analysis for the tourism sector* - with an emphasis on emerging competencies, deficits in information sources, but also on identifying opportunities to use *adequate methodologies*, company strategies targeting the "learning organization", formulating: *a model for HC strategic management, engagement model and factors for improving HC assessment*.

On this basis, the following contributions (scientific and practical) can be derived:

- 1) The monograph has a *rich conceptual apparatus*, and the systematization of ideas on this current issue is combined with the *critical understanding of the analyzed models*, reference points, specific relationships and projections applied to tourism. It contains a wide range of reliable literature sources, originally derived tables, graphs and models illustrating the precisely studied *phenomenon so necessary for the effective training of staffing potential*.
- 2) *General and specific dimensions of human capital* related to contemporary interpretations of the following categories are indicated: *productivity, durability, sustainability, investment, quality and competitiveness*, but also those reflecting specific management competencies in the tourism business, educational level and the management of the tourism company.
- 3) The monograph also discusses *different points of view on issues relevant to this current issue of theory and practice*. Projecting it in the form of specific dimensions, criteria and models in the tourism field makes it a *valuable theoretical and applied basis for the conception, design, formation and development of human capital in organizations*.

2. Evaluation of contributions to other contributions to other attached publications made after the appointment of an academic post "Chief Assistant", including an evaluation of the peer review requirement.

In tracing the other applied works of Milena Karailieva, it is noteworthy that the tendency for a permanent extension of the theoretical and applied scope of the studied phenomena is demonstrated. As well as the search for the intersections of the general and the specific in knowledge, interdisciplinary connections, approaches and their productive possibilities for a comprehensive understanding of the tourist behavior, the competitiveness of the tourist product and the need to propose appropriate policies and strategies for the development of the human factor, potential and capital in the tourism sector. Such reliance on deductive and inductive analysis is particularly emphasized in her monograph "*The Psychology of Tourist Behavior*". It successfully integrates the achievements of the various sciences in theoretical analysis on such important issues as: *national identity, socio-psychological profiles, cultural determinism, intercultural differences, which enables it to offer both typology* for searching and forecasting needs, tourist destinations, and systematize patterns of decision making for organizational motivation or specific practices for the implementation of a variety of tourism services.

The applied aspect in the use of research tools from other sciences (characteristics of quantitative and qualitative analyzes, interviewing techniques, surveys, experiments, group

assessments and expert opinions) is also a contribution of the author. This approach to the research demand of the Associate Professor is also found in her other publications when analyzing the natural, cultural heritage, resources, or looking for projections in different types of tourism. As with justification of innovative management or implementation of integrated marketing management for all levels, directions and sectors in the field of tourism.

These publications clearly show its regular growth, the accumulation of a certain capacity of knowledge and their constant transformation into mechanisms for realization and expert decisions. Discussed in various scientific forums, seminars and new courses. Therefore, my assessment is definitely positive.

3. Citation from other authors

The candidate has been cited by 12 other authors (there are also 2 self-citations). Her work "*Human Capital in Tourism*" is also referenced by PhD student Martin Zafirov when defining his work definition and characteristics of the phenomena studied in his dissertation.

4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice

The applicant has participated in 3 *national and research projects* related to: higher education and knowledge economy, Operational Program "*Human Resources Development*" and improvement of the quality of distance learning.

III. Teaching and teaching activities

1. Auditory and extracurricular work, work in the electronic training module "MOODLE - NBU", provision of student internships and internships, work with students and doctoral students

The Candidate of Associate Professor develops 8 *lecture courses* (full-time and distance learning), which are completely bound up with author materials, presentations, tests and case studies. As can be seen in the reports made, her auditory and extra-curricular employment exceeds significantly the stated norm for the post. Student leadership, peer review, and committee participation indicators also outline a high level of activity and expression in the department. As a head of extracurricular teaching practice, he also *annually develops internal projects at the NBU Curriculum Fund* for students in the specialty Tourism, participates in teams for organizing creative events for students outside the NBU: "*Training and Training Companies*" and International Cultural Tourism statement (Group 3, Indicator 39, 1-5; Group 3, Indicator 40, 1-2).

2. Working with Erasmus students

No Erasmus student work data are provided.

3. Assessments from student surveys

The average mark of Milena Karailieva for the last 10 semesters (5 years) is high: *excellent* (4.65), at maximum (5.00) - refer to the Center for Career Development and Training Resources at NBU (Group 3, Indicator 35, 1).

IV. Administrative and public activity

1. Participation in the collective governing bodies of the NBU

The candidate Milena Karailieva has been a *program director and consultant of BP Business and Entrepreneurship Management*. Participates in the transformation of the BP Tourism Management with three specializations, in the constant updating and modification of the master's programs, as well as in the development of a doctoral program in tourism.

2. Social activity

Milena Karailieva has also been involved in *public service as a member of the Bulgarian Chamber of Education, Science and Culture (BCCI)*, also acting Director of the Human Resources Management Program since 2011 (Group G, Indicator 22).

3. Attracting students to the program

Milena Karailieva, as a Program Advisor for the period 2009-2018, *actively participated in candidate-student campaigns* for attracting students to NBU, attending, explaining and presenting the programs of the Department (in a team with other colleagues) in colleges and vocational high schools.

V. Personal impressions of the applicant

I know Milena Karailieva from our joint work in the department. She has a clearly *established scientific profile in the field of tourism management* - using a broader methodology, interdisciplinarity and tools for the scope of the phenomena studied. Demonstrates tolerance, academic correctness in the use of literary sources, in systematizing and relying on a maximum basis for his studies. It takes the benevolent, with the care and thoroughness, the critical opinion of its colleagues. This is a great potential for its further scientific and career development.

VI. Opinions, recommendations and notes on the applicant's activities and achievements

In tracing the scientific, research and teaching activity of candidate Milena Karailieva, both the depth of theoretical analysis and the productivity of its practical applications can be noted. *My recommendation* is this: it is necessary to overcome some elements of introversion and distancing of one's competences when it can be extremely useful in managing team and common tasks related to departmental, academic and community responsibilities - working with Erasmus students, PhD students , but also in her more active involvement in proposing ideas, organizing and hosting our and international forums.

Conclusion

On the basis of all of the above, I believe that those presented by Chief Assistant Milena Karailieva, PhD The materials of the competition fully meet the requirements for obtaining the academic position of *Associate Professor in the professional field 3.9. Tourism (Human Capital in Tourism)*. Her overall scientific and teaching performance is in accordance with the NBU's Long-Term Teacher Certification Procedure. This gives me a reason to give *a positive assessment* of the submitted application of Chief Assistant Milena Karaileva, PhD, "**Associate Professor**"

03/30/2020

Signature:

/Assoc. Prof. Dr. Dimitar Alexandrov Panayotov/