

## POSITION

by Assoc. Prof. Eng. Kiril Genadiev Radev, PhD, New Bulgarian University, Department of Administration and Management, Professional Field 3.7 "Administration and Management"

**About:** Competition for the academic position of "Associate Professor" in the professional field 3.7. Administration and management, announced in SG No. 8 / 28.01.2022, with candidate Chief Assistant Professor Maria Alexandrova Ivanova PhD

**Grounds for presenting the opinion:** Order № 3-PK-151 / 01.03.2022 of the Rector of the New Bulgarian University and decision of the first meeting of the Scientific Jury of the competition (11.04.2022).

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

Presented by the candidate in the competition Chief Assistant Professor Maria Alexandrova Ivanova, PhD documentation is fully compliant with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (LDASRB), the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria (RILDACRB), the Ordinance for Development of the Academic Staff of NBU (Appendix 2). The results of the analysis of the content characteristics of the submitted documents for review (Table 1) give grounds to draw the reasoned conclusion that they are in line with the minimum national requirements and the requirements of the New Bulgarian University for holding the academic position of "Associate Professor".

**Table 1.**

**Data on the fulfillment of the minimum requirements of the RILDASRB and of the Ordinance for development of the academic staff in NBU (Appendix 2) for holding the academic position "Associate Professor" by the candidate in the competition, announced in SG No. 8 / 28.01.2022, Chief Assistant Professor Maria Alexandrova Ivanova, PhD.**

<b>Group of indicators</b>		<b>Minimal requirements</b>	<b>Implementation</b>
A	Indicator 1	50	<b>50</b>
B	Indicator 3	100	<b>100</b>
C	Sum of indicators (4 ÷ 10)	200	<b>717.5</b>
D	Sum of indicators (11 ÷ 13)	50	<b>100</b>
E	Sum of indicators (14 ÷ 21)	0	<b>325</b>

G	Sum of indicators (22÷49) mandatory for the NBU	50	<b>150</b>
Z		70	<b>120</b>
I		50	<b>90</b>

## II. Research (creative) activity and results

For participation in the competition for the academic position "Associate Professor", Chief Assistant Professor Maria Alexandrova Ivanova, PhD presented a total of 62 (sixty-two) publications, distributed by type, as follows:

- ✓ *Book published on the basis of a dissertation* - "Higher education in Bulgaria - institutional and financial aspects in the context of the European educational space", 2019, ISBN 978-619-91436-0-5;
- ✓ *Monograph* - "Employee brand management in the XXI century - opportunities and limitations", 2020, ISBN 978-619-233-135-1;
- ✓ *Articles and reports* - a total of 48 issues, of which:
  - published in scientific journals, referenced and indexed in world-famous databases with scientific information - 2 pieces;
  - published in unreferred journals with scientific review or edited collective volumes - 46 copies, of which 11 in English.
- ✓ *Studies* (5 pieces), including:
  - published in scientific journals, referenced and indexed in world-famous databases with scientific information - 1 piece;
  - published in unreferred editions with scientific review - 4 pieces in Bulgarian.
- ✓ *Publications with self-developed topics*, such as chapters from a collective monograph - 7 pieces, of which 6 in English.

### 1. Assessment of the monograph, creative activities and other publications, corresponding in volume and entirety to a monograph, including an assessment of the scientific and scientifically-applied contributions of the author

The monograph "*Management of the employer brand in the XXI century - opportunities and limitations*", 2020, ISBN 978-619-233-135-1 is in the amount of 232 pages, published by New Bulgarian University and is reviewed by reputable scholars in the professional field 3.7 Administration and management. He emphasizes the current roles and functions of the tool "Employer Brand", in the context of modern features and challenges to the labor market in the Republic of Bulgaria, respectively with the management of human resources in organizations.

The main contribution of the research is its interdisciplinary provocation to discuss and take real action on the collision of modern scientific paradigms in the field of administration and management, as well as the author's definition: "the task of the employer brand is to manipulate the consciousness of a large group of potential consumers in a certain direction ". The depth of the analysis in this direction takes into account the trends in the scope of "manipulation", which is studied in the publication as a "generalized employer brand". Arguments in this direction are the

problems in modern organizations with the retention and motivation of staff, the growing number of accidents at work and labor conflicts, respectively with the ever-increasing number of labor law cases in the courts, which in more than 90% of cases end in favor to the victims - the employees.

Additional scientific and scientifically-applied contributions of the author in his habilitation work are: the ability to verify the results of research, skillful adaptation of scientific methods and approaches for research purposes, the expression of the publication - consistent with the audience for which the publication is intended, well the selected target groups - object of the research, the scientific and applied merits - additionally supported by the data in the applications of the monographic work.

**2. *Assessment of the contributions of the rest of the presented publications following the appointment to the academic position of Chief Assistant Professor and assessment of the requirement for referenced publications***

In his book "Higher education in Bulgaria - institutional and financial aspects in the context of the European educational space", 2019, ISBN 978-619-91436-0-5, Chief Assistant Professor Maria Alexandrova Ivanova PhD emphasizes the state of the institutional and financial subsystems of higher education in Bulgaria and the requirements of the European educational space. The scope of the study coincides with the period of creation of the European Higher Education Area (1999-2011). The main advantages of the publication are the synergy achieved in the use of scientific tools, the practical applicability of research results, proposals for improving the national strategy and policy for the development of institutional and financial subsystems of higher education in Bulgaria.

From the presented articles and reports it is evident that Chief Assistant Professor Maria Alexandrova Ivanova, PhD develops her research activities in some areas relevant to science and society: human resources management, talent work (attracting and retaining), digital transformation in education and business, reward systems, building organizational culture in a multinational environment, building and managing the employer brand, leadership approaches to management, etc.

The analysis of the content and thematic characteristics of the scientific articles and reports gives grounds to draw the following conclusions:

1. In the thematic direction the publications (articles and reports) are relevant to the professional direction 3.7 Administration and management.
2. All publications are peer-reviewed, two of which are referenced and indexed in world-renowned databases of scientific information (Scopus and Web of Science).
3. The researched problems are actual, the theses in the publications are correlated with the tendencies in the development of the management science.

**Conclusion:** The requirements of the RILDACRB (groups A-C), Part I: Minimum requirements for scientific, teaching and / or artistic and creative activities of candidates for academic positions in professional fields (in particular for "associate professor") are met.

**3. *Citations by other authors***

For the current competition Chief Assistant Professor Maria Alexandrova Ivanova, PhD provided information on citations of a total of 9 of her publications, distributed as follows:

- ✓ citations or reviews in scientific journals, referenced and indexed in world-famous databases of scientific information or in monographs and collective volumes - 1 piece;

- ✓ Cited in monographs or collective volumes with scientific review - 8 pieces.

**Conclusion:** The requirements of the RILDACRB (group D), Part I: Minimum requirements for scientific, teaching and / or artistic and creative activities of candidates for academic positions in professional fields (in particular for "associate professor") are met.

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

In group E of Part I (indicators 16, 17 and 19) of the requirements of the RILDACRB Chief Assistant Professor Maria Alexandrova Ivanova, PhD presented her participation and management in a total of 9 projects, of which:

- ✓ Participation in a national scientific or educational project - 3 pieces;
- ✓ Participation in an international scientific or educational project - 5 pieces;
- ✓ Management of an international scientific or educational project - 1 piece.

Regarding the requirements of the RILDACRB, Part I (indicators 20 and 21) the candidate in the competition has indicated a total of 7 publications, as follows:

- ✓ Published university textbook or textbook used in the school network (indicator 20) - 4 copies;
- ✓ Published university textbook, or manual used in the school network (indicator 21) - 3 copies.

Each of the publications is relevant to the topic of the competition and the training courses that Chief Assistant Professor Maria Alexandrova Ivanova, PhD teaches at the New Bulgarian University.

**Conclusion:** The requirements of the RILDACRB (group E, indicators 16, 17, 19, 20 and 21), Part I: Minimum requirements for scientific, teaching and / or artistic and creative activities of candidates for academic positions in professional fields (in particular for "associate professor") are met.

### **III. Teaching and Lecturing Activity**

According to the information provided by the candidate, supported by indisputable supporting documents, Chief Assistant Professor Maria Alexandrova Ivanova, PhD carries out her professional activity at the New Bulgarian University on the basis of an ambitious research and teaching program.

Her research program includes: work on the problems of human resources management and organizational development, organizing and conducting open research seminars, developing textbooks for courses in the disciplines of which he is a holder, activities of research and educational expedition for managers "Parallel World ", Participation in the work of the European Society for Research on Education of Adults (ESREA), scientific publications in national and international publications, public lectures to the student scientific and professional community in the field of administration and management. In addition, she has provided evidence of membership in a number of international and national associations.

In parallel with his research work, Chief Assistant Professor Maria Alexandrova Ivanova, PhD proves her participation in the improvement of programs and development of courses at the

MP "Human Resources Management and Development" - in Bulgarian and English in full-time and distance learning, the MP "Management for organizational excellence" - in Bulgarian and English in full-time and distance learning, BP "Applied Foreign Languages for Administration and Management" - in English and a second foreign language, and BP "Business Management and Entrepreneurship". Her teaching activity is closely related to her creative performances, as a result of which her courses are provided with her own textbooks and scientific publications. They are attached to the Moodle platform and are available to students from the respective programs.

Its active participation in practical training and work with students should also be noted in a positive aspect. She is a lecturer in the practical courses at teaching practice and research unit (TPRU) "Training Company" of NBU, in which each student acquires practical skills and experience in the context of those studied in BP "Business Management and Entrepreneurship" and BP "Finance" courses. In addition, Chief Assistant Professor Maria Alexandrova Ivanova, PhD actively participates in the preparation of the training companies of NBU for participation in the International Forums TF FEST "Young Entrepreneur".

For the period 2017-2021, according to the student satisfaction surveys, the Teaching and Research Activities of Chief Assistant Professor Maria Alexandrova Ivanova, PhD is evaluated with an average grade 4.35 (from a maximum of 5.00).

From the presented materials for evaluating the activity of Chief Assistant Professor Maria Alexandrova Ivanova, PhD it is evident that she actively participates in the programs for training of the teaching and administrative staff organized by the Center for Career Development and Training Resources at the New Bulgarian University (Group I, indicator 42).

**Conclusion:** The indicators for the teaching and learning activities of Chief Assistant Professor Maria Alexandrova Ivanova, PhD fully cover the requirements of the Ordinance on the development of academic staff at NBU (Appendix 2) and RILDACRB, Part I: Minimum requirements for scientific, teaching and / or artistic and creative activities of candidates for academic positions in professional fields (in particular for "associate professor").

#### **IV. Administrative and Social Work**

As already mentioned above, Chief Assistant Professor Maria Alexandrova Ivanova, PhD actively participates in the programs of the Center for Career Development and Training Resources at the New Bulgarian University. According to the data specified in the "Personal form for reporting 2009-2019 and evaluation of the academic work of a teacher of employment contract at NBU", in the period 2013-2020 Chief Assistant Professor Maria Alexandrova Ivanova, PhD:

- ✓ participates regularly in the work of the Program Council of the Department of Administration and Management in the capacity of:
  - Program Director / Consultant of BP "Administration and Management - module Management and Development of the Organization" - expiring program;
  - Program consultant of MP "Management for organizational excellence" - regular and distance learning;
  - Program consultant of MP "Management and development of human resources in Bulgarian" - regular and distance learning;
  - Program consultant of MP "Management and development of human resources" in English - full-time and distance learning.
- ✓ Participates regularly in the meetings of the Departmental Council of the Department of Administration and Management;

- ✓ Regularly conducts classes and
- ✓ Regularly observes the reception time.

Evidence of the active public activity of the candidate are his participation in a number of national and international organizations, incl. - European Society for Research on Adult Education (ESREA) - since 2009 and currently; ESREA Network on Gender and Adult Learning; ESREA Network on Adult Educators, Trainers and their Professional Development; European Distance and E-learning Network (EDEN) - since 2006 and currently; Bulgarian Association for People Management and Development (BFSA); Bulgarian Association for Development of Society, Culture and Education (BAROQUE) - since 2010 and currently; Balkan Association for Regional Initiatives (B.A.R.I.) since 2012 and currently; Early Childhood Development Association since 2011 and currently.

Within the attested and peer-reviewed period Chief Assistant Professor Maria Alexandrova Ivanova, PhD, also participates in the work of committees at the faculties of the New Bulgarian University, incl. as a member of the Accreditation Commission at Faculty for distance, electronic and upgrading learning as a Program Consultant of the MP "Human Resources Management and Development - in Bulgarian", MP "Human Resources Management and Development" - in English, MP "Management for Organizational Excellence" - 2014-2015, 2019-2020, as well as a Tutor at BF, also works as a Program Consultant / Director and participates in the meetings of the Program Council at the Department of Administration and Management.

**Conclusion:** The indicators for Administrative and public activity of Chief Assistant Professor Maria Alexandrova Ivanova, PhD fully covers the requirements for holding the academic position of "Associate Professor" of the Ordinance on the Development of Academic Staff at NBU (Appendix 2).

#### **V. Personal Impressions from the Applicant**

My personal impressions of the work of Chief Assistant Professor Maria Alexandrova Ivanova, PhD, are entirely positive. She has the qualities of a modern teacher and researcher, with ambitions and will for permanent assimilation of innovations in the field of management science and their skillful adaptation and application in the educational process and practice.

#### **VI. Opinion, recommendations and notes on the activity and contributions of the Candidate**

The presented scientific and research activity of Chief Assistant Professor Maria Alexandrova Ivanova, PhD has the necessary qualities and merits of an established scientist and lecturer in the field of business management. The positive thing in the results of the presented research is that they raise current issues of scientific and practical nature, clarification and solution of which will lead to the development of widely used and recommended, but not always effective in today's environment methodological tools in entrepreneurship, administration and business management.

As recommendations to the candidate I would point out:

- ✓ To continue and deepen its research activities, applying methods that verify the achieved results to the optimal extent;

- ✓ To develop and propose a new modern version of the programs and courses managed by it;
- ✓ To develop independently and in co-authorship updated interdisciplinary publications, reflecting the possibilities for practical applicability of the research results in the Department of Administration and Management.

### **Conclusion**

The results of the activity for the peer-reviewed period of Chief Assistant Professor Maria Alexandrova Ivanova, PhD (candidate in a competition for associate professor in the professional field 3.7. Administration and Management, announced in SG No. 8 / 28.01.2022) fully meet the requirements of the Law for the Development of Academic Staff in the Republic of Bulgaria, the Regulations for implementation of the Law for the development of the academic staff in the Republic of Bulgaria and the Ordinance for the development of the academic staff in the NBU (Appendix 2).

In view of the above, I propose Chief Assistant Professor Maria Alexandrova Ivanova, PhD to be elected to hold the academic position of "Associate Professor" in the professional field 3.7 Administration and Management.

Sofia, May 11, 2022.

Assoc. Prof. Eng. Kiril Genadiev Radev, PhD

Signature:.....