

REPORT

from

**Assoc. Prof. Dr. Nadia Ivanova Marinova-Milanova,
Professional Field 3.7 Administration and management
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on scientific papers for participation in a competition for a position of an
“Associate Professor”
in the professional area "3.9. Tourism" (Human Capital in Tourism),
published in the State Gazette, issue. No. 93 /11/26/2019
with the candidate Chief Assistant Professor Milena Metodieva Karailieva

The opinion was prepared in accordance with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for its Implementation (PZRASRB), the requirements of the Rules for the Implementation of the Act and the Regulation for the Development of the Academic Staff in NBU and on the basis of the Order of the Rector **№3 RK 118/27.01.2020** as a member of a scientific commission for participation in a competition for academic position by Decision of the Scientific commission of 10.02.2020. Structurally, the report consists of VI parts and a conclusion according to a model for drawing up an opinion for occupying an academic position "Associate Professor".

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

It is evident from the self-assessment report provided by Milena Karailieva that she covers the necessary minimum requirements for scientific, teaching and research activity for the occupation of academic positions in professional fields, in accordance with the Rules for implementation of the law for development of academic staff in the Republic of Bulgaria as follows:

Part I: Minimum requirements for the scientific, teaching and artistic activity of the candidates for the occupation of the academic positions/reports in professional fields, in accordance with the Rules for the implementation of the law for the development of the academic staff in the Republic of Bulgaria (**Groups of Indicators A-E**) and corresponding number of points above the required minimum: *A 50 of 50 points, B 100 of 100 points, D 510 of 200 points, D 125 of 50 points and E 105 of 0* - not required for associate professor.

Part II: Fulfillment of criteria and indicators for long-term certification for announcing a competition for a higher academic position, according to the current regulation of New Bulgarian University - academic work, organizational and community work (**Groups of Indicators G-I**): *G 410 of 50 points, H 3325 of 70 points and 105 of 50 points.*

II. Research (creative) activity and results

To participate in the competition, Milena Karailieva submitted a list of publications after defending her PhD 2005-2019 with a total volume of 1809 pages, as follows.¹

- 3 monographs, incl. c. 1 habilitation work (431 pp.) and 2 others (284 pp. and 212 pp. respectively) or a total volume of 927 pages (**Group B, Indicator # 3; Group D, Indicator #4 - 1 and 2**); 4 co-authored monographs with a total volume of 927 pages (**Group D, Indicator # 10 - 1, 2, 3 and 4**)
 - 3 articles in magazines with a total volume of 7 pages;
 - 1 studio (41 pp.) - (**Group G, Indicator # 9 - 1**);
 - 9 papers in Bulgarian, published in conference proceedings, symposia and round tables with a total volume of 103 pages (**Group D, Indicator # 7 - 1, 2, 3, 4, 5, 6, 8 and 11**);
 - 2 in electronic bulletins with a total volume of 24 pages (**Group D, Indicator # 7 and 9**) of the NBU Department of Administration and Management with a total volume of 103 pages;
 - 5 reports in English with a total volume of 63 pages (**Group D, Indicator # 7 - 12, 13, 14, 15 and 16**);
 - 2 textbooks, one of them in paper format (343 pp.) and 1 multimedia electronic textbook (100 standard typescript pages) - (**Group E, Indicator # 20 - 1 and 2**);
 - 15 participation in scientific forums, 4 of which are in national conferences, 4 in international conferences, 6 national symposia and 1 round table

All publications are accepted for evaluation except the following:

- 1 co-authored monograph related to the topic of the dissertation and published before public defense in 2004 (**Group D, Indicator # 10 - 1**);
 - 1 NBU Multimedia Electronic Textbook (**Group E, Indicator # 20 - 2**) - accepted for participation in educational projects;
 - 3 articles in non-specialized journals (not submitted for review in Appendix No. 2, Table 2. Description of the evidence), but appear only in the list of publications after defending the doctoral dissertation.

All other publications approved for peer review and evaluation have a total content of **1583 pages**, have been published by academic publishers and reviewed by habilitated teachers.

1. Evaluation of monograph work, creative appearances or other publications corresponding to the volume and completeness of monograph work. An evaluation of the author's scientific and applied scientific contributions are included

The main monographic work "*Human Capital in Tourism*" presented in **431 pages**. The bibliography contains 121 literary sources in Cyrillic and Latin, Internet sites. The content is structured in 4 chapters, which consistently track and analyze the evolution of the concept of human capital. The development of human relations theory requires a new look on a number of areas in the management of tourism companies. The issues of general and specific competences of the professionals in the field of human resources in the modern tourism industry are analyzed. Interesting approaches, tactics and strategies for the development of human capital are presented. Undoubtedly, the topics covered in rehabilitation work are up-to-date. Attention is paid to the low motivation of the employees in the tourism industry and the high level of turnover of people. The relevance of the topic is also conditioned by the fact that the importance of activities related to finding and retaining the "right" employees for the companies in the tourism business

¹ List of publications and creative achievements after defending the doctoral thesis 2005-2020

is progressively increasing, recognizing that professionals are a strategic capital of every tourist company. The following **scientific and practical contributions** can be highlighted in this context:

1. A thorough analysis of the various theories of human capital has been made based on the scientific literature reviewed. The most significant determinants of human capital in services are presented.

2. The main strategic guidelines for human capital management are presented, which, on the one hand, are reduced to managing in a globally competitive environment with a focus on managing change and forecasting trends in the context of globalization, trend management, innovation activity management and another, managing in a dynamic organizational environment with an emphasis on organizational change, company culture and career development, reducing conflict and staff turnover and stimulating team potential.

3. A comprehensive approach is proposed for the analysis, research and management of human capital, including the management of human capital and the development of its potential as a core value, stimulation of motivational charge, and retention of talented employees, management of talents and development of potential leaders.

2. Assessment of contributions in other attached publications made after the appointment of the academic post “Assistant Professor”, and an evaluation of the publication requirement

Outside of habilitation work, Milena Karailieva has many other significant publications related to the study of the human factor in tourism (**Group D, Indicator # 7 - 3, 4, 5, 6, 7, 8, 12, 14, 15 and 16**), in which key contributions can be synthesized to determine the most important factors, based on various sub-codes - process, system, integrated, situational, etc., which influence the management of human capital and the development of hidden human potential.

Another scientific area in which she has significant content publications is related to the tourism resource provision and in particular to the presentation of Bulgaria's inherited competitive advantages - natural and anthropogenic and their limitless potential for the development of basic and specialized types of tourism. (**Group D, Indicator # 7 - 10 and 13 and Group E, Indicator # 20 and 21**). The interests of Milena Karailieva are related to the research and analysis of a specific sector in the field of tourism - balneology, as well as Spa and wellness tourism. Contributions of publications in this area (**Group D, Indicator # 4 - 2 and Indicator # 7 - 2 and Indicator # 9**) are limited to outlining the prospects for health tourism in general and are based on in-depth research into the traditions and modern practices in thermalism, exploring the motives and needs of tourists for balneology, spa or wellness services and forecasting trends in the demand and supply of an integrated and differentiated tourist product on the other.

Another major area of research is related to studies on the personal and psychological factors of tourist behavior. The practical contributions to publications in this scientific area (**Group D, Indicator # 4 - 2 and Indicator # 7 - 2**) are based on a thorough study of the psychological aspects of tourist behavior and the interaction between the self - concept and the needs for recreation, identified as 'Escape from the genetic environment', taking into account the impact of external environmental factors and marketing, modeling the decision to travel.

Milena Karailieva is expanding her scope of research and has, although there are two publications (**Group D, Indicator # 10 - 7 and 9**) in the field of innovation management and strategic marketing in tourism, which substantiates the need of integrated marketing, management at all levels in the field of tourism.

In conclusion, the assessment of the major scientific and applied contributions of the candidate Dr. Milena Karailieva is high.

2. Citation from other authors

Based on a reference from the NBU Library, 14 separate references to publications Milena Karailieva (12 citations by other authors and 2 self-citations) were made on the basis of 150 literary sources reviewed.

4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice Milena Karailieva participated in 3 national scientific and research projects in the period 2013-2015 (Group E Indicator # 16 - 12 and 3):

- Higher Education in Economics - the Basis for the Knowledge Economy - Expert in Bachelor of Business Administration Program - Full-time and Distance Learning
- “Development of electronic forms of distance learning in the higher education system” - author of NBU multimedia electronic textbook according to the approved Standard and its annexes and Reviewer of textbook;
- Student Practices, MES, NBU - Functional Expert of Business Administration Department and Academic Mentor III.

III. Evaluation of studying and teaching activities

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

Milena Karailieva, as a full-time teacher at NBU, performed the activities for scientific / creative employment according to the plans for each semester, accounting for additional activities and implementation of the norms for employment according to the Regulation on employment during the whole period: (*Group H, Indicator # 38*). She was a research supervisor and reviewer of a large number of students: (*Group H, Indicator #38 - 1 and 2*). She also actively participates in NBU's e-learning at MOODLE, as well as in the practical training of students as a leader in extracurricular practice (*Group H, Indicator # 39 - 1, 2, 3, 4 and 5*) and other creative activities of students outside NBU - Training companies and International Cultural Tourism Exhibition. (*Group H, Indicator # 40 - 1 and 2*)

2. Work with Erasmus students

In the presented Self-Assessment Report and bibliographical description of the evidence material to Appendix No. 2 of the Regulation for the Development of Academic Staff at NBU, Milena Karailieva did not report work with students under the Erasmus Program.

3. Assessments of the student questionnaires

According to the Center for Career Development at NBU, the evaluation of Milena Karailieva's students as a teacher is excellent. (*Group H, Indicator # 35 - 1*).

IV. Administrative and Auditory activities

1. Participation in the collective governing bodies of the NBU

The self-assessment report shows that Milena Karailieva has fulfilled her academic obligations. (*Group I, Indicator # 44 - 1, 2, 3 and 4*) related to the participation of the meetings of the Departmental

Council, the Programming Board, the Faculty Committees and was a member of various program improvement teams. (*Group G, Indicator # 30 - 1, 2, 3 and 4*)

2. Social activities

Milena Karailieva has been a member of the Bulgarian Chamber of Education, Science and Culture (BCCI) since 2011 and holds the position of Director of the Human Resources Management Program (*Group G, Indicator # 23*).

4. Attract students to the program

In the period 2009-2018, Milena Karailieva served as a Program Consultant and participated in candidate-student campaigns to attract students to NBU

V. Personal impressions of the applicant

My personal impression of Milena Karailieva is that she is highly responsible, creative, precise and initiative in her work. She enjoys authority among her colleagues and has a good reputation among students, maintains good contacts with practitioners.

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

The scientific publications submitted for a review by Milena Karailieva have been developed on solid theoretical basis and analysis of a rich empirical material. These and their practical recommendations are well reasoned. I have no specific critical comments on the content of the scientific works of Milena Karailieva.

The following recommendations for her future research and teaching activities can be made:

- continue expanding the theoretical foundations and the scope of its research;
- continue to combine research and teaching with that of an expert and a consultant;
- continue to publish textbooks on the subjects taught by her.

Conclusion

Based on the information provided, I believe that the information provided by Sec. Assistant Professor Milena Karailieva, the materials of the competition fully meet the requirements for obtaining the academic position of an Assistant Professor in the professional field 3.9. Tourism (Human Capital in Tourism). The many publications and studies of the Associate Professor have high scientific value. The contributions they contain can be used in many practical areas of tourism. The high level of teaching activity and active research activity for 10 years of experience at NBU give me a reason to give a positive assessment of the submitted application of Ch. Assoc. Prof. Milena Karailieva, PhD, Assistant Professor.

Date: **07.04.2020**

Signature:

Assoc. Prof. Dr. Nadia Marinova