

REVIEW

By Prof. DrSc PhD Sonia Varadinova Mileva-Bojanova from Sofia Univeristy "St. Kliment Ohridski", Professional field 3.8 Sectoral Economics and Management (Tourism)

Of materials submitted for a competition for the academic post "associate professor" in professional field 3.9 Tourism (Human capital in tourism), announced by the New Bulgarian University (NBU) in SG. 93 / 26.11.2019, with only one applicant - Chief Assistant Professor PhD. Milena Metodieva Karailieva

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

The applicant has met all requirements of Art. 26 §1 of the Law on the Academic Staff Development in Republic of Bulgaria as follows:

In **group A**, indicator 1: Milena Karailieva holds a diploma № 29957 / 22.08.2005 for the obtained PhD degree in scientific area 05.02.26 "Marketing" for the defence of dissertation "Reengineering and competitive advantage of hotel product." In **Group B**, indicator 3: Deposited is Habilitation work - a monograph entitled "Human capital in tourism"(NBU, 2018). In **group G** the applicant accumulates in total 510 points from the minimum required 200. Under the *indicator 4* presented are two other monographs, which differ from the Habilitation monograph. For *indicator 5* presented is published book, based on the dissertation thesis. For *indicator 7* are presented 16 articles and papers published in scientific non-referenced journals with peer-review or edited as collective volumes. For *indicator 9* is submitted one scientific paper (studio) in non-referenced edition with scientific peer review. For *indicator 10* the applicant is the author of four chapters in collective monographs. In **group D**, *indicator 12*, confirmed by the library of the NBU (CA-17-2019) by the 10.06.2019, are in total 14 citations including 12 citations and 2 self-citations. **In all groups, the candidate collect points that exceed the required minimum amount.**

The applicant meets all the requirements of Art. 56 of the Regulation for the development of academic staff of New Bulgarian University. M. Karailieva started to work at NBU since 2009 (Labour contract NBU №076 /05.03.2009) and since 01.06.2010 she took the academic position "chief assistant professor". Due to the announcement of the current position for "associate professor" in professional field 3.9 of Tourism the candidate presented a public lecture at the NBU on "New dimensions of human capital in tourism" (17.10.2019).

Based on all mentioned above it can be concluded that the applicant **Milena Karailieva meets the minimum requirements for academic position "associate professor"** according to Art. 2b § 2- 3 of the Law on the Academic Staff Development in Republic of Bulgaria and Art. 56 of the Regulation for the development of the academic staff of the NBU.

II. Scientific Research and results

2.1. Evaluation of the monograph or other publications corresponding in volume and integrity to monograph, including an assessment of scientific and applied contributions of the author.

For the opened position "associate professor" Milena Karailieva is the only candidate. Applies with Habilitation work (*Group B, indicator № 3*) published as monograph - "Human capital in tourism" (2018), which is in a volume of 431 pages. Structurally monograph consists

of four chapters which cover the theory, management and development of human capital in the tourist company. The monograph is a modern interpretation and systematization of the problem of human capital, including key factors, trends, challenges and approaches for the development and management of human capital as one of the main sources of competitiveness in Tourism.

The main contributions can be summarized as scientific applied and in particular refraction of the general theory of human capital management to the specificities of Tourism sector and outlining the strategies and tactics for human development in the policies of the tourist company.

As **critical remarks** I would point out the lack of additional analysis of specifics and peculiarities of the different sub-sectors of tourism (types of economic activities according to the classification of economic activities), the needs of new occupations and competencies, as well as prospects in Tourism sector development and main challenges for the management and development human capital in the context of new technologies and the dynamic changes of the external macro and micro environment.

2. Evaluation of contributions in the other attached publications (creativity) made after the appointment of the academic position "assistant professor"

The other most significant publications are two monographs (*Group G, 4 indicator, № 1-2*): "Balneo, Spa and Wellness Tourism - Present and Future" (2012) and "Psychology of tourist behaviour" (2012).

Other publications of the author are in co-authorship in four collective monographs (*Group G, indicator 10*) covering areas such as – reengineering of tourism (№ 1), Spa and wellness tourism (№2), recreational factor in human resource management (№3) and digital transformation in human resource management (№4).

Form group G **are not accepted** publications under *indicator 10, №1* because it overlaps with the main part of the doctoral thesis of the candidate (*Group A, indicator 1*) and publication under *indicator 9, № 1* since both are published prior to appointment of the candidate to the academic position "assistant professor" in 2010.

In *Group G, indicator 7* "Articles and reports in non-referenced journals with scientific peer review" are presented in total of 16 articles of which 5 in English. There is some overlap of topics, including titles between Bulgarian and English (for example №8 and №16, №5 and №13). Despite these overlaps, which are part of authorship process, the **main contributions** of the candidate can be summarized into the following areas:

- **Management of Human Capital in Tourism** (*Group G Indicator 7- № 3,4,5,6,8,12,13,14,15,16; Indicator 10 № 3,18*); This is the predominant and most significant area with major contributions as follows: enrichment and identification of a number of provisions related to the management of human capital in tourism, inclusive motivation, leadership, influence of recreational factors; importance of the externalities of the digital transformation and globalization; strategic management of human capital; approaches to develop, stimulate the intellectual capital among others.
- **Role and importance of specialized types of tourism** (*Group G Indicator 7- № 1, 10, Indicator 10, № 2*). Researched are the health, wellness and spa tourism, identified are their main characteristics and challenges for the management and development as a subsectors in Tourism;
- **Specifics of consumer behaviour in tourism** (*Group G Indicator 7, № 2*). Studied and analysed are the leading personality and psychological factors of tourist behaviour in Tourism and the impact of external factors promoting / restricting tourist trips.

- **Tourism management** (Group G, Indicator 7- № 7, 9, 11) of a destination and sectoral level (hotels, restaurants), focusing on strategic management and the challenges of global transformations in the sector;

All publications of the applicant are reviewed and printed in university press as New Bulgarian University, University of Economics – Varna, University of World and National Economy and such publishing houses as "Avangard Prima" and "New Star", responsible for promotion and distribution of publications.

3. Citations by other authors.

As referred by the Library of the NBU¹ there is official confirmation of 14 separate citations of publications authored by the candidate - Milena Karailieva, including 12 cited by others authors and 2 self-citations. All citations are in Bulgarian.

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

Milena Karailieva actively participated in three university project of the NBU (*Group E Indicator 16*) as follows:

- Project BG051PO001-3.1.07-0039 "Higher education in economics - the foundation of the knowledge economy" as **an expert** for Bachelor's program "Business Administration" - regular and distance learning;
- Project BG051PO001-3.1.07-0039 "Higher education in economics - the foundation of the knowledge economy" Department "Business Administration" NBU, activity "Development of electronic forms of distance learning in higher education" as the **author** of multimedia electronic textbook NBU approved by Standard procedure and **reviewer** of the book;
- Project BG051PO001-3.3.07-0002 "Students practice", Ministry of Eductaion and NBU as - **functional expert** of the Department of "Business Administration" and **academic mentor**;

III. Lecturing and academic activities

1. Auditorium and extra-academic load, work in e-learning module "MOODLE - NBU", providing student placements and internships, work with undergraduate and graduate students.

The auditorium occupancy of Milena Karailieva is in professional field 3.9 Tourism, as a lecturer in the Bachelor program "Tourism Management" and Master program "Management of tourism", both for regular and distance learning mode. She teaches a range of disciplines such as "Tourism resources", "Human Resource Management", "Psychology of tourist behaviour", "Competitiveness of the tourism product", "Spa tourism and balneology", "International Strategic Marketing in Tourism", "Tourism Management" "Human capital Management in Tourism", "Process of reengineering in Tourism".

There are evidences that the applicant meets and exceeds the annual academic load – 240 auditorium/60 extra-academic load as regulated in NBU. For the academic 2019/2020 planned load of the applicant is 556/480 hours (*Group Z, Indicator 8*).

The extra-academic load after 2010, includes also **mentoring** 36 students, elaboration of 102 reviews for bachelor and master thesis, and other 14 participations as a member of the Commission for Thesis Defences and state exams (*Group Z, Indicator 38, № 1 -2*).

^{e1} Library reference "Analysis of citing CA-17-2019" from 27.06.2019

The candidate annually participates in internal projects to fund "Study programs" at NBU for students of "Tourism" (Group Z, Indicator 39, №1-5). Milena Karailieva actively participate in teams responsible for organization of students creativity outside the NBU as for example "Training companies" and participation at International Cultural Tourism Fair (Group Z, Indicator 40, № 1-2).

2. Work with Erasmus students. No data.

3. Students opinion surveys.

From the report of the Center for Career Development and Training Resources is seen that the average evaluation score of Milena Karailieva for the last 10 semesters (5 years) as a teacher is excellent 4.65 from the maximum 5.00 score (*Group Z, Indicator 35 № 1*).

IV. Administrative and public activity

1. Participation in the collective management bodies of the NBU.

During the period 2009-2018, the candidate has been Program Director / Consultant in section Tourism and has performed her administrative and academic duties (*Group I, indicator 44, № 1-4*). She regularly participates in all meetings of collective management bodies of the NBU - Departmental Council / Program Board and as a member of teams, responsible for improvement of study programs, development of specializations, preparing for accreditation of the doctoral program and others. (*Group G, Indicator № 30, № 1 - 4*).

2. Public activity.

Active member of Bulgarian Association for Education, Science and Culture (BCESC) as a program director "Human resource Management" from 2011 so far (*Group G, Item 22*).

3. Involvement of students in the program.

As programming consultant, Milena Karailieva actively participates annually in the all student campaigns organized by NBU, inclusive visits to colleges and vocational schools together with other colleagues for presentation of NBU programs attraction of prospective students.

V. Personal impressions of the candidate

I know Milena Karailieva since the time of her defence of doctoral dissertation. I know part of her publications such as responsible editor of the Journal of the Bulgarian Association for Education, Science and Culture (BCESC) "Science & Research". In the academic environment Milena Karailieva is recognized as name and my personal impressions are for responsible and respectful colleague.

VI. Opinions, recommendations and comments on the activities and achievements of the candidate

My main recommendation is to be more active in the publication activity and promote obtained research results in larger range of international journals - indexed and referenced in international databases.

In conclusion - there are indisputable evidence that the candidate Milena Karailieva meets all the requirements of Art. 24, § 1, 27 (4) point 1 -2 from the Law on the Academic Staff

Development in Republic of Bulgaria and Art. 53 (1) and (2) and 57 (2) point 1-2 of Regulations for the application of Law on the Academic Staff Development in Republic of Bulgaria, and in compliance with regulations for development of academic staff in NBU for the academic position “associate professor”.

This allows me to recommend **the candidate Chief assistant professor PhD. Milena Karailieva for academic positions "associate professor" in professional field 3.9 Tourism** and to be eligible for selection by the Academic Council of the New Bulgarian University.

Sofia on 23.03.2020

Reviewer:

Prof.. DrSc PhD Sonia Mileva