

REPORT

By: Prof. Ali Veysel, PhD; Department of Accounting and Auditing, VUZF University – Sofia

Regarding: dissertation for obtaining the educational and scientific degree "Doctor" in the field of higher education 3. Social, Economic and Legal Sciences, Professional field 3.8. Economics, Doctoral Program "Finance, Insurance and Social Security".

Author of the dissertation: Maya Hristova Yaneva, PhD student in self-study form at the Department of Marketing and Management, VUZF University – Sofia.

Dissertation topic: "Business communication as a key tool for business development. (Following the example of multinational organizations in a multicultural environment)".

Scientific supervisor: Assoc. Prof. Daniela Ilieva, PhD, Department of Marketing and Management, VUZF University – Sofia.

1. General description of the presented materials

This report has been prepared on the basis of Order No 35 / 10.03.2021 of the Rector of the Higher School of Insurance and Finance (VUZF) - Assoc. Prof. Grigoriy Vazov, PhD, in accordance with the Law for the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for Application of this law, as well as in accordance with the Regulations for Admission and Training of Doctoral Students at VUZF.

The materials submitted by PhD student Maya Yaneva include the following documents:

- CV;
- dissertation work;
- abstract of the dissertation in Bulgarian and English;
- reference for fulfillment of the minimum national requirements for acquiring the educational and scientific degree "Doctor" in professional field 3.8. Economics;
- publications on the topic of the dissertation – two articles and one report;
- reference for the scientific contributions in the dissertation.

The materials are prepared according to art. 52 of the Regulations for Admission and Training of Doctoral Students at VUZF.

2. Brief biographical data about the doctoral student

Maya Yaneva was born in 1978 in Sofia. She has a bachelor's degree in economics, majoring in "Economics and Organization of Labor" at the University of National and World Economy – Sofia. Since 2002 he has a master's degree in economics in this specialty from the same university. She has a certificate in "Quality Manager" according to ISO 9001 from 2004 and "Six sigma - Green belt" from 2009. She has gained significant experience in the field of team management, sales, negotiations and partnership development. Since 2008 she has been working for Sitel Bulgaria Ltd., where she has held the positions of Operations Manager, Senior Operations Manager, Director and Key Account Management Director. In other companies she has worked as a Sales Manager and a Service Department Manager. She has received a number of awards.

3. Relevance of the topic and expediency of the set goals and objectives

The topic of the dissertation is relevant because more and more companies operate in different countries and offer their products, goods or services in foreign markets. They need effective management of employees with different values.

The introduction of the dissertation clearly presents the relevance of the research, the thesis and the working hypotheses. The object and the subject, the goal, the tasks, the scientific methods and the limitations are correctly formulated.

4. Knowledge of the problem

The research and the achieved results show that Maya Yaneva has in-depth theoretical and practical knowledge on the dissertation topic. The results can be applied to increase communication skills in a multicultural environment and business development.

5. Research methodology

The methods of analysis, synthesis, induction, deduction, statistical methods and others are used in the dissertation. They are suitable for achieving the goal and for solving the tasks.

6. Characteristics and evaluation of the dissertation

The dissertation contains an introduction, presentation in three chapters, conclusion, list of references, reference to the main scientific contributions, reference to the publications on the topic, list of tables, list of figures and appendices. The main text (including the conclusion) is 165 pages. The bibliography contains 132 sources.

The first chapter presents the theoretical aspects of the study. The basic concepts such as communication, business communication and multicultural environment and others are analyzed. The second chapter is dedicated to the development of an author's methodology for improving the business communication skills of employees in international companies. The third chapter focuses on conducting an empirical study to apply the methodology.

The separate chapters of the dissertation are developed in a logical sequence. The goals and objectives of the research have been achieved.

7. Contributions and significance of the study for science and practice

The following more significant scientific contributions can be accepted:

- identification of key business communication skills for working in an international company;
- development of an author's model of the key business communication skills for working in an international company;
- development of an author's methodology for increasing the business communication skills of employees in international companies.

8. Evaluation of the publications on the dissertation

Two articles and one report are presented, as follows:

- Yaneva, Maya, Employee Satisfaction vs. Employee Engagement vs. Employee NPS, European Journal of Economics and Business Studies, ISSN 2411-9571 (Print), ISSN 2411-4073 (online), Vol 4 No 1, April 2018;
- Yaneva, Maya, Z Generation in Corporate Environment. How To Address it?, Economic and Social Development, 27th International Scientific Conference on Economic and Social Development, Rome, 1-2 March 2018, ISSN 1849-7535 (online), p.739;

- Yaneva, Maya, Business communication skills of Bulgarians within a multicultural environment, Rhetoric and communications magazine, vol. 33, March 2018, ISSN 1314-4464 (online)

They are related to the dissertation topic and include the results that have been achieved.

9. Assessment of compliance with the minimum national requirements

The presented reference for fulfillment of the minimum national requirements for obtaining the educational and scientific degree "Doctor" in professional field 3.8. Economy shows that the minimum national requirements are fulfilled, with a total of 80 points.

10. Personal participation of the doctoral student

I have not found plagiarism in the dissertation. My assessment is that the study is the author's work of the doctoral student.

11. Abstract

The abstract correctly contains the significant problems explored in the dissertation. It shows the content of the study, the applied research methods, as well as the results.

12. Critical remarks and recommendations

I have not identified any significant omissions or contradictions. I believe that the dissertation is a complete study. I recommend to the doctoral student in her future works to pay more attention to the justification of the applied statistical research, incl. the usefulness of non-representative samples. In order to draw general conclusions, for example to increase the business communication skills of the employees in the international companies, are necessary representative samples for the population.

CONCLUSION

The dissertation meets the requirements of the Law for the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for Application of this law, as well as the specific requirements of the Regulations for Admission and Training of Doctoral Students at VUZF. It shows the qualities and skills for independent conduct and presentation of a scientific research. Therefore, I convincingly give my positive assessment and propose to the scien-

tific jury to award the educational and scientific degree "Doctor" to Maya Hristova Yaneva in the field of higher education: 3. Social, Economic and Legal Sciences; Professional field: 3.8. Economics; Doctoral program "Finance, Insurance and Social Security".

04.05.2021 г.

Sofia

Signature:



/Prof. Ali Veysel, PhD/