

ACADEMIC ASSESSMENT

by: Prof. Dr. Boyan Lyubomirov Durankev, VUZF, Head of Department „Marketing and Management”; Professional field 3.8 „Economics“, scientific specialties „Planning“ and „Marketing“

Member of the Scientific Jury in the competition for the occupation of the academic position of „Professor” in the field of higher education 3. „Social, Economic and Legal Studies”, professional track 3.8 „Economics”, scientific specialty „Institutions and sustainable development, behavioral economics“ for the needs of VUZF, a competition announced in State Gazette no. 28 of April 6, 2021

By Order of the Rector of VUZF, № 108 of 18.06.2021 for approval of the Scientific Jury for selection of „Professor“ I was appointed a member of the Scientific Jury, and by decision of the first meeting of the Scientific Jury, I am obliged to prepare a review of the competition.

In preparing the review I have strictly observed the required review structure of the Regulations on the terms and conditions for holding academic positions at VUZF.

1. General description of the materials presented

The submitted documentation is in the required volume and complies with the Academic Staff Development Act and the Regulations on the Terms and Conditions for Occupying Academic Positions at VUZF. The documentation is very carefully prepared and presented, which significantly facilitates the work of the reviewers.

One candidate, namely Assoc. Prof. Dr. Julia Georgieva Dobрева, submitted documents in the announced competition.

2. General characteristics of the candidate’s education, scientific and pedagogical activity

Julia Dobрева was born on July 16, 1978. Usually the date of birth is missed in this type of review, but in this case I need it to prove that a young, intelligent and consistent 43-year-old can achieve a lot her career and everywhere else.

I start by presenting the educational development of the candidate. From 1997 to 2001 she studied as a Bachelor in the specialty „English Philology“ at Sofia University „St. Kliment Ohridski”. In 2001–2002 she studied and became a Master in British and American Literature

and Culture again at Sofia University „St. Kliment Ohridski”. This „initial preparation“ at such high level cannot but affect both the character and the academic development later. Immediately after that, in the period 2003-2005, she continued with the same university, but in the specialty „Business Administration“, where she received a second master's degree. And as a continuation, in the period 2007-2011 was studying for a doctorate in a great economic specialty - 3.8. „Political economy“ (which is both worldview and extremely valuable for every economist in the world!) again at Sofia University „St. Kliment Ohridski“, where she became a „Doctor of Economics“ with the topic „Optimization modeling in the study of sustainable development“.

I continue with her academic career. In January 2012 - January 2014 she began her teaching career as a part-time assistant at VUZF. Since January 2012 - and now - she is an honorary lecturer at the University of Sheffield and CITY College - Sofia. Since January 2014 she has been promoted to „Chief Assistant“, and since March 2016 – till date she is an „Associate Professor“ in 3.8 Economics (Sustainable Development) at VUZF.

At this point I must emphasize that not only through the documentation submitted to the competition, but also through its quality and innovative publications, as well as through its public appearances, the candidate for „professor“ presents herself very convincingly.

Assoc. Prof. Dr. Julia Dobрева has long been a well-known and established specialist in the field of economics not only where she is a researcher or lecturer, but also in other universities and at various academic forums in the Republic of Bulgaria and abroad. But it is not only her academic development that is valuable.

The professional development of the candidate for the academic position „Professor“ marks additional various expanding and enriching practices. In 2000-2004 she was an expert in the State Fund „Agriculture“ - Paying Agency; 2004-2010 is already the main expert - authorization of payments at the same place; from September 2011 to July 2014 she was appointed Specialist - Corporate Banking Directorate at Central Cooperative Bank AD - Central Office; July 2014 – June 2017 works as a chief specialist in the same bank; December 2017 – June 2018 she is an advisor to the shareholder in D Commerce Bank AD - Head Office, and since June 2018 – till date Head of Corporate Banking Department again in D Bank Commercial Bank - Head Office.

During the period of her employment as a lecturer and researcher at VUZF, and as a representative of our academic community in the country and abroad, she has participated in various specialized events and research projects, as well as in various research teams. Examples of this are Project BG051PO001-3.3.06-0053 / 13.08.2013 of the Ministry of Education and Science, European Social Fund 2007-2013, Operational Program „Human Resources

Development“ (2013-2015 - expert reviewer)); Project 2016-1-BG01-KA203-023754 Open Mind - gamified platform & open online course in Social Entrepreneurship for female earners and students from diverse fields of study (funded by the Erasmus + program) (2016-2018 - Researcher, Mentor); Project 764357 MAGNET - Migrant Acceleration for Growth Network for Entrepreneurship Training, International Project, Funded by the Executive Agency for Small and Medium-sized Enterprises (EASME) under the COSME Program (1.10.2017-30.09.2020 - Researcher). This is a very convincing professional (scientific and practical) career that exceeds the standard expectations of a candidate for „professor“.

As a guide for research projects and research tasks at the Laboratory for Applied Research at VUZF, she points out:

1. Team leader for the preparation of a multi-volume book - Volume I - A look at the economic development of Bulgaria - from post-socialism to EU integration (1990-2020) - submitted for publication to ed. St. Gregory the Theologian – 2021.
2. Preparation of a study on „Study of the environment for environmental aspects, social responsibility and corporate governance (ESG)“ commissioned by the BSE, 2021
3. Head of a team for preparation of a Package of measures for overcoming the crisis from the spread of COVID-19 in Bulgaria, presented to the Council of Ministers - 2020.
4. Team leader for preparation of an opinion of LNPI at VUZF on a draft National Plan for Reconstruction and Sustainability of Bulgaria, presented to the Council of Ministers - 2020.
5. Team leader for preparation of a Crisis Operational Plan for overcoming the economic and social consequences of the spread of the COVID-19 epidemic in Bulgaria, 2020.
6. Head of the team for preparation of an opinion of LNPI at VUZF on a project of the Program for development of the regions 2021-2027, presented in the Council of Ministers 2021.

Her potential to communicate and develop through international academic and research cooperation are expanded thanks to her wide linguistic communication capabilities: she speaks English, Russian, German, French, Italian.

Her authority as an academic researcher and lecturer is complemented by her capacity as a member of the Resource Center for Economic Research of Asia at the Institute for

Economic Research, BAS; Scientific Unit „Innovations“ at the Laboratory for Scientific and Applied Research, VUZF - Director of „Economics“ at VUZFLab; she was elected a Member of the Academic Council of VUZF.

Summa Summarum: there is a valuable academic researcher with established professional authority not only in Bulgaria but also abroad.

3. The candidate's teaching activities: lectures, textbooks and teaching aids, guidance for doctoral students and graduates

I continue with the evaluation of the candidate's academic activity, and not with the research one, because it is about the academic position „professor“. By the way, sometimes the learning activity is underestimated.

As a lecturer Assoc. Prof. Dr. Julia Dobрева has covered a wide range of disciplines falling within the scope of her research interests.

In the educational qualification degree (ACS) „Bachelor“ at VUZF Assoc. Prof. Dr. Julia Dobрева gives lectures on „Sustainable Economic Development“ (2012 – till date); in ACS „Master“ has lectured or is lecturing on „Globalistics“ (2012-2017), „Banking Risk Management“ (2013-2017), „Management of bank payments“ (2013-2017), „Consumer Behavior“ and „Behavioral Finance“ (2014 – till date).

Her qualities were also appreciated in other universities that entrusted her with lecture courses: The University of Sheffield and CITY College, as shown above.

In this regard, I would like to remind that the candidate speaks a high level of a number of foreign languages, which has allowed her to freely study a significant number of specialized scientific literature on the subjects taught, part of which is indicated and critically analyzed in her publications.

Certainly, students not only at VUZF use her textbook „Behavioral Economics. Basic principles of behavior in economics and finance“. Some of the monographs, studies and articles published by her are of a complementary nature for the training of masters.

She has participated in some special research projects, reflected in publications.

Assoc. Prof. Dr. Julia Dobрева has established herself as a research supervisor of doctoral students and graduates. Under her guidance there are 2 successfully defended doctoral students. The scientific guidance of successfully defended graduates is much more extensive.

To the indirect organizational-educational activity I refer her participation in administrative-managerial activities, related to the educational process, including her participation in the Academic Council of VUZF.

The reviews for her performances as a convincing lecturer and academic researcher from the universities where I also teach or have been a reviewer are high and she is a valued person in our academic community. This is the information about her from authoritative colleagues and excellent students. These grades are consistently high - from her first steps as a teacher until now.

4. Comprehensive analysis of the applicant's scientific achievements, characteristics of the scientific contributions: novelty in science (new theories, hypotheses, methods, etc.); enrichment of existing knowledge; application of scientific achievements in practice and realized economic impact

4.1. Quantitative assessment of the regulatory criteria and indicators

According to the adopted „Law for the Development of the Academic Staff in the Republic of Bulgaria“ the candidates for the academic position „Professor“ are evaluated by a set of criteria and indicators. They are specified imperatively both in the Law on Insurance and Finance, as well as in the related requirements, adopted in the Regulations on the terms and conditions for holding academic positions in the Higher School of Insurance and Finance, adopted in 2018.

Response to the basic laws and additional requirements of the Law:

Art. 76. (1) (amended - 20.10.2014) Candidates for the academic position „professor“ must meet the following conditions:

1. to have acquired the educational and scientific degree „doctor“ - she has acquired;
2. to have held the academic position of „associate professor“ at the University or in another higher school or scientific organization for not less than five academic years - she has more than 5 years of experience as an associate professor;
- 3....;
4. (amended on 20.06.2011) to have submitted a published monographic work and / or equivalent publications in specialized scientific publications (including their citations) or evidence of relevant artistic achievements in the field of arts - a monographic work has been submitted;
5. (amended on 20.06.2011) to have presented other original research papers, publications, inventions and other scientific and applied scientific works or artistic achievements, which are evaluated in their entirety - there are presented scientific papers and publications;

Answer to the basic legal and additional requirements of the Regulations on the terms and conditions for holding academic positions at VUZF:

Art. 31. (1) The candidates for holding the academic position „professor” must meet the following conditions:

1. to have acquired the educational and scientific degree „Doctor“ or the scientific degree „Doctor of Sciences“; Acquired a „doctor“.

2. to have held the academic position of „associate professor“ in higher school or in another higher school or scientific organization not less than two academic years, or not less than five years; Has more than 5 years of work experience.

(a) have been teachers, including part-time teachers, members of research teams at a higher education institution or other higher education institution or scientific organization, has been a lecturer and researcher.

3. to have submitted a published monographic work or equivalent publications in specialized scientific publications, which do not repeat the submitted publications for obtaining the educational and scientific degree „Doctor“ or the scientific degree „Doctor of Sciences“ and for holding the academic position „Associate Professor“; She has presented a monograph, studies and articles.

4. to have presented other original research works, publications and other scientific and scientific-applied developments, which are evaluated as a whole. She has presented studies and articles, participated in research.

Assoc. Prof. Dr. Julia Dobрева is known as the author of a number of valuable publications. Especially for her participation in the competition she has presented as follows: 2 monographs (independent, one is on the topic of the doctoral dissertation), 2 studies and 17 articles in scientific journals (3 co-authored; 4 articles are conference proceedings), 4 chapters from books; 1 textbook (independent). A total of 23 of the publications are independent, some of them - in refereed editions. The total volume of the candidate's publications for „professor“ is about 2,000 standard pages. They are not included in the list of works for obtaining the educational and scientific degree „doctor“ and „associate professor“. The joint participations are correctly reflected.

It can be concluded that according to the normative criteria and indicators for evaluation of the educational, publishing and research work the candidate meets the requirements of both the Law on the Protection of the Rights of Persons with Disabilities and the Regulations of VUZF. These facts are reflected in the study of the candidate's work.

4.2. Qualitative evaluation of the criteria and indicators for research

According to the adopted Law and Regulations, the candidates for the academic position „Professor“ are evaluated by a set of criteria and indicators for research. I accept as a

manifestation not only of academic maturity, but also as a manifestation of scientific correctness the candidate's publications, which are evaluated by their reviewers as valuable (with added scientific benefit).

I will focus my analysis on the presented monographs, but without belittling the other publications. I will allow myself a preliminary note. It refers to the characteristics of the product „monograph“, which does not have a world-renowned standard. In most cases, based on the Law (RAAS) and the Regulations, as well as according to the National Center for Information and Documentation (NACID), the monograph is viewed mainly from the quantitative side - number of pages (over 120). At the same time, the qualitative side is missed, namely the extent to which the researcher „upgrades“ the existing wealth of the theory, stepping on it, and enhancing the practical research.

I allow myself the above introductory notes for the reason that some of the presented works (I mean mostly the textbook - „Behavioral Economics. Basic Principles of Behavior in Economics and Finance“) also has the general characteristics of a monograph. Therefore, not only quantitatively, but also qualitatively, I allow myself to refer the textbook to the category of „monographs“. I also find interesting and valuable ideas in it. The traditional approach to the study of economics has been rightly criticized (with the example of increasing retirement savings being the introduction of complex tax breaks - something that would appeal to Homo Economics but remains neglected by Homo sapiens - p. 34); the ideas of limited rationality, heuristics, economic psychology, behavioral finance are inserted. I especially admire the analysis of behavioral finance (pp. 41-60), the thesis that „behavioral finance tries to explain the questions of what, why and how happens in finance and investment from a human point of view.“ (P. 46); the study of behavioral economics and institution building (pp. 270-271), etc.

At the same time, the other monograph (2019) „Modeling of sustainable development in the economy“, which is noted to be based on a dissertation for the degree of „Doctor of Economics“ (the dissertation is entitled „Application of optimization problems in the study of sustainable development and its dimensions“), despite my desire, I cannot review and include in the monographs for “professor,, because - despite the enrichment of the content of the dissertation (there are commented newer books published after the defense) - probably contains parts of the dissertation itself, i.e. if accepted as a new monograph, there is a risk of a „recount“. Moreover, the monograph with which she became an associate professor is entitled (2016) „Sustainable economic development - problems and prospects.“ Apropos, the practice of noting but not respecting monographs based on dissertations is established in Bulgaria.

The main monograph on „Institutions and Economic Development“ (2019) is very close in nature to some of my research, so I can be more useful as an evaluator. By the way, the fact that it was presented in advance by two highly competent reviewers, indicated in the book itself, cannot but be gratifying. The topic of the monograph can definitely be characterized as original - this is one of the first academic studies on this issue in our country, it is very relevant and extremely important in terms of significance. It has been shown that it is not economists who determine economic dynamics, but politicians and the institutions they create, although the idea that „politics is a concentrated expression of the economy“ still holds true. Moreover, the title makes an impression that the institutions direct development through the study of the relationship between institutions, business and society (p. 13), and not the self-serving growth (Chapter 4 also deals with it), which is known as severe chronic illness of private business. Therefore, „if in certain cases an institution encourages growth, in others it may hinder it“ (p. 27), as the author points out.

Assoc. Prof. Dr. Julia Dobрева has categorically illustrated her high academic literacy not only by covering the research of the most important previous researchers, but also by reflecting in most cases her own attitude to their conclusions. And for Bulgaria the need for catching up (dependiente - as Paul Baran was the first to define it) development is more than objective and topical.

The aim of the author of the monograph is very ambitious, namely to bring the current problems to the forefront of the role of institutions for socio-economic development. The object of the study are the institutions in the triad society-economy-institutions (p. 23), and to it is added both as a limiter and as a borderline opportunity for development, namely the natural system. The subject of the study are the key institutions and the interpretation of their various manifestations for development. The thesis in the monograph derives the model of interdependence - „development considers the way in which the institutions are created, which in turn are engaged in the process of its provision“ (pp. 23-24).

I rate the composition of the monograph as very successful. The ten interconnected parts allow the ideas of the institution-development relationship to be developed both in extent and in depth. It is not the job of the reviewer to retell the content of the monograph, but he has the task to suggest the contributions. However, I can not share that the starting position of the study (first chapter) - puts on a proper foundation the following parts. The monograph itself is very rich in content, trying to cover economic development as a product of institutions, but also the institutions themselves as a mirror product of the economy. A wide variety of classical and modern issues of institution development are addressed. The factors of economic development

which are treated here as economic and non-economic have not been overlooked; theoretical aspects of institutions and economic development; institutional development and economic growth, including laws and reforms; the mechanisms of institutional change; the manifestations of this institutional change; Triple Helix model; the link between innovation, institutions and economic development; behavioral economics and institutions institutional development. The attempt to cover all these issues and to come to a generalization of their semantic and practical significance in itself deserves admiration. Of course, with such an approach it is not possible to come to a definite in-depth reflection on each of the studied issues, but this can be done at the next stage of analysis and evaluation.

So, the contributions, which in my opinion are unconditional and categorical, can be sought in the following areas:

- first, clarifying the relationship between institutions and economic development, where the author departs from the conventional theses of neoliberalism, proving that strong protection of private property does not always lead to innovation, investment and economic growth;
- second, in the study of institutional development and economic growth. It is right here that attention is paid to the importance of political institutions, as well as to political power - a little studied phenomenon of institutions, leading to the idea of institutional balance;
- third, an additional pause bears that part in which the mechanisms of institutional change are explored. As a continuation of this logic, the manifestations of the institutional change in the economies in transition, in the economies in crisis, as well as in the economies in the process of integration have been studied.
- fourth, the Triple Helix model is described correctly and precisely (Triangle of knowledge, which banally „develops“ into a polygon in „American“) - universities-industry-government, etc., as well as its importance for economic development, especially in an economic system operating on the basis of short-term profit; in this respect, the examples of the triad in China, Taiwan, Egypt and Albania are very accurate, especially as these are different types of market economies; namely the different model from the standard Triple Helix model, tracking the impact of processes in economies in transition, I define as the next contribution;

- Fifth, another contribution is the consideration and analysis of the relationship „behavioral economics - institutional development“. The issue is of particular importance for Bulgaria (and in other Eastern European countries), due to the huge discrepancy between consumer expectations and consumer satisfaction - „What did we expect from the Transition, and what happened!“. So in „our world“ behavioral economics is much more interesting and richer than in Kahneman or Thaler, or, as the author proves, „many behavioral patterns develop in society as a result of reciprocal intentions and expectations.“ (p. 167) and also that 'behavioral economics is a useful tool for institutional design and institutional development, and hence for economic development' (p. 174).
- Sixth, the summary is important, namely that institutional analysis has two main objectives - to determine whether existing institutions have a special contribution to the development of societies and economies and also whether it is possible to create institutions that significantly improve the welfare of society. or through which problems and inefficiencies could be overcome.

I accept all other presented publications as directly or indirectly related to the competition for „professor“ for the following reasons: they prove a very high degree of knowledge of the methodology and research methodology in the field for which she applies - „Institutions and sustainable development, behavioral economics“; they are based on personal research (library, scientific or practical) that can be used directly in the teaching activity of the candidate; the publications testify and are an illustration of the evolution in the academic growth of Assoc. Prof. Dr. Julia Dobрева, which led to publications in specialized publishing houses and publications, which in itself is a guarantee for a sufficiently high scientific level; in the monographs, studies and articles are developed classically and expressed new moments about the theory and practice of managing the process of transition to sustainable development (so far - unsuccessful as a result), the building and sustainability of institutions, behavioral economics. The scientific publications of the candidate contain original author's achievements, which determined a place for Assoc. Prof. Dr. Julia Dobрева in the academic circles; they are the author's personal product, and all significant works submitted are peer-reviewed.

The scientific interests, respectively the scientific contributions expressed in her personal and collective publications, can be subdivided and systematized in the following important areas:

1. Further development and refinement of the theory of development: the essence of economic development and its impact on the demographic system (social development) and the

natural system; for the essence, peculiarities and opportunities for creating sustainable development; on the role of institutions in relation to development and on development itself on institutions.

2. Theoretical and practical models of basic processes in the formation and development of institutions are summarized: the institutions themselves are considered through the prism of the development of society and the economy; the formed institutions create their own typology; the logic and technology of action of these institutions influence economic development and / or economic growth.

3. They are proposed, substantiated with appropriate scientific evidence and are substantiated: the applicability of the behavioral economy; the use of the theory of behavioral economics for the purposes of economic practice; the conceptual model of psychological vectors to be applied in institutional systems in the preparation of specific institutional policies.

The publications of the candidate for „professor“ can serve the educational process in a number of academic disciplines.

In summary, the scientific achievements of Assoc. Prof. Dr. Julia Dobрева can be attributed to the group of „rethinking and enriching existing knowledge“ and „application of new scientific achievements in practice“, as well as obtaining new data and facts for study social and economic sites.

What has been said so far gives me reason to conclude that the scientific articles submitted by the candidate for the academic position of „Professor“ in content and quantity are sufficient to fill that position. In addition, it should be pointed out that the chosen scientific profile meets the need for research and teaching in the specified scientific specialty. The submitted scientific works and teaching activity of the candidate cover the profile of the announced competition.

As it is clear from the above, Assoc. Prof. Dr. Julia Dobрева covers and exceeds the required quantitative and qualitative indicators.

5. Reflection of the candidate's scientific publications in our and foreign literature

Assoc. Prof. Dr. Julia Dobрева is a well-known name in academia both for her accurate hits on scientific topics in economics and for their competent analysis and clear presentation in scientific language. Has indisputable analytical skills, is able to work effectively in a team. She is known as a competent specialist who is distinguished by scientific dignity and professional modesty.

It is for these reasons that the candidate for „professor“ is a popular name and a respectful colleague with her in-depth knowledge, ideas and interpretations of scientific ideas. To illustrate: she has been cited many times in monographs and articles, which brings her 200 points.

6. Critical notes and recommendations of the reviewer on submitted scientific articles

Each candidate for „professor“ can be challenged to further evolve their views and scientific ideas.

The temptation for a reviewer to write critical notes can be enormous, especially if the reviewer wants to „shine“ in front of other members of the Scientific Jury. I have witnessed similar temptations of various „authorities“. I do not have such unhealthy ambitions, critical remarks and guiding recommendations are my principle.

Quite naturally, as an economist who studies the same or similar issues, I cannot say that we are unanimous with Assoc. Prof. Dr. Julia Dobрева on all assessments and conclusions; „Unanimity“ in science has never existed and has never benefited.

Not as questions, but really as recommendations, I will add a few sentences. They are from good collegial feelings, from the idea that through them the candidate for „professor“ can (and should) think about both her future and the future of science, which will continue to develop in her academic pursuits.:

- 6.1. In economics - I do not hide it and I have not hidden it - I step from materialist positions. In this respect, I see people as creators of their own future, functioning within a certain socio-economic system. Through the prism of the current economic system - only capitalism! - Sustainable development, institutional change and even behavioral economics can be analyzed very, very thoroughly. It is obvious that the economic behavior of competing owners, aimed at profit, leads to severe acracia on the occasion of sustainable development. Acratic economy is also the one that Adam Smith studies. Here again, in view of the current situation, the „deep plowing“ of economic („behavioral“) relations is needed: does the behavior of competing economic agents aimed at profit lead to sustainable development; whether the sum of the optimal optimums of the subsystems (the individual agents focused on growth and not on development) produces an optimum („sustainable“ development) of the global system as a whole; if the goal of national economies is to maximize GDP; does it make people's lives better and

economies more sustainable; Can global, regional (EU, for example) and national institutions „direct” development towards sustainability if they are dominated by the interests of either transnational companies or regional and national oligarchic circles, or both (even who dictates „Transitions“ in individual countries); which types of capitalist market economies are more successful in the transition to a „green economy“, a „circular economy“ and „sustainable development“ - in more centralized („authoritarian“, „totalitarian“, etc.) or more decentralized („democratic“, „flat“, etc.) economic decision centers; what should be the metrics of „sustainability“ of development, etc. In other words, the current unsustainable development is a product of the socio-economic system - in this respect, the diagnosis and the corresponding prescriptions for changing the disease state will be very useful, and the candidate for „professor“ has the potential to study them in depth.

- 6.2. I would like to recommend in my future research on the relationship between sustainable development and institutions (private companies are also institutions), to continue the search by diagnosing behavioral finance on sustainable development: how to escape the financing of the economic system and in particular - from „capital fundamentalism“ (in the words of the author). There are many tales and legends about the wonders of investment, positive and negative screening, and especially „responsible investments“ such as ESG. They are all very fashionable, but do not lead to sustainability, what are the reasons? How to resolve the dilemma between the need to mitigate the risk of return on investment and the need to mitigate the risks and harms of unsustainable development (here only „propaganda“, „state aid“, etc. are not good tools). Very interesting and unexplored is the question of the behavior of economic agents in different financial markets: - primary, secondary and diversified portfolio - which behavior works in favor of sustainable development and which - no? Here is another fertile field for researches.
- 6.3. I would also recommend a more extensive acquaintance with the Bulgarian academic literature on the issues of the economic system (Mateev, Manov, etc.), finance, financial institutions and the behavior of financial markets (Metodi Hristov, Velcho Stoyanov, etc.), of development and in particular of sustainable development (where since the times of the People's Republic of Bulgaria our country has been one of the pioneers in the development of this idea). In some

respect, our scientists have either been ahead of others in time, or have been left with ideas that others have not grown up with.

6.4. And since I mentioned several times the rich opportunities of the candidate for „professor“, another „non-standard“ recommendation - in addition to much more active participation in scientific conferences (expected - where we all „check our watches“ with colleagues), also entering as a young Professor of Mass Media through popular science articles, analyzes and forecasts, as well as through publicly expressed opinions on current economic issues. Unfortunately, part of our titled academic community (both older and younger) remains „anonymous“ (cabinet) and really subsists on an academic „position“, but they do not become authoritative individuals. Through her public - and not only purely academic appearances, Julia Dobрева can bring additional benefits for the growth of the authority of VUZF. I make such a recommendation to all young colleagues.

If I can be helpful in promoting the candidate's research and performance, I will be happy to do so.

7. The reviewer's personal impressions of the candidate and other information not mentioned in the preceding paragraphs

I have to say here that I observe, directly (through the books, articles and contributions in academic forums) and indirectly (mainly through the opinion of colleagues and students) the personal, intellectual and in particular the scientific and teaching evolution of the candidate for „Professor“, and I also know in detail some of her essential scientific products.

I value her highly as a humble, thorough, competent, conscientious, honest, broad-minded academic researcher and teacher.

I have no relationship with the candidate. We do not have joint publications.

CONCLUSION

Assoc. Prof. Dr. Julia Dobрева in her capacity as a candidate for the academic position „Professor“ meets the accepted recommended scientific and scientometric formal requirements. The scientific production of the candidate contains results representing scientific and scientific-applied contributions; is aimed at improving science and in particular the theory of sustainable development, behavioral economics, etc.

Assoc. Prof. Dr. Julia Dobрева is a recognized researcher and respected scientist in the field of development, economic development, institutional development and behavioral economics.

Based on the acquaintance with the submitted scientific papers, their significance, the scientific and applied contributions contained in them, I find sufficient grounds to propose Assoc. Prof. Dr. Julia Georgieva Dobрева to be elected to the academic position of „professor“ in the field of higher education 3. „Social, economic and legal sciences“, professional field 3.8 „Economics“, scientific specialty „Institutions and sustainable development, behavioral economics“ for the needs of VUZF - Sofia. I am convinced that taking the academic position of „professor“ will be fully deserved and will provide new good opportunities for her future scientific work and performances as a teacher.

Member of the Scientific Jury:

(Prof. Dr. Boyan Lyubomirov Durankev)

Saturday, July 3, 2021