



REVIEW

by Prof. Dr. Evgeni Petrov Stanimirov - field of higher education 3. Social, economic and law sciences, professional field 3.8. Economics, scientific field "Marketing", University of Economics - Varna

Subject: application for the academic position of "professor" in the scientific field 3.8 "Economics" (Institutions and sustainable development, behavioural economics), announced for the needs of the Higher School of Insurance and Finance (SG, issue 28 / 06.04.2021.)

1. Information about the competition

The competition was announced in SG, issue 28 / 06.04.2021 for holding the academic position of "professor" in the field of higher education - 3. Social, economic and law sciences, 3.8 "Economics" (Institutions and sustainable development, behavioural economics), announced for the needs of the Higher School of Insurance and Finance. I participate in the composition of the scientific jury of the competition according to Order № 108 / 18.06.2021 of the Rector of VUZF. The review was prepared according to a decision of a meeting of the scientific jury, held on June 23, 2021 online through the Google Meet platform.

2. Information about the candidates in the competition

Assoc. Prof. Dr. Julia Georgieva Dobрева is the only candidate in the competition. Julia Dobрева holds a Bachelor' s degree (English Philology - 2001 from Sofia University "St. Kliment Ohridski") and a Master' s degree (British and American Literature and Culture - 2002) and Business Administration "- 2005 at Sofia University" St. Kliment Ohridski "). In 2011 she was awarded the academic degree "Doctor" (PhD) in the doctoral program "Political Economy", 3.8 "Economics" at Sofia University "St. Kliment Ohridski" (diploma № Sofia University 2011-35 / 20.12.2011). From 2012 to 2014 she was a part-time assistant at VUZF. She has successively held the academic positions of "Chief Assistant" at VUZF (since 2014) and "Associate Professor" in Economics ("Sustainable Development" - diploma № 012 / 29.03.2016).

The candidate in the competition has extensive practical experience. In 2000-2004 she was an expert at the State Fund "Agriculture", and from 2004 to 2010 she was a chief expert (authorization of payments) in the same structure. She has worked consecutively as a specialist in the Corporate Banking Directorate (CCB AD - 2011 - 2014), Chief Specialist in the same directorate (2014 - 2017), advisor to the shareholder of Commercial Bank D - AD (2017 - 2018) , Head of department, Corporate Banking - Commercial Bank D - AD (2018 to date). Since 2018, she has also been the program director of the Economics Department at the Laboratory for Applied Research at VUZF (order № 91 / 30.07.2018 of the Rector of VUZF).

Assoc. Prof. Dobрева speaks English, Russian, German, French and Italian. She is a member of the Resource Center for Economic Research of Asia (AI of BAS) and the Scientific Unit "Innovation" at the Laboratory for Applied Research, VUZF.



The areas of scientific interest of the candidate in the competition are: sustainable development of the economy, globalization, bank management (with variations - risk management, bank payments), behavioural finance.

The above is proof of the desire of Assoc. Prof. Julia Dobрева to constantly improve her skills and is an indication of professionalism and focus in her work and extensive practical experience.

3. Fulfilment of the requirements for holding the academic position

The presented reference for fulfilment of the minimum national requirements under Art. 2b, para 2 and 3 of ZRASRB for holding the academic position "professor" in 3.8 "Economics" shows fulfilment of the cumulative quantitative requirements, formed by the components under section I. National minimum requirements according to ZRASRB (art. 2b) and the Regulations for its application (art. 1a, para 1).

The number of points required to meet the national minimum requirements is accumulated as follows:

- Defended dissertation for awarding the educational and scientific degree "Doctor" on the topic: "Optimization modelling in the study of sustainable development" (50 points);
- Habilitation work on the topic: "Institutions and economic development" (100 points);
- Published book based on a defended dissertation for the award of the ONS "Doctor" on the topic: "Modelling of sustainable development and the economy" (75 points);
- Articles (2 copies), published in a scientific publication, referenced and indexed in world-famous databases with scientific information (co-authored - 11 points);
- 5 pcs. articles (of which 1 is a chapter from a book) and 5 articles published in non-peer-reviewed journals with scientific review or published in edited collective volumes (95 points);
- Studies published in a non-peer-reviewed journal with scientific review (15 points);
- 4 pcs. individual chapters from collective monographs (80 vols.);
- 8 pcs. citations in scientific journals, referenced and indexed in world-famous databases with scientific information or in monographs and collective volumes (120 points);
- 4 pcs. citations in monographs and collective volumes with scientific review (40 points).
- 8 pcs. citations in unrefereed journals with scientific review (40 points).
- Management of 2 pcs. PhD students who have successfully defended dissertations and have acquired ONS "Doctor" (80 points) - an official note was issued by the Rector of VUZF (Ex. № 165 / 17.05.2021).
- Participation in 2 pcs. international educational projects - MAGNET Project (EU Funded project for migrant training / Open Mind Project (EU Funded project), (40 points). In an official note issued by the Vice-Rector for European Projects and Continuing Education) another project is indicated ("Improving the quality of education and research in the field of business engineering to build an economy based on knowledge (innovation) and finance), which is not reflected in the report on the implementation of the minimum



national requirements under Article 2b, paragraph 2 and 3 of ZRASRB for holding the academic position of "professor".

- Published university textbook or textbook used in the school network (40 points).

In the documents of the competition is attached a reference for the implementation of research projects and research tasks by Assoc. Prof. Dr. Julia Dobрева in her capacity as program director of "Economics", Laboratory for Applied Research at VUZF. The reference contains 8 pcs. research tasks relevant to the competition, but also of particular importance for current processes in the economy (eg: 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; opinion on a draft National Plan for Reconstruction and Sustainability of Bulgaria, presented of the Council of Ministers - 2020; preparation of a Crisis Operational Plan for overcoming the economic and social consequences of the spread of the COVID-19 epidemic in Bulgaria, 2020, etc.).

Data are also presented for fulfilment of the requirements under Art. 33, para. 2 of the Regulations for holding academic positions in VUZF.

The inquiries for fulfilment of the minimum national requirements under Art. 2b, para 2 and 3 of ZRASRB for holding the academic position "professor" in 3.8 "Economics", as well as for the additional indicators under art. 57a, para. 2 of PPZRASRB convincingly prove that the candidate has a profile and authority in this field, which are evaluated both by the college (given the coverage of scientific and teaching standards) and by the administration (given the many analyses and opinions prepared for Ministerial advice for other levels of business management).

4. Evaluation of the teaching activity

Assoc. Prof. Dr. Julia Dobрева is an established lecturer in Corporate Finance, Banking Risk Management, Consumer Behaviour, Sustainable Economic Development and others. So far, the candidate in the competition has developed one independent course in the Bachelor's degree and 4 independent courses in the Master's degree. She teaches 10 English language courses at VUZF and in the program with Sheffield University. All this shows that the candidate in the competition has the necessary teaching experience and degree of readiness to take the academic position of "professor".

5. General characteristics of the presented scientific papers

The works submitted for review are 20, of which: habilitation work, 1. published a book based on a defended dissertation for the award of PhD "Doctor", which further develops the theses of the dissertation, 2 pcs. publications in scientific journals, referenced and indexed in world-famous databases with scientific information (co-authored in English), 11 pcs. publications in non-refereed journals with scientific review (of which 10 are independent - all are in English), 1 pc. independent study, published in a non-refereed edition with scientific review (in Bulgarian), 4 pcs. chapters from collective monographs (independent, 3 of them in English). All publications are subject to review and are on the topic of the announced competition.

Additionally, a list of publications of Assoc. Prof. Dr. Julia Dobрева is presented, which provides information about the publication activity after the election of associate



professor. It reflects 31 pieces publications, of which 13 pcs. are correctly not included in the reference for implementation of the minimum national requirements under Art. 2b, para 2 and 3 of ZRASRB for holding the academic position “professor”, because they have been used for validation for associate professor or are in the process of publication.

The review of the presented works shows a very high degree of concentration and specialization of Assoc. Prof. Dr. Julia Dobрева in the field of: institutions and economic development, modelling of sustainable economic development, behavioural economics. It is noteworthy that 22% (of the total number of 31 publications presented in the reference) are co-authored. In the publications of the candidate in the competition it is noticeable that the emphasis is placed on the search for practical and applied effects of the research.

In the monograph "Institutions and Economic Development" the clear logic of the presentation of the considered issues is impressive. Structurally, the work is presented in 10 chapters. In it, the author examines the institutions and their role in solving several problems affecting modern economic systems. The study supports the thesis that a well-established relationship between institutions and economic agents can lead to positive results and sustainability in economic development. The role of the institutions in terms of ensuring economic growth is analysed, as well as their contribution to building social structures and achieving social development. The focus of the monograph are the mechanisms of institutional development, as well as the elements of the Triple Helix system (model of interaction between the state, business and educational institutions). According to the author of the paper, an appropriate formula for achieving economic growth can be sought in this interaction. The manifestation of the Triple Helix model in economies in transition and in other economic systems has been traced. The monograph also examines the role of the human factor and the influence of behavioural economics on institutional and economic development. The author's style is academic, but at the same time pleasant and fascinating to read. The author's attempt to consider various dilemmas (obstacles) to the development of countries makes a pleasant impression. The author's approach to synthesizing conclusions after each chapter in the monographic work makes a very pleasant impression.

6. Evaluation of scientific and scientific-applied contributions

Scientific and applied scientific results can be identified in the publications submitted for review. The topics of the scientific works show a clear and in-depth orientation of the author on issues related to institutions and economic development, modelling of sustainable economic development, behavioural economics.

The expertise of Assoc. Prof. Dobрева (not only as a researcher, but also as a practitioner) allows her to integrate various theoretical and practical formulations and to interpret the obtained results. The publications presented in the competition have a practical focus and a clear authorial position. I consider this a very strong point, because the applicability of research will become increasingly important.

Among the more significant scientific, methodological and practical-applied contributions of the candidate in the competition are the following:

1. In search of a suitable formula for achieving economic growth, the mechanisms



of institutional development are studied, as well as the elements of the Triple Helix system as a model of interaction between government, business and educational institutes, economies in transition and in other economic systems.

2. In the context of modelling sustainable development in the economy, the application of duality and optimality in the analysis of sustainable development policy is studied.

3. When studying the factors for sustainable economic development, an additional factor was highlighted - the desire for development.

4. The process of co-creation is defined and its contribution to achieving major changes in business systems - through the prism of the process of developing customer value and improving the overall business performance.

5. Possibilities for establishing effective mechanisms for sustainable development for overcoming regional economic and social inequalities by promoting development strategies applicable to local conditions have been argued.

6. The applicability of behavioural economics in formulating public policies is argued.

7. Critical remarks and recommendations

As a reviewer, I should specify that I do not know the candidate in the competition and on this basis, I cannot express a personal opinion, but the documents and facts of the competition support the thesis of professional competence of Assoc. Prof. Dr. Julia Georgieva Dobрева.

1. The serious research and expertise of the candidate in the competition is a reason to recommend that she be included as a member of editorial boards (currently no such are indicated).

2. The review of the submitted publications for participation in the competition shows that a large part of them are independent (78%). My recommendation in the future is to work in larger research and interdisciplinary teams with colleagues from other universities, which is the basis for the transfer of know-how.

3. In the reference for fulfilment of the quantitative requirements for holding the academic position "professor" are presented only 2 pieces publications in scientific journals that are referenced and indexed in world-famous databases. The recommendation is for a more serious emphasis on such publications.

4. The serious practical experience of the candidate in the competition presupposes its sharing in more university textbooks and teaching aids.

5. In future publications, it is advisable for the colleague to emphasize to a greater extent on the use of additional statistical tools for searching for connections and dependencies and proving the ones presented in the publications.

8. Conclusion

The findings related to the research, publication, teaching, and practical activities of Assoc. Prof. Dr. Julia Georgieva Dobрева and the implementation of the administrative



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9002 Varna • Knyaz Boris I' 77 • tel 052 643 360 • fax 052 643 365 • www.ue-varna.bg

commitments indicated in the review unequivocally show compliance with the requirements of ZRASRB for the academic position of "professor". This gives me reason to express a categorically positive attitude to the submitted competition and to offer the esteemed members of the scientific jury to support the candidacy of Assoc. Prof. Dr. Julia Georgieva Dobрева for the academic position "Professor" in the scientific field 3.8 "Economics" (Institutions and sustainable development, behavioural economics).

14.08.2021
Varna

Signature:
(Prof. Dr. E.Stanimirov)