

SCIENTIFIC OPINION

by **Stanislav Dimitrov Petkov,**

Associate Professor, PhD, at the Higher School of Insurance and Finance - Sofia, VUZF - Sofia

of the materials submitted for participation in the competition

for the academic position of '**Professor**'

of Higher School of Insurance and Finance - Sofia, VUZF - Sofia

in the field of higher education 3. Social, economic and legal sciences

scientific field 3.7 "Administration and management (Strategic management and operational management)"

In the competition for 'professor', announced in the State Gazette, issue 22 of 18.03.2022 and in the website of the Higher School of Insurance and Finance - Sofia, as a candidate participates Assoc. Prof. Dr. of Science Krassimir Todorov Todorov, lecturer at the Higher School of Insurance and Finance - Sofia.

1. General presentation of the procedure and the candidate

By order № 125 of 30.05.2022 of the Rector of the Higher School of Insurance and Finance - Sofia I was appointed a member of the scientific jury of a competition for the academic position of **'Professor'** at the Higher School of Insurance and Finance - Sofia field of higher education 3. Social, economic and legal sciences, scientific field 3.7 "Administration and management (Strategic management and operational management)", announced by **the Higher School of Insurance and Finance - Sofia**.

The only candidate for participation in the announced competition has submitted documents, namely Assoc. Prof. Dr. Krassimir Todorov Todorov, lecturer at the Higher School of Insurance and Finance - Sofia.

Presented by Assoc. Prof. Dr. Krassimir Todorov set of materials in electronic form is in full compliance with the Regulations on the terms and conditions for holding academic positions at the Higher School of Insurance and Finance - Sofia, and includes the following documents:

- CV;
- monographic work, reviewed by two habilitated persons;
- a list of publications after the defense of a dissertation for the award of the scientific degree "Doctor of Science", together with a copy of the publications themselves;
- reference for the fulfillment of the minimum national requirements for holding the academic position "professor";
- reference to the original scientific contributions in the dissertation for obtaining the scientific degree "Doctor of Science" and in the monograph "Hygiene of strategic thinking";
- Certificate of experience in the position of "Associate Professor";
- official notes for publication of papers and scientific guidance of a doctoral student.

The documents presented by the candidate Assoc. Prof. Dr. Krassimir Todorov are characterized by order, completeness and integrity.

On the basis of the submitted documents and in particular of the submitted autobiography, it can be concluded that the candidate Assoc. Prof. Dr. Krassimir Todorov has significant experience in research and teaching. Also Assoc. Prof. Dr. Krassimir Todorov shows significant experience in practice - over 20 years of experience in the field of finance and management. Assoc. Prof. Dr. Krassimir Todorov successively obtained a bachelor's degree in Accounting and Control from UNWE Sofia, a master's degree in Accounting and Analysis from UNWE Sofia, a doctorate /Management Accounting/ from UNWE Sofia, a master's degree in Business Administration from Strategic Management from the Executive Academy of Vienna Business and Economics University, Austria, Associate Professor of Strategic Management and Business Modeling at the Higher School of Insurance and Finance - Sofia, Doctor of Science from the Higher School of Insurance and Finance - Sofia.

I have personal impressions of the candidate Assoc. Prof. Dr. Krassimir Todorov, which are a consequence of his teaching and academic work since 2016 at the Higher School of Insurance and Finance – Sofia.

2. General characteristics of the candidate's activity

The candidate Assoc. Prof. Dr. Krassimir Todorov shows a very good educational and pedagogical activity. Assoc. Prof. Dr. Krassimir Todorov is distinguished by intensive teaching activities - development and updating of curricula and programs, conducting training courses, preparation of textbooks and teaching aids, management of doctoral students and others.

His lecture courses cover important areas of strategic management, operational management, business modeling, business strategies, basics of management and management accounting, in the focus of their modern development and contribute to adequate student training, and teaching materials are published and available in the university library and in electronic form for students.

Assoc. Prof. Dr. Krassimir Todorov leads lecture courses in master's disciplines: "Corporate and Strategic Dynamics", "Strategic Management", "Strategies", "Business Modeling"; "Operational Management" and in bachelor's degrees: "Fundamentals of Management",

"Management Accounting", "Principles of Management I & II", "Operations Management" and "Business Strategy".

He is a member of the Academic Council, a member of the Editorial Board of the Publishing House "St. St. Gregory the Theologian ", a member of VUZF LAB - research center, which shows his commitment and responsibility to the problems of education.

Assoc. Prof. Dr. Krassimir Todorov is a recognised teacher, respected by students for his personal and professional qualities, accessible and attractive teaching style.

He is a research supervisor of doctoral students at VUZF. One of them has successfully defended.

The scientific and scientific-applied activity of the candidate Assoc. Prof. Dr. Krassimir Todorov can be assessed as very good, fully compliant with the requirements of this competition. In the current procedure for the competition for "professor" Assoc. Prof. Dr. Krassimir Todorov participates with 8 publications, as follows: one monograph - habilitation thesis, which is an independent work; four articles and reports; one studio; one published chapter of a collective monograph and one book.

The publications of the candidate Assoc. Prof. Dr. Krassimir Todorov have clear scientific, scientific-applied and applied contributions.

It makes a very good positive impression that the author successfully manages to develop both individual studies and collaborations with other authors.

Another very positive moment from the scientific activity of the candidate Assoc. Krassimir Todorov is the circumstance that the publications are in various renowned journals, as well as on the occasion of scientific conferences and round tables.

In addition, a positive attestation of the author's qualities is the fact that some of the publications are in foreign languages - English.

From the content point of view, the monograph presented for the purposes of the competition is extremely interesting and up-to-date. The title of the monograph is "Hygiene of Strategic Thinking". The title is authorial, original and very ingenious. The presented work is 344 pages long and includes three chapters, an introduction, a conclusion, a bibliography, a list of tables and images. The monograph examines the classical theories of strategic management and management through the author's analysis and review, which is new, relevant and unites the two in the idea of strategic thinking. The research in the monograph is extremely thorough and shows significant authorial experience and academic contribution. Numerous sources of information were used. Chapter One discusses the nature and content of the strategy hierarchy. In the Second Chapter the modern functional strategies are studied. In Chapter Three, the study focuses on international and global strategies.

I accept as contributions to the author:

- The original approach to analysis. The types of strategies are studied from the point of view of conceptual, normative and practical directions.
- Defending the idea of strategic thinking as a competitive advantage and as a prerequisite for displacing competitors.
- Development of the concept of strategic management in terms of functional and operational aspects.
- The inclusion of the international aspect of the strategy. The international strategy improves the notion of the strategic hierarchy by examining four different international strategies that form the global context of the strategy.
- The analysis of the strategy at corporate, business and functional level.
- The detailed study of the content of the four functional strategies (marketing, financial, human resources and information technology), which highlights their positioning in relation to the main structure of the strategic pyramid. It is scientifically substantiated why the marketing strategy occupies a special place, separated from the other functional strategies.

On the basis of the submitted documentation on the procedure of this competition I can make a reasonable assessment of the presence of a clear personal contribution of the candidate Assoc. Prof. Dr. Krassimir Todorov in the relevant publications, and the fully formulated contributions and results obtained, are his personal merit.

Based on the submitted information on the implementation of national minimum requirements according to the ZRASRB and the Regulations for its implementation, it can be concluded that the

candidate Assoc. Prof. Dr. Krassimir Todorov meets the relevant criteria as follows: Group "A" - 50 points with a minimum of 50 points; group "B" - 100 points with a minimum of 100 points; group "C" - 210 points with a minimum of 200 points; group "D" - 105 points with a minimum of 100 points and group "E" - 120 points with a minimum of 100 points.

3. Critical remarks and recommendations

I do not have significant principled or formal critical remarks and recommendations to the scientific works and activities of the candidate Assoc. Prof. Dr. Krassimir Todorov.

I can make a recommendation to Assoc. Prof. Dr. Krassimir Todorov to deepen his research in the field of issues related to strategic management and operational management. I am convinced that the author will contribute to the achievement of future scientific and scientific-applied contributions in the researched areas.

CONCLUSION

The documents and materials submitted by the candidate **Assoc. Prof. Dr. Krassimir Todorov** meets all the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for Implementation of the ZRASRB and the relevant Regulations on the terms and conditions for holding academic positions at the Higher School of Insurance and Finance - Sofia.

The candidate in the competition **Assoc. Prof. Dr. Krassimir Todorov** presented a sufficient number of scientific papers published after the materials used in the defense of ONS "Doctor", "Associate Professor" and "Doctor of Science". In the works of the candidate Assoc. Prof. Dr. Krassimir Todorov has original scientific and applied contributions, which have received international recognition as a representative part of them have been published in journals and scientific journals published by international academic publishers. His theoretical developments

have practical applicability, and some of them are directly oriented to the educational work. The scientific and teaching qualification of the candidate Assoc. Prof. Dr. Krassimir Todorov is undoubted.

The achievements of the candidate **Assoc. Prof. Dr. Krassimir Todorov** results in teaching and research fully comply with the specific requirements of the Regulations on the terms and conditions for holding academic positions at the Higher School of Insurance and Finance - Sofia.

After getting acquainted with the materials and scientific papers presented in the competition, analysis of their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my **positive assessment** and recommend the Scientific Jury to prepare a report-proposal to the Academic Council of the Higher School of Insurance and Finance - Sofia for election of **Assoc. Prof. Dr. Krassimir Todorov Todorov for the academic position of ‘Professor’ at the Higher School of Insurance and Finance - Sofia in the scientific field 3.7 “Administration and Management (Strategic Management and Operational Management)”**.

12.06.2022

Prepared the opinion:

(Associate Professor, PhD Stanislav Dimitrov)