

OPINION

by **Assoc. Prof. Dr. Olimpiya Yordanova Vedar-Velichkova**

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on the materials submitted for participation in a competition for the academic position of
“Professor” at the Higher School of Insurance and Finance (VUZF) – Sofia

Scientific area Social, Economic and Legal Sciences

Professional field 3.7. Administration and Management

Assoc. Prof. D.Sc. Krassimir Todorov Todorov from the Higher School of Insurance and Finance (VUZF) – Sofia is the **only candidate** in the competition for the academic position of “Professor”, announced in the State Gazette, issue 22 of March 18, 2022, and on the website of the university.

1. General presentation of the procedure and the candidate

By Order № 125 of 30 May, 2022 of the Rector of the Higher School of Insurance and Finance I have been appointed as a member of the Scientific Jury of the competition for the **academic position of “Professor” at VUZF** in the scientific area Social, Economic and Legal Sciences, professional field 3.7. Administration and Management (Strategic Management and Operations Management).

The submitted by Assoc. Prof. D.Sc. Krassimir Todorov set of materials on electronic media is in accordance with the Regulations on the Development of the Academic Staff of the VUZF University and includes all the necessary documents, in accordance with Art. 34, Para. 2 of the Regulations on the terms and conditions for holding academic positions at VUZF. Since the candidate is a full-time lecturer at VUZF, he has also submitted a reference that after taking the academic position of “Associate Professor” he has five publications in the VUZF Yearbook and has participated with three papers at conferences organized by the university.

The candidate, Assoc. Prof. Todorov, has two master’s degrees – in Accounting and Analysis and in Business Administration, an educational and science degree “Doctor” in Economics (2005) and a science degree “Doctor of Sciences” in Economics (2021). He holds the academic po-

sition of “Associate Professor” in professional field 3.7. Administration and Management (Strategic Management and Business Modelling) at VUZF since 2018.

According to the submitted documents, Assoc. Prof. Todorov has extensive teaching, scientific and professional experience in relevance to the announced competition.

2. General description of the candidate’s activities

Evaluation of the teaching activity

Initially in the field of Finance and Accounting, and later in the field of Strategic Management, Assoc. Prof. Todorov has **over 10 (ten) years of teaching experience**. He is currently a lecturer in 5 master’s and 5 bachelor’s courses (3 of the bachelor’s courses are in English) at VUZF. All of them are directly related to the thematic field of the announced competition – Strategic Management and Operations Management. Assoc. Prof. Todorov has been the scientific supervisor of one successfully defended doctoral student (2021) and has been the scientific supervisor of three student papers presented at student scientific conferences. No data are provided regarding the scientific supervision of graduate students.

Evaluation of the candidate’s research and applied scientific activity, including his contributions

Assoc. Prof. D.Sc. Krassimir Todorov **fully meets and exceeds the scientific and metric indicators** required for holding the academic position of “Professor”.

For participation in the competition, the candidate has submitted a total of 8 (eight) scientific works published after acquiring the degree of “Doctor of Sciences”: a habilitation thesis – a monograph, a book, a study, a chapter of a collective monograph and four articles and reports (the study and one of the articles are in print, for which official notes are submitted). In less than a year and a half (from February 2021 to the present), this is a serious scientific work.

All scientific papers have been published in the country.

All submitted texts are accepted for peer review.

The book “Conceptual Model of Strategic Hierarchy Applied to the Automotive Industry” is published on the basis of the defended dissertation for obtaining the science degree of “Doctor of Sciences”. I fully support the contributions that the candidate himself has formulated in his documents, and I would like to draw special attention to the innovative strategic model for achieving sustainable competitive advantage, which can be assessed as a scientific contribution.

We see a kind of extension and development of this model in the deposited habilitation thesis – **the monograph** “Hygiene of Strategic Thinking”. The monograph definitely deserves high praise. Starting from the interesting and unconventional title, going through the skillful presentation of numerous “classical” and “contemporary” authors and the clarification of the modern functional, international, and therefore global strategies, Assoc. Prof. Todorov reaches the development of the idea of competitive strategic thinking. The idea is not fundamentally new, but it is also not widely developed theoretically and is hardly present in our real practice. In this sense, the monograph has a serious scientific and research contribution – a detailed analysis and systematization of the different strategies, including their international and global aspect and highlighting the logical sequence of reasoning on the necessary strategic actions, which Assoc. Prof. Todorov calls “hygiene of strategic thinking”. On the other hand, the contribution is also practical - a new insight into the strategic issues of contemporary development, and it can also be an academic and teaching contribution, if it is used as a teaching tool or if it grows into a textbook.

The study (in print) “Strategy for Economic Development of Bulgaria” deserves special attention. The author aims to propose a new construct for the economic development of our country by analyzing and highlighting the strengths and weaknesses of main strategic documents. Again, we can highlight the continuity, development and upgrading of the statements in regard to the previous works of Assoc. Prof. Todorov, but the highest appreciation deserves the scientifically grounded practical orientation of the conclusions and recommendations he reaches.

The **chapter of a monograph, articles and reports** submitted for participation in the competition demonstrate the durability and depth of the scientific search of Assoc. Prof. Todorov in the field of Strategic Management. It is also worth noting the “response” to the current global problem - the COVID-19 crisis and its consequences.

Eleven (11) **citations** are listed in the submitted reference, and five (5) of the candidate’s works are cited. Four of the citations are in publications of foreign authors and are on co-authored work that is in English. This indicates that Assoc. Prof. Todorov is recognizable in the scientific community.

Assoc. Prof. Krassimir Todorov has worked on numerous practical and applied **projects** as a project leader and as a project member. His curriculum vitae lists nine of them - all successfully completed. His professional **experience in business** is also impressive, as the positions held and functions performed definitely correspond with the scientific interests of Assoc. Prof. Todorov in the field of Strategic Management.

The results of the research and applied scientific activity of the candidate can be evaluated as his personal merit.

3. Critical remarks and recommendations

Having read the scientific papers submitted for participation in the competition, I have no critical remarks to the candidate, but I have two **recommendations**.

First, my recommendation is to increase his publication activity in English and in internationally recognized scientific journals. In this way he will also increase his personal recognition as a scientist and contribute to the scientific prestige of the university to which he belongs.

Secondly, I recommend to Assoc. Prof. Todorov to devote his time and effort to writing a textbook or teaching handbook in the field in which he teaches. He has a textbook published in 2017, but the demonstrated accumulations give me reason to argue that he has much more to give his students.

CONCLUSION

The documents and materials submitted by Assoc. Prof. D.Sc. Krassimir Todorov **meet all the requirements** of the Development of the Academic Staff in the Republic of Bulgaria Act, the Regulations for its implementation and the respective Regulations of VUSF.

The candidate has submitted **a sufficient number of scientific works** published after the materials used in the procedure for obtaining the science degree “Doctor of Sciences”. The candidate’s works **contain original scientific contributions**, as well as contributions of practical applicability, which are also directly relevant to the academic work. **The scientific and teaching qualification** of Assoc. Prof. Todorov **is undoubted**.

After getting acquainted with the materials and scientific works presented for participation in the competition and analyzing their significance and the research, scientific-applied and applied contributions contained in them, I find it reasonable to give **my positive assessment** and to recommend the Scientific Jury to prepare a report-proposal to the Academic Council for the selection of Assoc. Prof. D.Sc. Krassimir Todorov Todorov to the academic position of “Professor” at the VUZF in the professional field 3.7. Administration and Management (Strategic Management and Operations Management).

June 15, 2022

Member of the Scientific Jury:

Assoc. Prof. Dr. Olimpiya Vedar