

## **REVIEW**

**by Assoc. Prof. D.SC. Evgeni Georgiev Evgeniev**

**Department of Business Administration and Marketing at VUZF**

**Subject:** materials submitted for participation in a competition

for the academic position of "**professor**"

**at the Higher School of Insurance and Finance**

area of higher education 3.7. Administration and Management

professional field Strategic Management and Operational Management

In the competition for "professor", announced in the State Newspaper, issue 22 of 18. 03. 2022 and on the website of the Higher School of Insurance and Finance, as a candidate participates Assoc. Prof. Krassimir Todorov Todorov from VUZF.

### **1. General presentation of the received materials**

By order № ..... of ..... .20... .y. of the Rector of the Higher School of Insurance and Finance I have been appointed a member of the scientific jury in a competition for the academic position of "**professor**" **at VUZF** in the area of higher education 3.7. Administration and Management, professional field Strategic Management and Operational Management

The only candidate to submit documents for participation in the announced competition is:

**Assoc. Prof. Dr. Krassimir Todorov Todorov from VUZF**

The set of materials presented by Assoc. Prof. Dr. Todorov in electronic format is in accordance with the Regulations for the development of the academic staff of VUZF and includes the following documents:

- CV in European format;
- a copy of the diploma for the scientific degree "Doctor of Science";
- document for the academic position "Associate Professor";
- monographic work with summary;
- list of publications after holding the academic position of "Associate Professor" or the defence of a dissertation for the award of the scientific degree "Doctor of Science" and copies thereof;
- summaries in Bulgarian and English of the publications after the defence of the dissertation for the award of the scientific degree "Doctor of Science";
- certificate for the required professional experience under Art. 33, para. 1, item 2;
- separation protocols for joint publications, if any;
- evidence for the management of doctoral students appointed as lecturers in the higher school;
- evidence for management of research projects and other research tasks;
- reference for the fulfilment of the minimum national requirements for holding the academic position "professor";
- reference for the original scientific contributions in the works and for the citations (without the auto-citations);
- Consent form for the processing of personal data in connection with participation in the competition.

The candidate Assoc. Prof. Dr. Krassimir Todorov Todorov has submitted a total of 3 scientific papers, 1 study 1 monograph and 1 chapter of a collective monograph, 1 book, 4 articles and reports, one of which is in print. 3 scientific papers are accepted for review, which are outside the dissertation and are taken into account in the final evaluation.

## **2. Brief biographical data of the candidate**

Assoc. Prof. Todorov graduated from the University of National and World Economy with a Master's degree in Accounting and Analysis. He has a second master's degree in Business Administration (MBA) from the University of Vienna. In 2005 he defended the educational and scientific degree "Doctor", and in 2018 the scientific degree "Doctor of Science".

From the attached biographical information it is evident that Assoc. Prof. Todorov has significant professional experience in the field of corporate governance, having held leading positions in this field in a number of leading Bulgarian and international companies. He has significant teaching and academic experience and over the years has held academic positions at VUZF as: member of the Department of Marketing and Management; member of the Rectors' Council (2020-2021); member of the Academic Council; member of the Editorial Board of the Publishing House "St. St. Gregory the Theologian "; member of VUZF LAB - research center ([www.vuzflab.eu](http://www.vuzflab.eu)).

## **3. General characteristics of the candidate's activity**

The presented monographic piece of work – a book based on the defence of the dissertation, and the attached articles and reports highlight a number of contributions in theory and practice, the most important of which are:

- ✓ Establishing the existence of logical sequence in the theoretical impact on corporate, business and operational strategy, deriving the following pattern: at each strategic level, the application of one theory is replaced to the level of application of the other theory, in logical sequence;
- ✓ Identification of the constituent elements of the operational strategy - content and process, and their comparison with those of the corporate and business strategy;
- ✓ Highlighting the diverse theoretical foundation on which operational management is based. Innovative presentation of the boundary of efficiency theory from the point of view of the concept of exchange and the theory of competitive progression, as well as through the relevant structural and infrastructural solutions;
- ✓ Establishing the theoretical framework of the innovative strategic model for achieving a sustainable competitive advantage;

- ✓ Developed an international strategy improving the image of the strategic hierarchy, exploring four different international strategies that form the global context of the strategy.

In the presented monographic work, the main statements related to the process of elaboration of corporate strategies in the companies make an impression. The sequence of strategic thinking is described so that a company can be able to develop a strategy with the necessary sustainable competitive advantage, which will position the company over other competitors.

Everything said so far shows the importance of the contributions and theoretical statements of Assoc. Prof. Todorov.

#### **4. Critical remarks and recommendations**

I would recommend Assoc. Prof. Todorov to continue his research in the field of corporate governance.

#### **CONCLUSION**

In conclusion, I believe that the documents and materials submitted by Assoc. Prof. Todorov meet all the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria. They present in full his scientific activity.

**Based on what I have stated so far, as a member of the scientific jury, I support the academic position of "Professor" at the Higher School of Insurance and Finance by Assoc. Prof. Krassimir Todorov Todorov.**

I recommend the esteemed Scientific Jury to prepare a report-proposal to the Academic Council for the election of Krassimir Todorov Todorov to the academic position of "Professor" at VUZF in the professional field of "Strategic Management and Operational Management".

June 20, 2022.

**Reviewer:**

**/ Assoc. Prof. D.SC. Evgeni Georgiev Evgeniev /**