

# RECENSION

by *Prof. Dr. Nikolay Sterev, UNWE - Sofia*

(scientific degree, name, surname, surname - academic position in a scientific organization)

of the materials submitted for participation in the competition

for the academic position of '**professor**'

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

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

professional field 3.7 "Administration and management (Business communications and personal development management)"

In the competition for '**professor**', announced in the State Gazette, issue 30 of 15.04.2022 and on the website of the Higher School of Insurance and Finance, as a candidate participates **Assoc. prof. Dr. Daniela Nikolaeva Ilieva** from the Higher School of Insurance and Finance (VUZF) – Sofia

## 1. General presentation of the received materials

By order № 125 / 30.05.2022 of the Rector of the Higher School of Insurance and Finance I was appointed a member of the scientific jury in a competition for the academic position of '**professor**' at VUZF in the field of higher education 3. "Social, economic and Legal Sciences", professional field 3.7 "Administration and Management (Business communications and personal development management)".

The only candidate for participation in the announced competition has submitted documents:

**Assoc. prof. Dr. Daniela Nikolaeva Ilieva** from the Higher School of Insurance and Finance (VUZF) – Sofia

(scientific degree, name, surname, surname - academic position in a scientific organization)

Presented by **assoc. prof. Dr. Daniela Ilieva** set of materials on electronic media is in accordance with the Regulations for the development of the academic staff of VUZF and includes the following documents:

- 1. CV according to European model;
- 2. copy of the diploma for the educational and scientific degree "doctor";
- 3. a document for the occupied academic position "associate professor";
- 4. monographic work with summary, reviewed by two qualified persons;
- 5. list of publications after the academic position of "associate professor";
- 6. summaries in Bulgarian and English of the publications under /item 5/ after the academic position of "associate professor" and the corresponding separation protocols /where necessary/
- 7. evidence of supervision of doctoral students;
- 8. evidence of management of scientific and scientific-applied projects
- 9. reference on the fulfilment of the minimum national requirements for occupying the academic position "professor";

- 10. a reference to the original scientific contributions in the works;
- 11. Reference for citations (without self-citations)
- 12. certificate for the required academic experience under Art. 33, para. 1, item 2;
- 13. other documents supporting the candidacy for "professor".

The only candidate **assoc. prof. Dr. Daniela Ilieva** has submitted a total of **11** scientific works, including: **2** monographs / incl. on the topic of the competition/, **1** book /on a doctoral thesis/, **7** articles and **1** report from an international scientific conference. **11** scientific works, which were published after the "associate professor", are accepted for review. The distribution of scientific works by relevant headings, in the country and abroad, is as follows: **9** of the publications are in the Bulgaria and **2** publications are in journals published abroad, with **8** of them in Bulgarian and **3** in English.

I have no remarks on the submitted documents - evidence of the publications

## **2. Brief biographical data (of the applicant (s))**

The only candidate in the competition for "**professor**" of VUZF obtained a bachelor's degree in Business Administration at the European University in 2004. and a master's degree in Marketing at UNWE in 2006. Acquires ESD "doctor" according to 3.7. Social management in 2015 in UNWE with diploma No. 182/05.02.2015. In 2020 completed studies in Artificial Intelligence at the Massachusetts Institute of Technology.

Her professional academic experience started in 2009 as a part-time teacher at UNWE-Sofia, where until 2016 did courses in: Management, Human Resource Management, CSR, Organizational Behaviour. In the period 2011 to 2016 is a guest lecturer both at the University of Sheffield and at VUZF, where in 2016 acquires the scientific title "associate professor". In the period after 2016 is a guest lecturer at UNIBIT and at SU "St. Kliment Ohridski".

The professional experience of the only candidate in the competition is also significant: since 2012 until now he is a business consultant for corporate trainings, and since 2015 until now he is the executive director of the "Law and Internet" Foundation. He has acquired over 10 different professional qualifications, the most impressive of which are: Certified consultant in Business Etiquette and International Protocol; Masterclass in presentation skills and public speaking skills; Certified trainer in Neuro-Linguistic Programming; Certified trainer in Hypnotherapy, etc. He is a member of 13 international professional societies.

In summary, the acquired professional and scientific qualification, as well as the acquired scientific, academic and professional experience **FULLY correspond** to the announced competition of "**professor**" of VUZF.

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

*Assessment of educational and pedagogical activity:*

According to the information provided, the only candidate in the competition for "**professor**" **assoc. prof. Dr. Daniela Ilieva** is a lecturer of a wide range of disciplines in Bulgarian and English

as of 2017. until now she has conducted 1,350 lecture hours in the disciplines: Business communications in IT projects (bachelor's and master's degrees); Business Communications and Ethics; Business etiquette (in Bulgarian and English); Business communications and business events in tourism; Corporate culture and communications; Corporate culture and competitiveness; Basics of Management; Strategic Management; Theoretical foundations of CSR; IT project management; HR management; HRM in the 21st century; Business communications (in English); Business ethics (in English); Business skills for successful leadership (in English); CSR and ethics (in English); Leadership and corporate culture (in English) at VUZF

According to the above, the academic activity of **assoc. prof. Dr. Daniela Ilieva COMPLETELY COMPLIES** with the announced competition in professional field 3.7 "Administration and Management (Business communications and personal development management)"

#### *Evaluation of the scientific and scientific-applied activity of the candidate*

In the competition for "**Professor** of VUZF" the only candidate: **assoc. prof. Dr. Daniela Ilieva**, has submitted a total of **11** scientific works, including: **2** monographs / incl. on the topic of the competition/, **1** book /on a doctoral thesis/, **7** articles and **1** report from an international scientific conference. **11** scientific works, which were published after the "associate professor", are accepted for review. The distribution of scientific works by relevant headings, in the country and abroad, is as follows: **9** of the publications are in the Bulgaria and **2** publications are in journals published abroad, with **8** of them in Bulgarian and **3** in English.

Apart from the materials presented in the competition, it should be mentioned that the results of the scientific activity of the candidate for "**professor**" are impressive: a list of **33** more publications was presented, including: **1** monograph, **21** articles and scientific publications (incl. international journals) and **11** reports from conferences in the country and abroad.

#### *Contributions (scientific, scientific-applied, applied) and citation*

When reviewing the publications presented in the competition, the following more significant results and achievements of the author can be highlighted.

1. Various theories in the field of human resources management have been systematized, and applicable approaches for career development, talent management and stress management have been derived and adapted to Bulgarian conditions;
2. The achievements of the world literature in the field of business communications have been translated into a "working language", suitable for application both in the practice of real business and related to career development - for using techniques when acquiring appropriate communication and/or digital skills. The presented examples in some of the publications express the practical orientation of the presented foundations of the author's conceptual framework and specific communication skills in a complex business environment, as well as present their applicability in real business conditions.
3. An analysis of the intergenerational conflict was carried out, based on the basic principles of managing personal development and talent management. On this basis, practical tech-

niques for the personal and emotional development of pupils/students and their teachers have been proposed through the use of various techniques such as: mentoring, coaching, well-being programs, etc.

The above gives me reason to highlight the main contributing moments in the work of the candidate for "Professor of VUZF": **assoc. prof. Dr. Daniela Ilieva**:

**1. Contributions to the competition monograph:**

- a. Basic classical and modern theories are systematized in four managerial research areas: human resource management, organizational behaviour, managerial psychology and career development.
- b. Conceptual approaches to the existence of relationships between factors of education, family environment and human capital management in organizations are defined and highlighted.
- c. The role and place of the theoretical and applied conceptual framework of "self-knowledge" accumulated as a result of upbringing and the system of education and performance management is highlighted. On this basis, the "appropriate" place of the "new" methods for personal development based on well-being is argued.
- d. Current programs for talent development and management in Bulgarian and international organizations operating in Bulgaria have been studied and on this basis a model and programs for personal development in a school and university environment in Bulgaria have been proposed.

**2. Contributions to the dissertation book for "Doctor":**

- a. Basic elements in the human resources training process have been systematized and highlighted with an emphasis on improving presentation skills. On this basis, an author's model for the practical training of human resources in business communications and presentation skills is proposed.
- b. The author's understanding of the peculiarities of communication and presentation skills in business is defined, and an author's methodology is proposed, taking into account the individual time resource management of the learner, with the aim of improving his presentation skills in business.

**3. Contributions to other publications in the competition**

- a. Based on a study of the development of digital technologies, the author's view on the digital skills of people and their relationship with digital entrepreneurship is presented. Accordingly, author's roadmap is proposed for designing new business models that, through the means of communication, satisfy customers with convenience, excellent quality and affordable prices.

- b. An analysis of the features of the education system was carried out, with particular attention paid to the skills that students need to develop for their future, ignoring the skills that teachers need to cope with rapid technological changes.
- c. The contemporary challenges of the "clash of the knees" have been identified, and the main elements of the "student-teacher" relationship have been systematized. On this basis, practical communication techniques, current guidelines and innovative models for improvement and improvement of these relations have been systematized.
- d. Scientific knowledge in the field of human resources management has been systematized and enriched, with particular attention paid to techniques for personal development, the formation of the value system, the choice of education and career orientation of employees. In addition, in a discussion with leading authors, applied tools for using mentoring, coaching and other techniques developing and supporting interpersonal relationships and personal development in the workplace are presented.

**I consider each of these contributions to be the personal work of the candidate. When reviewing the publications in the competition, no evidence was found and / or no signals of copyright infringement of other researchers were found at the time of writing the review.**

The degree of citation can be considered as a reflection of the contribution moments in the candidate's works and an assessment of their significance. From the mentioned reference it is evident that the candidate has been cited in **28** publications and **15** different papers have been cited. It is noteworthy that the candidate was cited **17** times in foreign publications.

*Assessment of the fulfilment of the national requirements for holding the academic position "professor"*

The following summaries can be made from the submitted report on the implementation of the minimum National requirements for holding the academic position "**professor**", as well as the specific quantitative and qualitative requirements of VUZF for holding the academic position "**professor**":

- References are correctly made and reflect major scientific achievements (published books, studies, articles and conference papers, and citations of scientific publications).
- All minimum national requirements are met, including:
  - The candidate has acquired the ESD "Doctor": "Methodology for improving presentation skills", the diploma was issued by UNWE in 2015 with №182/05.02.2015 in 3.7. Administration and Management (Social Management).
  - The candidate has published an independent monograph on the topic of the competition for "**professor**": "**Ilieva, Daniela**, Upravljenje na lichnostnoto razvitie, Izdatelstvo "Gri-gorii Bogoslov", Sofiya, 2022, ISBN 978-619-7622-28-7.
  - The candidate has submitted for participation in the competition additionally: **10** scientific works, including: **1** monograph, **1** book /dissertation work for "**doc-**

tor"/, 7 articles and 1 report from an international scientific conference, which form **250 points** (minimum number of 200 points according to the Regulations for the implementation of the Law on the Development of Academic Staff in the Republic of Bulgaria).

- The candidate has indicated **28** citations in indexed and referenced publications, which form **155 points** (minimum number of 50 points according to the Regulations for the implementation of the Law on the Development of Academic Staff in the Republic of Bulgaria).
- The candidate has been the head of 4 successfully defended PhD student (*Epaminondas Christofilopoulos*, "The Economic Forecasting-Scenario Method as a Tool for Strategic Planning in China's Uncertain Environment", 2018; *Rosalia Kasamska*, "Methodology for managing projects financed by European and international programs", 2019; *Maya Yaneva*, "Business communication as a key tool for business development (following the example of international organizations with a multicultural environment)", 2021; *Panar Kyazim*, "System for Financial Management of Intellectual Property", 2022).
- The candidate has participated in **16** international scientific and educational projects and is the leader of **1** national and **7** international scientific and educational projects, which forms **790 points** (minimum number of 100 points according to the Regulations for the implementation of the Law on the Development of Academic Staff in the Republic Bulgaria).

#### 4. Critical remarks and recommendations

In essence, the scientific and creative results of the candidate for the academic position "**Professor of VUZF**": **assoc. prof DSc. Krassimir Todorov**, correspond to the direction of the competition. Although some criticisms and remarks can be addressed to certain elements of the candidate's scientific work submitted for review, I believe that in general to **assoc.prof DSc. Krassimir Todorov** I do not have such.

#### CONCLUSION

In summary, the documents and materials presented by **assoc. prof. Dr. Daniela Ilieva** meet **all the requirements** of the Law for the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the implementation of the ZRASRB and the relevant Regulations of VUZF.

The candidate in the competition **has submitted a sufficient number** of scientific papers published after the materials used in the defence of ESD "Doctor" and "Associate Professor". In the works of the candidate there are original scientific and applied contributions, which have received international recognition as a representative part of them are published in journals and scientific journals published by international academic publishers. Her theoretical developments have practical applicability, and some of them are directly oriented to the educational work. The scientific and teaching qualification **assoc. prof. Dr. Daniela Ilieva** is **undoubted**.

After getting acquainted with the materials and scientific papers presented in the competition, in the 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** to the Honoured Scientific Jury to support the election **Assoc. prof. Dr. Daniela Nikolaeva Ilieva** in the academic position of ‘**Professor**’ at VUZF in professional field 3.7 “Administration and Management (Business communications and personal development management)”.

12.August 2022

Reviewer: .....  
(prof. Dr. Nikolay Sterev)