

ACADEMIC REVIEW

from Prof. Dr. Nadya Mironova, UNWE Sofia

of the materials submitted for participation in the competition to occupy the academic position 'professor' in the Graduate School of Insurance and Finance by field of higher education 3. Social, economic and legal sciences, scientific direction 3.7 "Administration and management (Business communications and management of personal development)"

In the competition for 'professor', announced in the State Newspaper, Issue no. 30 from 15.04.2022 and on the website of the Higher School of Insurance and Finance, there is one candidate participating - Associate Professor Dr. Daniela Ilieva from the Higher School of Insurance and Finance.

1. General presentation of the received materials

By order No. 167 of 25.07.2022 of the Rector of the Higher School of Insurance and Finance, I have been appointed as a member of the scientific jury of a competition for the academic position of 'professor' at VUZF in the field of higher education 3. Social, economic and legal sciences, professional direction 3.7 "Administration and management (Business communications and management of personal development)"

Only one candidate submitted documents for participation in the announced competition: Assoc. Prof. Dr. Daniela Nikolaeva Ilieva, VUZF.

The set of electronic materials presented by Assoc. Prof. Dr. Daniela Ilieva is in accordance with the Rules for the Development of the Academic Staff of VUZF and includes the following documents:

- Request
- Autobiography
- Copy of issue no. 30 of 2022 from the State Gazette with the announcement of the competition
- Copy of the diploma for the educational and scientific degree "doctor"
- Documents for the occupied academic position "associate professor"
- Main monographic work with summary and two reviews
- List of publications after holding the academic position of "associate professor"
- Summaries in Bulgarian and English of the publications after holding the academic position of "associate professor"
- Separation protocols for the joint publications
- Evidence of supervising PhD students

- Evidence of leading research projects and other research tasks
- Reference on the fulfillment of the minimum national requirements for occupying the academic position "professor"
- Reference to the original scientific contributions in the works
- Citation reference (without auto-citations)
- Certificate of required academic experience under Art. 33, para. 1, item 2 of the internal regulations of VUZF
- Certificate of work experience
- Academic workload reference for the period 2017-2022
- Other certificates certifying professional and expert experience
- Consent form for the processing of personal data in connection with the participation in the contest.

The candidate Assoc. Prof. Dr. Daniela Ilieva is the author of more than 35 publications after being appointed to the position of "associate professor", and for participating in the competition she submitted a total of 12 scientific works, of which 2 monographs in Bulgarian with two academic reviews each - "Management of personal development" (2022) and "Communication on time and on the spot" (2020) - 162 and 270 pages, respectively, 1 book in Bulgarian with two academic reviews - "Improving presentation skills" (2022) - 128 pages, and 9 research works - 4 in English and 5 in Bulgarian, 6 independent works and 3 co-authored works, for which separation protocols have been presented. Documents (in the form of official notes) for academic workload, for participation in and management of 24 international projects, for management of 4 doctoral students, as well as other certificates certifying professional and expert experience in the field of NLP, coaching, Artificial Intelligence are also presented.

2. Brief biographical data of the applicant

Daniela Ilieva is an associate professor at the Higher School of Insurance and Finance (VUZF), a lecturer at the Theological Faculty of Sofia University, as well as at the University of Library Science and Information Technology (UNIBIT). She began her academic career in the "Management" department of UNSS as an assistant professor, where she defended her doctorate. In parallel, she also taught in the program of the University of Sheffield in Bulgaria, where she led five courses. Assoc. Prof. Ilieva conducts undergraduate and graduate lecture courses on "Management", "Human Resource Management", "Corporate Social Responsibility", "Business Communications", "Organizational Behavior", "Negotiation Skills", "Business Etiquette", "Presentation skills", "Business ethics", and other. Some of her lectures are in English.

Assoc. Prof. Ilieva was the supervisor of four (4) doctoral students who successfully defended their doctorates.

Assoc. Prof. Ilieva successfully combines business and academic career as the executive director of the Law and Internet Foundation - a non-governmental organization working at the national and international level in the field of law related to information and communication technologies, cyber security, artificial intelligence, personal data, children's justice and other socially sensitive topics.

She is an expert in International Tourism and Hotel Management (ITM Austria), has a bachelor's degree in Business Administration (European University) and a master's degree in Marketing (UNSS). In addition, she holds a doctorate in Economics (UNSS) and was awarded the academic position of Associate Professor of Business Process Management and Business Communications with the main academic work being a book on the topic "Mentoring: process, guidelines and programs" at VUZF.

Assoc. Prof. Dr. Daniela Ilieva is also a professional trainer - consultant in Business Etiquette and International Protocol, certified by EUROPROTOCOL - The European School of Protocol (Brussels, Belgium). In addition, she is a certified trainer in Neuro-Linguistic Programming (NLP) and a Master in Coaching, accredited by the International NLP Association, the American NLP Board, the American Board of Hypnotherapy, as well as the European Consul for Mentoring and Coaching. Her profile includes extensive experience with business etiquette and protocol, business coaching, business process management, business communications, cross-cultural communications and presentation skills. Assoc. Prof. Ilieva is a guest speaker at various academic and business events. She is considered to be the only trainer and lecturer in Bulgaria who combines the fields of NLP, modern business etiquette, international protocol and image management. Among her clients are Microsoft, Sitel, Pepsi, TRACE, Novartis, Junior Achievement, Unitcarga, Pipe System, Bulgarian Dental Union, Family Business Association, Institute of Public Administration, Post Bank, Evrotrust, Sofia Municipality, PharmaStore pharmacy chain, large law firms, as well as other private and governmental organizations.

The biography confirms that Assoc. Prof. Daniela Ilieva is an accomplished scientist and practitioner, academic supervisor, manager, lecturer and expert in the field of management, business communications, project management, human resources management and personal development management.

On the basis of the attached professional biographical data, it can be categorically stated that the candidate's professional, scientific and academic qualifications fully correspond to the announced competition for "professor" of VUZF.

3. Обща характеристика на дейността на кандидата

The scientific works presented by the candidate fully corresponds to the subject of the announced competition and is dedicated to research on the problems of management, business communications and the management of personal development.

From the submitted reference, it is clear that the candidate is an active lecturer at several universities with evidence of developing and leading courses in undergraduate and graduate programs. Notable is the scientific supervision of four PhD students, as well as the current scientific supervision of three more.

3.1. Evaluation of the candidate's scientific and scientific-applied activity

The main academic work is the monograph on the topic "Management of personal development" - an in-depth scientific study with a volume of 162 pages, referring to more than 200 literary sources. The main message of the study is to provide an understanding and provide evidence that there is an underestimation of the principle of self-knowledge as a basis for personal and career development, as well as the principle of satisfaction and well-being of individuals. The main emphasis is placed on self-knowledge and on the significant role of teachers, university professors and mentors in this process.

The main thesis is that only a person who knows himself, his talents and his strengths, a person who lives and works in harmony with his aptitudes and gifts, can achieve well-being, success and satisfaction in the various areas of life. The monograph examines both the numerous aspects of personal development and some organizational trends for the affirmation and advancement of the individual in the professional career and in life in general. In the first chapter of the monograph, the author makes a theoretical introduction and analysis of the terminology related to personality development, a chronological analysis of personal development, provokes a discussion on the processes of personal development, analyzes the formation of the value system and introduces the concept of well-being. The second chapter introduces personal development in the organization in the context of career development, talent management, mentoring, coaching and organizational programs. The author analyzes mentoring and coaching as tools for personal development. The third chapter presents programs created by the author for personal development in schools and universities to help teachers and professors.

I accept the presented scientific contributions, namely:

- Expanded field of scientific knowledge in four research areas: human resource management, organizational behavior, managerial psychology and career development, by proving the

existence of relationships between factors of education, family environment and human capital management in organizations.

- A new concept has been created that links the self-awareness gained as a result of an individual's upbringing and education system up to the age of 21 with performance management after the age of 21.
- A new term and methodology for personal development based on well-being was introduced.
- Current talent development and management programs in Bulgarian and international organizations operating in Bulgaria have been studied.
- Models and programs for personal development in school and university environments have been created.

The monographic work represents a completed scientific study and can serve to create a university course in a bachelor's and master's program.

3.2. Contributions (scientific, scientific-applied, applied) and citations

I accept the separate scientific contributions in the works, highlighting the author's contribution to the enrichment of scientific knowledge in the field of self-knowledge, personal development, the formation of the value system, the choice of education and career orientation. Student-teacher relationships have been examined and analyzed many times along with communication techniques, current guidelines and innovative models for improvement and improvement of these relationships have been presented. A variety of tools for improving the educational system in Bulgaria are presented, referring to a study of models and good practices. The links between education and technological development are presented, as well as ways to improve the environment. Scientific knowledge in the field of mentoring, coaching and other techniques developing and supporting interpersonal relationships and personal development has been enriched.

In the book "**Improving Presentation Skills**", the author presents an original study of presentation skills in the field of organizational behavior, business communication and human resource management, as a result of which she brings out key presentation skills and creates an original methodology, taking into account the individual time resource of the educated, with the aim of improving their presentation skills.

In the **monographic work "Communication on time and in place"**, the author's contributions are expressed in the systematization and further development of the theoretical statements about the

social economy and the role of communication, refracted through the prism of the dynamic and competitive environment, as well as the development of the theory of communication management, as an author's paradigm for measuring specific skills and factors that influence their development has been derived and developed. A methodological toolkit has been developed to assess the level of communication skills for achieving personal, academic, professional and strategic business goals, as well as a conceptual framework and specific skills for communication in a complex environment. Results are presented that reveal the possibility of applying different communication techniques for the self-improvement of the individual.

The candidate has a column in the journal "Preschool and School Education" and it is clear from the publications that he works in the direction of managing personal development from school age, supporting the work of teachers.

The reference for citations shows that D. Ilieva's publications have a wide resonance in the scientific literature - this is evident not only from the citations presented by the candidate, but also from a reference in the scientific databases.

4. Assessment of the candidate's personal contribution

According to the presented documentation, I can definitely highlight the presence of a clear personal contribution of the candidate, Assoc. Prof. Daniela Ilieva, in the relevant publications, as well as the fact that the formulated contributions and results obtained are her personal merit.

5. Critical remarks and recommendations

After my review of the presented materials, I did not find any omissions, inaccuracies or contradictions. I would recommend the development of a university course on the topic of Personal Development Management. I believe that such a course would have value both for the development of the students and for the image of the university.

I recommend Assoc. Dr. Ilieva to focus her efforts on publishing scientific articles in journals indexed in SCOPUS and Web of Science.

6. Personal impressions

I have personal impressions of the teaching activity of Assoc. Dr. D. Ilieva at UNSS, where together with her we developed a new discipline "Corporate Social Responsibility", which is still part of the curriculum of the "Business Administration" major, and imposed innovative educational practices through co-curricular initiatives in which students continue to actively participate.

CONCLUSION

The documents and materials presented by the candidate, Assoc. Prof. Dr. Daniela Ilieva, as well as my personal impressions of the scientific and teaching activities, meet all the quantitative and qualitative requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Implementing Regulations of the same law and the relevant Regulations of VUZF.

The candidate in the competition has submitted a sufficient number of scientific works published after the materials used in the defense of the doctoral degree and the appointment of the position of "Associate Professor". The candidate's works contain original scientific and applied contributions that have received national and international recognition, a representative part of which has been published in journals and scientific collections issued by national and international academic publishing houses. Her theoretical developments have practical applicability, and some of them are directly oriented to academic work. The candidate's scientific and teaching qualifications are unquestionable.

The results achieved by Assoc. Prof. Dr. Daniela Ilieva in her educational and research activities are fully in line with the Regulations of VUZF for the application of the Law on the Development of the Academic Staff in the Republic of Bulgaria.

After getting acquainted with the materials and scientific works presented in the competition, analyzing their significance and the scientific, scientifically applied and applied contributions contained in them, I find it reasonable to give my definitive positive assessment and to recommend the Scientific Jury to prepare a report-proposal to The Academic Council for the election of Assoc. Prof. Dr. Daniela Ilieva to the academic position of "Professor" at VUZF in the professional field 3.7. Administration and Management (Business Communications and Personal Development Management).

8.08.2022г.

Reviewer: Prof. Dr. Nadya Mironova