

REVIEW

by Prof. Krasimir Todorov Todorov, DS.c.

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"

professional direction 3.7. Administration and Management (Business Communications and Personal Development Management)

In the competition for 'professor', announced in the State Gazette, No. 30 of 15.04.2022 and on the website of the Higher School of Insurance and Finance, the only candidate was Associate Professor Daniela Ilieva, PhD from VUZF

1. General presentation of the received materials

Subject:

By order No. 167 of 25.07.2022 of the Rector of the Higher School of Insurance and Finance, I have been designated 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 Personal Development Management)

To participate in the announced competition, only one candidate participated: Associate Professor Daniela Ilieva, PhD from VUZF.

The set of materials submitted by the candidate on paper/electronic media is in accordance with the Regulations for the Development of the Academic Staff of VUZF and includes the following documents:

- Autobiography
- Copies of diplomas, incl. degree of PhD
- Documents for the position of associate professor
- List of publications
- Reviews
- Publication summaries
- Separation rings
- Evidence of scientific supervision of doctoral students
- Certificates for participation and project management
- References on the fulfillment of the minimum national requirements, on the original scientific contributions in the papers, on the citations, on the academic workload
- Various other certifications

The candidate Associate Professor Daniela Ilieva has submitted a total of 12 scientific papers, 2 monographs, 1 book based on a defended dissertation and a list of 9 research projects. All 12 scientific works that are outside the dissertation are accepted for review and are taken into account in the final evaluation.

2. Brief biographical data of the applicant

The presented CV of Daniela Ilieva is impressive in both educational, academic and professional direction. He holds a bachelor's degree in Business Administration at the European University in 2004. and a master's degree in Marketing at UNSS in 2006. Acquires ONS "doctor" according to 3.7. Social management in 2015 in UNSS with diploma No. 182/05.02.2015. In 2020 completed studies in Artificial Intelligence at the Massachusetts Institute of Technology.

Academic experience: started in 2009. as a part-time teacher at UNSS-Sofia, where until 2016 teaches: Management, Human Resource Management, CSR, Organizational Behavior. In the period 2011 to 2016 Prof. Ilieva is a lecturer at the University of Sheffield and VUZF. In the last one, in 2016 she acquired the scientific title of "associate professor". As an associate professor, she also became a guest lecturer at UNIBIT and at SU "Kliment Ohridski".

The professional experience of Assoc. Prof. Dr. Daniela Ilieva is also quite intensive, combining several positions: since 2012 until now he is a business consultant for corporate trainings, as of 2015. holds the position of executive director of the Law and Internet Foundation. The candidate has applied more than 10 additional professional qualifications, is a member of 13 international professional societies.

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

2. General description of the activity of the candidate

Assessment of educational and pedagogical activity

According to the references provided, the candidate in the competition for "professor", Assoc. Prof. Dr. Daniela Ilieva, is a teacher of a wide range of disciplines in Bulgarian and in English as of the period of 2017. until now she has conducted 1,575 lecture hours in four different universities in the following disciplines: Business communications in IT projects (Bachelors and Masters); 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).

Based on what was presented, the academic activity of Associate Professor Daniela Ilieva COMPLETELY CORRESPONDS with the announced competition in professional direction 3.7 "Administration and management (Business communications and management of personal development)".

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

In the competition for "Professor of VUZF", the candidate Assoc. Prof. Dr. Daniela Ilieva participated with 12 scientific works, including: 2 monographs /incl. on the topic of the competition/, 1 book /on a doctoral thesis/, 9 articles and reports from national and international scientific conferences. All 12 scientific works, which were issued after acquiring the scientific title "docent", are accepted for review. The distribution of scientific works according to relevant headings, in the country and abroad, is as follows: 10 of the publications are in the country and 2 publications are in journals published abroad, with 9 in Bulgarian and 3 in English.

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

The main habilitation work is the monograph "Management of personal development". The aim is, through scientific analysis, analysis of publications and through empirical research of best practices, to explore personal development and ways of managing this process in the chronology of human life - from school age, through university age, to career age in the organization. The main emphasis is placed on self-knowledge and on the significant role of teachers, university professors and mentors in this process. The 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. Self-knowledge is key to personal development, and personal development is related to the art of developing potential.

I accept the contributing moments in the main habilitation work as follows:

1. The field of scientific knowledge has been expanded in the following four 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;
2. A new concept is formulated that links the self-knowledge 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;
3. A new term and methodology for personal development based on well-being has been formulated, and current programs for development and talent management in Bulgarian and international organizations operating in Bulgaria have been studied; and models and programs have been created for personal development in school and university settings.

The points of contribution in the second monographic work "Communication on time and in place" are the following:

1. 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;
2. The theory of communication management was further developed, and an author's paradigm for measuring specific skills and factors that influence their development was derived and developed;
3. A methodological toolkit was developed to assess the level of communication skills for achieving personal, academic, professional and strategic business goals; a conceptual framework and specific skills for communication in a complex environment are developed;

In summary, it should be pointed out that the contributions of the candidate Assoc. Prof. Dr. Daniela Ilieva to the theoretical statements of organizational behavior and communication skills are significant, while at the same time their practical

application can be easily noticed in social networks. In this regard, Prof. Ilieva is a common name in terms of reference in scientific circles, both in Bulgaria and abroad. Although the citability presented by the candidate is reflected in only 28 publications with 15 different papers cited, in reality the numbers are much higher.

Regarding the fulfillment of the minimum national requirements for occupying the academic position "professor", according to the provided reference, it is easy to see that they are repeatedly exceeded, namely:

- Acquired ONS "Doctor": Methodology for improving presentation skills", the diploma was issued by UNSS in 2015. with No. 182/05.02.2015 according to 3.7. "Administration and Management (Social Management)".
- Published independent monograph on the topic of the competition for "professor": "Ilieva, Daniela, Management of personal development, Publishing House "Grigoriy Bogoslov", Sofia, 2022, ISBN 978-619-7622-28-7.
- The following 11 scientific papers were additionally submitted for participation in the competition, including: 1 monograph, 1 book /dissertation work for a "doctor"/, 9 articles and reports from scientific conferences, which make up 250 points (minimum number 200 . according to the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria).
- 28 citations are indicated in indexed and referenced publications, which form 155 points (minimum number of 100 points according to the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria).
- Guidance of four successfully defended doctoral students (Epaminondas Christofilopoulos, "The economic forecasting-scenario method as a tool for strategic planning in the uncertain Chinese 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).

- Participation in 16 international scientific and educational projects and is the head of 1 national and 7 international scientific and educational projects, with which 790 points are formed (minimum number of 100 points according to the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria) .

4. Assessment of the candidate's personal contribution

I consider each of the submitted publications for the professor competition to be the candidate's personal work. In their review, NO evidence and/or signals of copyright infringement of other researchers were found at the time of the review.

5. Critical remarks and recommendations

The scientific and creative results of the candidate, Assoc. Prof. Dr. Daniela Ilieva, fully correspond to the direction of the competition, and in this regard I do not consider it appropriate to express recommendations or critical remarks.

6. Personal impressions

I have known the candidate for professor Daniela Ilieva for a long time, as a teaching colleague at VUZF, and I have a direct impression on her scientific work, including as a reviewer of her scientific works. The pleasure of working with her is expressed in her focus, high morals and desire to be of benefit to colleagues and students. Last but not least, her constant desire for self-improvement.

Conclusion

In summary, the documents and materials presented by Assoc. Dr. Daniela Ilieva meet all the requirements of the Law on 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 works published after the materials used in the defense of the ONS "doctor" and "associate professor". The candidate's works contain original scientific and applied contributions that have received international recognition, a representative part of which has been published in journals and scientific collections issued by international academic publishing houses. Her theoretical developments have practical applicability, and some of them are directly oriented to academic work. The scientific and teaching qualifications of Assoc. Prof. Dr. Daniela Ilieva are unquestionable.

After getting acquainted with the materials and scientific works presented in the competition, with the analysis of their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my categorically POSITIVE assessment and to RECOMMEND the Respected Scientific Jury to support the selection to Assoc. Prof. Dr. Daniela Nikolaeva Ilieva to the academic position of 'Professor' at the VUZF in professional direction 3.7 "Administration and Management (Business Communications and Management of Personal Development)".

12/08/2022

Reviewer:

Prof. D.Sc. Krasimir Todorov