

# REPORT

By: Prof. Ali Veysel, PhD; Department of Accounting and Audit, Higher School of Insurance and Finance – Sofia, professional field 3.8. Economics (Accounting, Auditing and Analysis).

Regarding: Competition for professor in field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and Management (Business Communications and Personal Development Management) at the Higher School of Insurance and Finance – Sofia.

## **1. Information for competition**

The competition was announced in the State Gazette, No 30 of 15.04.2022, for the needs of the Higher School of Insurance and Finance (VUZF) – Sofia. I participate in the scientific jury according to Order No 167 / 25.07.2022 of the Rector of the university.

## **2. Brief information about the candidates**

In the announced competition, documents were submitted by one candidate – Assoc. Prof. Daniela Ilieva, PhD from VUZF. She has received a bachelor's degree in business administration at the European University from 2004 and a master's degree in economics, specialty Marketing at the University of National and World Economy (UNWE) – Sofia from 2006. She has defended her dissertation in economics (social management) – "Methodology for improving presentation skills" in 2015.

Assoc. Prof. Ilieva has experience as a manager at Maxi Park Hotel & Spa (2003 – 2009); as lecturer at UNSS (2009 – 2016), VUZF (2011 – 2016), University of Sheffield, International Faculty (2011 – 2018), University of Library Science and Information Technologies – Sofia (since 2016), Sofia University "St. Kliment Ohridski" (since 2018); business consultant (since 2012); and Executive Director of the Law and Internet Foundation (since 2015). Since 2016 she has been an associate professor of business process management and business communications at VUZF.

## **3. Fulfillment of the requirements for the occupation of the academic position**

Assoc. Prof. Daniela Ilieva, PhD meets the requirements for holding the academic position of "professor" according to the Bulgarian laws: she has acquired educational and scientific degree "doctor"; she has held the academic position of "Associate Professor" for at least two years; she has presented a published monographic work, which does not repeat the submitted works for obtaining the educational and scientific degree "doctor" and for holding the academic position "Associate Professor"; she has presented original research papers and publications; she has fulfilled the minimum national requirements. She meets the specific requirements of VUZF. Assoc. Prof. Daniela Ilieva, PhD has 1 345 points, with a required minimum threshold of 550 points.

#### **4. Assessment of educational activity**

Assoc. Prof. Daniela Ilieva, PhD has over 12 years of teaching experience. She taught the following courses at VUZF: Fundamentals of Management, Human Resource Management, Strategic Management, Business Communications and Ethics, Business Etiquette, Theoretical Foundations of CSR, Business Communications in IT Projects, Business Communications and Business Events in Tourism, Corporate Culture and Communications, Corporate Culture and Competitiveness, IT Project Management; in English: Business Communication, Business Etiquette, Business Ethics, Business Skills for Successful Leadership, Corporate Social Responsibility and Ethics, Leadership and Corporate Culture.

At the University of Library Science and Information Technology - Sofia, Assoc. Prof. Ilieva has taught the disciplines Management, Human Resource Management, Presentation Skills and Mediation and Negotiation. In the Master's program "Church Management" of Sofia University "St. Kliment Ohridski" she taught the course Models for communication in a non-church environment.

The work performed by Assoc. Prof. Ilieva at VUZF, from 2017 to 2022, is 1 350 hours, at the University of Library Science and Information Technologies – Sofia: 435 hours, at Sofia University "St. Kliment Ohridski": 45 hours.

This information shows that Assoc. Prof. Daniela Ilieva, PhD has extensive teaching experience and academic competence, which correspond to the scientific specialty of the competition.

#### **5. Brief description of the scientific publications**

For participation in the competition, Assoc. Prof. Daniela Ilieva, PhD has presented 12 works. They include 2 monographs, 1 book based on dissertation, and 9 articles and reports, 3 of which are co-authored.

She has presented 28 citations, which are divided into groups as follows: 3 citations in monographs and collective volumes; 25 citations in unrefereed journals with scientific review.

The main areas of research activity of Associate Prof. Ilieva are personal development management, business communications and presentation skills.

The publications are sufficient in volume and relevant in content to the announced competition. No plagiarism was noticed in the scientific production.

#### **6. Basic scientific and applied scientific contributions**

The report on the scientific and scientific-applied contributions of Assoc. Prof. Daniela Ilieva, PhD are correctly structured and summarized. The following more significant contributions can be systematized:

- The connections between factors of education, family environment and human capital management in organizations are substantiated;
- Current talent development and management programs in Bulgarian and international organizations operating in Bulgaria are studied;
- Models and programs for personal development in school and university environments are created;

- The theoretical statements about the social economy and the role of communications are systematized, refracted through the prism of the dynamic and competitive environment;
- The theory of communication management is further developed, and a model for measuring specific skills and factors are derived;
- A methodological toolkit is developed to assess the level of communication skills for achieving personal, academic, professional and strategic business goals;
- Original research is done on presentation skills in the field of organizational behavior, business communications and human resource management;
- An original methodology is created, taking into account the individual time resource of the student, with the aim of improving his presentation skills;
- A variety of tools for improving the educational system in Bulgaria are presented, referring to a study of models and good practices;
- The connections 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 are enriched.

## **7. Critical remarks and recommendations**

I have no critical remarks. I recommend Assoc. Prof. Daniela Ilieva, PhD to focus her efforts on publishing more articles in scientific journals, peer-reviewed and indexed in world-renowned databases with scientific information.

## **8. Conclusion**

Assoc. Prof. Daniela Ilieva, PhD meets all regulatory requirements for holding the academic position of "professor". Therefore, I give my positive assessment and invite the members of the scientific jury to vote for the election of Assoc. Prof. Daniela Ilieva, PhD to the academic position "Professor" in field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and Management (Business Communications and Personal Development Management) at the Higher School of Insurance and Finance – Sofia.

August 18, 2022 / Sofia

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