

OPINION

from

Prof. Dr. Radostin Vazov ,

The Graduate School of Insurance and Finance

of the materials submitted for participation in the competition
to occupy the academic position "**professor**" in the
VUZF, area 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 VUZF, as a candidate, Associate Professor Daniela
Ilieva.

1. General presentation of the received materials Subject :

By order No. 167/25.07.2022 of the Rector of the VUZF, Prof. Doctor of Law Boris Velchev, 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 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, Assoc. Dr. Daniela Ilieva from the Higher School of Insurance and
Finance, submitted documents

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

1. Application for admission to the competition
2. professional autobiography
3. Diploma of completed higher education
4. ONS Diploma "Doctor"

5. Certificate of Scientific Title "Associate Professor"
6. List of publications, together with the publications themselves for participation in the contest
7. Thematic summaries of scientific publications and developments
8. List of contributions in scientific works
9. Reference for citations
10. Certificate of compliance with national requirements
11. Reference for additional indicators

After taking the academic position of "associate professor", the candidate has published 40 scientific studies. For the purposes of the current "Professorship" competition, the candidate contributed 12 of these publications, two monographs, one book, and nine articles. The developed monographs are on the following topics "Management of personal development" and "Communication in time and place". There are articles and scientific reports in the cited fields. Some of the publications are in English. She is the author of the book: "Improving presentation skills".

2. General characteristics of the applicant's activity

Assoc. Dr. Daniela Ilieva is a lecturer at VUZF, at the Theological Faculty of Sofia University, as well as at the University of Library Science and Information Technology (UNIBIT). Leads lecture courses on "Management", "Human Resource Management", "Corporate Social Responsibility", "Business Communications", "Organizational Behavior", "Negotiation Skills", "Business Etiquette" and "Presentation Skills". Part of the lectures are in English.

Prof. Ilieva is the executive director of the "Law and Internet" Foundation - a non-governmental organization working in the field of law related to information and communication technologies.

Assoc. Dr. Daniela Ilieva is a professional trainer - consultant in Business Etiquette and International Protocol, certified by EUROPROTOCOL - The European School of Protocol (Brussels, Belgium). She is also a certified trainer in Neuro-Linguistic Programming (NLP) and 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. skills.

She is an expert in International Tourism and Hospitality Management, has a Bachelor's degree in Business Administration and a Master's degree in Marketing. In addition, she holds a doctorate in Economics (social management) and received the academic position of Associate Professor in Business Process Management and Business Communications with the main academic work being a book on the topic "Mentoring: process, guidelines and programs").

Prof. Ilieva is a guest speaker for various academic and business events. She is the only trainer and teacher in Bulgaria who combines the fields of NLP, modern business etiquette, international protocol and image management. Among its clients are Microsoft, Sitel, Pepsi, TRACE, Novartis, Junior Achievement Bulgaria, Unitcargo, Pipe System Bulgaria, Bulgarian Dental Union, Family Business Association, the Institute of Public Administration, large law firms, as well as other private and governmental organizations.

The data from the scientometric analysis of the scientific production included in the competition for professor, according to the numbering from the General Reference for scientific publications and developments, are: 2 independent monographs (respectively 162 and 270 pages); one book (self-contained 128 pages); 9 pcs. articles (6 independent and 3 co-authored). Of the presented articles, 5 are in Bulgarian and 4 are in English.

It can be noted that Assoc. Dr. Daniela Ilieva is an accomplished university scientist, supervisor and manager, teacher and good practitioner in the field of business communications and personal development management.

I believe that Assoc. Dr. Daniela Ilieva is aware of the criteria established in science for the presence of scientific usefulness in them.

I highly appreciate the candidate's scientific and applied scientific activity. The presented scientific production is logically connected, scientifically substantiated and empirically confirmed.

Assoc. Dr. Daniela Ilieva shows the ability to solve a wide range of practically useful scientific tasks by choosing appropriate approaches and methods.

The main contributions of the candidate have a scientific and applied nature. I believe that Assoc. Dr. Daniela Ilieva is aware of the criteria established in science for the presence of scientific usefulness in them.

3. Critical remarks and recommendations

After my detailed review of the presented materials, I did not find any material omissions, inaccuracies or contradictions. Perhaps some statements on the investigated issues do not coincide with my understandings, but these are personal interpretations and interpretations of the candidate

and they can be protected by her. Therefore, I believe that they do not affect my overall positive assessment and do not detract from the candidate 's scientific achievements. That is why my notes are more of a guiding and recommendatory character for future research, namely:

in some places I find the great desire of the candidate to present us with as much rich content as possible, which leads to getting into not always appropriate details;

for some foreign terms, it would be good to find the appropriate translation in Bulgarian. This, in turn, can be considered in the future as a scientific contribution of the candidate.

I know Assoc. Dr. Daniela Ilieva from our joint work at VUZF. The in-depth knowledge of the field of scientific interests and activity in recent years is impressive. They show a serious and erudite researcher, with in-depth theoretical training and a proven ability for independent scientific research.

CONCLUSION

The presented set of documents and materials represent an original contribution to science and meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB) and the Regulations for the Implementation of ZRASRB. The submitted materials and dissertation results fully comply with the specific requirements of the Regulations.

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

Sofia
30.07.2022

Signature:

Assoc. Prof. Dr. Radostin Grigoriev Vazov