

STANDPOINT

By Prof. Pencho Stoyanov Penchev, DS.c.

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Business Administration Department

of the materials, presented for the participation in the competition
to occupy the academic position "Associate Professor"
at the Higher School of Insurance and Finance

in the field of higher education 3. "Social, economic and legal sciences"
in scientific field 3.8 "Economics" (Marketing and Digital Business)

In the competition for "Associate Professor" published in SG, issue 30/15.04.2022, and on the website of the Higher School of Insurance and Finance (VUZF), Dr. Mihaela Metodieva Mihaylova, part-time lecturer at VUZF – participates as a candidate.

1. General description of the materials submitted

By order №. 170 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 for the competition for the academic position of "Associate Professor" at VUZF in the field of higher education 3. Social, economic and legal sciences, professional direction 3.8. Economics (Marketing and Digital Business).

The only candidate for participation in the announced competition is Dr. Mihaela Metodieva Mihailova.

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

- a) Application for admission to the competition

- b) Curriculum Vitae
- c) Recommendation letter from sr. assist. Dr. Sabrina Kalinkova
- d) Copy of the diploma for the educational and scientific degree "PhD"
- e) Resume of the monograph
- f) List of publications
- g) Resumes of the publications in English
- h) Information for participation in scientific projects
- i) Reference for the contributions in the submitted publications
- j) Consent to data processing
- k) Reference for fulfillment of the minimum national requirements
- l) Health certification
- m) Publications for the competition

Dr. Mihaela Metodieva Mihaylova has submitted in total 15 scientific works – part of them are following – research work qualifying for an academic degree – a monograph – 1, articles – 3, scientific papers – 10. These works are published in Bulgaria and abroad. This leads to the conclusion, that the stakeholders are aware of the production of the candidate.

The standpoint is done based on order №. 170 of 25.07.2022 of the Rector of the Higher School of Insurance and Finance for defining the participants in the Scientific Jury to occupy the academic position "Associate Professor" in the field of higher education “Social, economic and legal sciences” in scientific field 3.8 "Economics" (Marketing and Digital Business) and Decision from the first session of the Scientific Jury from 26.07.2022.

The documents from the competition prove that part-time lecturer Dr. Mihaela Metodieva Mihaylova has fulfilled the minimum national requirements of Law on the Development of the Academic Staff in the Republic of Bulgaria. The procedure corresponds with the Regulatory framework - Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for implementation of Law on the Development of the Academic Staff in the Republic of Bulgaria and the relevant Regulations of VUZF.

The standpoint is being done according to the Regulations of VUZF on the Development of the Academic Staff.

2. General description of the materials submitted

Part-time lecturer Dr. Mihaela Metodieva Mihaylova graduated with a bachelor's degree „Intellectual property” in University of National and World Economy in 2011, and with a master's degree in “Marketing” – in 2013. In 2019 she received her PhD Degree Diploma because of a defended doctoral dissertation “Market orientation of companies applying

direct marketing in Bulgaria”. During the period from 2012 to 2019 works in an outsourcing company. She worked as a part-time lecturer in the University of National and World Economy from 2014 to 2017. Since 2020 she is a part-time lecturer in VUZF.

3. General Assessment of candidate’s activity

As a part-time lecturer the candidates taught seminars in Bulgarian and in English in the following disciplines: “Product policy”, “Marketing basics”, “Sales management”.

In VUZF she participates in the organization and teaching of lectures and seminars in Bulgarian and English such as: “Academic writing and working with informational sources”, “Introduction to business digitalization”, “Digital marketing and communications”.

She participates actively in developing and updating of educational materials for digital and face-to-face education.

Even though the candidate submitted a reference for the contributions in her works, I will allow myself to restructure them. I reached this conclusion when evaluating the scientific works because I think that this will outline them more precisely.

According to me the contributions could be separated in two groups:

A. Scientific contributions:

1. Offering a non-traditional vision about the challenges when applying direct marketing in Internet (Direct marketing approaches in Internet. Challenges for personalization, loyalty programs and long-term relationships. Academic journal management and education ISSN: 13126121, 2021, Vol. 17, p. 18-22)
2. Formulating a new definition for direct marketing in Internet. (Internet or the most applicable media for direct marketing

nowadays. Academic journal management and education. 2021. ISSN: 13126121, Vol. 17, p. 14-18

3. Validity of the concept for the website as one of the most important communication instruments for potential and existing customers especially within pandemic context. In this relation – analysis of consumer and business habits changes provoked by COVID-19 pandemic is being made (Mihaylova M. The website as a digital marketing tool. Economic and social alternatives Journal, 28 (1), 2022. ISSN (online): 2534-8965, pp. 142-151).

B. Scientific-applied contribution

1. Research of Bulgarian websites taking into consideration their complexity and integrity. (Realities and challenges that websites in Bulgaria are facing. Ed. of VUZF "St. Gregory the Theologian", Sofia, 2022, pages 126, ISBN 978-619-7622-26-3, monographic work, submitted for the competition for "Associate Professor", according to the requirements of the Law for academic development in Bulgaria)
2. Analysis of the online education in Higher Schools in Bulgaria within the marketing product context and formulation of recommendations for its improvement based on results from an empirical survey. (Mihaylova M. Online learning from the perspective of the marketing product and its levels. An empirical example from Bulgaria 2021, Journal „Economic thought „Bulgarian Academy of Sciences, LXVI, 2021/2, ISSN 0013-2993, pp. 105-113)

4. Evaluation of the personal contribution of the candidate

I assume that the contributions are personal act of the candidate and that they are result of her consecutive and purposeful work.

5. Critical remarks and recommendations

I do not have any critical remarks because I did not encounter any significant lapses and faults. I will allow myself to make a recommendation which I consider as a crucial one. Even though textbooks, educational tools or other resources related to the educational process, are not compulsory to occupy the academic position "Associate Professor" according to the minimum national requirements, in my opinion the candidates for academic positions should have such because they are the foundation of their lecturer's activity. It is being always my contention that every lecturer should have textbooks for each one of the disciplines they teach.

6. Personal impressions

I do not know personally the candidate thus I do not have any previous impressions about her work. This standpoint is only based on the materials submitted for the competition.

7. Conclusion

The submitted materials for the competition fulfill the compulsory minimum national requirements for acquiring Science Degrees and for occupation of academic positions. They correspond to the requirements of Law on the Development of the Academic Staff in the Republic of Bulgaria, to the Regulations for implementation of Law on the Development of the Academic Staff in the Republic of Bulgaria and the relevant one Regulations of VUZF.

The aforementioned gives me a reason to give my positive assessment and to recommend to the honorable members of the Scientific jury to prepare a Proposal report to the Academic Council to award the academic position "Associate Professor" to the part-time lecturer - Mihaela Metodieva

Mihaylova in the Field of Higher Education 3. Social, business, and legal sciences; Professional direction 3. 8. Economics.

11.08.2022

Veliko Turnovo

DS.c.

Standpoint done by:

Prof. Pencho Stoyanov Penchev,