

# STANDAPOINT

by Prof. Dr. Nadya Mironova, *UNWE – Sofia*

of the materials submitted for participation in the competition

to hold the academic position of “**associate professor**”

**of the Higher School of Insurance and Finance (VUZF), Sofia**

by professional direction 3.7 Administration and management  
(Management and innovations in tourism)

In the competition for “associate professor”, announced in the State Gazette, no. 52 of 05.07.2022 and on the website of the Higher School of Insurance and Finance – Sofia, Radostina Robertova Dimitrova PhD, lecturer at the Higher School of Insurance and Finance, is participating as a candidate.

## **1. General presentation of the applicant and the procedure**

By order No. 369 of 10.11.2022 and order No. 379 of 16.11.2022 of the Rector of the Higher School of Insurance and Finance – Sofia, I have been appointed as a member of the scientific jury of a competition for the academic position of “**associate professor**” at the Higher School of Insurance and Finance – Sofia by field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and Management (Management and innovations in Tourism), **announced by the Higher School of Insurance and Finance – Sofia.**

To participate in the announced competition, only one candidate submitted documents, namely Dr. Radostina Robertova Dimitrova, lecturer at the Higher School of Insurance and Finance – Sofia.

The set of materials presented by Dr. Radostina Robertova Dimitrova is in full compliance with the Regulations for the terms and conditions for holding academic positions at the Higher School of Insurance and Finance – Sofia, and includes the following documents:

- CV in European format;
- a copy of the diploma for the educational and scientific degree “doctor” held;
- a monographic work with an abstract, reviewed by at least two qualified persons;
- list of publications after the defense of the doctoral dissertation and copies thereof;
- summaries in Bulgarian and English of the publications after the defense of the doctoral dissertation;
- medical certificate;
- criminal record certificate;
- certificate of the required experience;
- evidence of participation in scientific projects;
- a reference on the fulfillment of the minimum national requirements for occupying the academic position of “associate professor”;
- a reference to the original scientific contributions in the works and to the citations;
- consent form for the processing of personal data in connection with participation in the contest.

The candidate Dr. Radostina Dimitrova submitted a total of 8 scientific works, namely: 1 habilitation work, 1 monograph, 1 book /dissertation work for a “doctor”/, 5 articles published in non-refereed journals with scientific review. The distribution of scientific works by relevant headings, in the country and abroad, is as follows: one publication is abroad and the rest are in the country, 5 publications are in Bulgarian and 3 in English.

I accept the presented documents as well as proofs of the publications without any objections.

## **2. Brief biographical data**

The candidate in the “associate professor” competition, Dr. Radostina Dimitrova, obtained a bachelor’s degree at UNWE in 2015 and a master’s degree at UNWE in 2016. She successfully obtained the ESD “doctor” in 2020.

Dr. Dimitrova is engaged in teaching activities at the Higher School of Insurance and Finance and holds the position of assistant and scientific secretary. At the same time, she is a part-time teacher at the “St. George” Private International School, Sofia, where she teaches English in the business module.

Dr. Dimitrova has extensive professional experience in business, she completed various internship programs in the field of tourism in companies such as “Hotel Radisson Blu Sofia 5\*”, travel agency “Rad-Festa”, etc. She has worked for three years as an employee and later as an office manager of the travel agency Alfatour LTD. In the last six years, she worked as a sales manager in the travel agency “Aerotour MM LTD”.

It can be categorically stated that the professional, scientific and academic qualifications of the candidate fully correspond to the announced competition for “associate professor” at VUZF.

## **3. General characteristics of the applicant's activity and contributing moments**

The scientific works, presented by the candidate, fully correspond to the announced competition and are dedicated to research on the problems of management in tourism and innovation. The publications of the candidate Dr. Radostina Dimitrova have clear scientific, scientific-applied and applied contributions.

From a content point of view, the habilitation work presented for the purposes of the competition, is extremely interesting. The title of the monograph is “Crisis management in tourism in the conditions of Covid-19”. The work has a volume of 137 pages and includes an introduction, two chapters, a conclusion and a bibliographical reference. The first chapter is theoretical and the second is empirical in nature.

The author explores the effects of the global pandemic on the tourism industry. The topic chosen by the author is significant and relevant for modern tourism organizations, as the unprecedented complicated global health situation has had an impact on all economic sectors, including tourism. The proposed author’s model for crisis management in tourist organizations is a major contribution

Of special research interest is the second monograph by Dr. Dimitrova, which is titled “Management of Innovations in the Tourism Industry in the Perspective of the XXI Century”. A positive aspect of the monograph is the highlighting of the areas of innovation in the various sub-sectors of the tourism industry and the clarified importance of current trends in the field of tourism. The main contribution is the developed five-level author’s model for effective management of innovations in tourist organizations.

In addition to scientific contributions, I would highlight the achievements of the candidate for “associate professor” in the published book on the basis of a defended dissertation work for the award of the scientific degree “Doctor”. It distinguishes the advantages and disadvantages in the tourist offer of destination Bulgaria and destination Greece. It was clarified how the two countries could interact with each other in order to increase their economic results and attract more visitors to the Balkan region. An author’s model for managing changes in tourism supply in the conditions of globalization is also proposed.

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

On the basis of the information presented regarding the fulfillment of national minimum requirements according to the ZARSRB and the Regulations for its application, it can be concluded that the candidate Dr. Radostina Dimitrova meets the relevant criteria as follows: section “A” – 50 points at minimum 50 points; section “V” – 100 points with a minimum of 100 points; section “G” - 225 points with a minimum of 200 points and section “D” – 60 points with a minimum of 50 points.

#### **4. Critical remarks and recommendations**

I have no significant principled critical remarks towards the scientific works and activities of the candidate Dr. Radostina Dimitrova. The recommendation to the candidate is to continue her scientific activity in the direction of co-authored publications, as well as those to be published in referenced and indexed in world-renowned scientific information databases.

## CONCLUSION

The documents and materials presented by the **candidate, Dr. Radostina Robertova Dimitrova**, 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 on the terms and conditions for holding academic positions in the Higher School of Insurance and Finance – Sofia.

The candidate in the competition has presented a significant number of scientific works published after the materials used in the defense of the scientific degree “doctor”. The candidate’s works contain original scientific and applied contributions. Theoretical developments have a practical application. The scientific and teaching qualifications of Dr. Radostina Dimitrova are unquestionable.

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 find it reasonable to give my **positive assessment** and recommend the Scientific Jury to prepare a report-proposal to the Academic council for the election of Dr. Radostina Dimitrova to the **academic position of “associate professor”** at VUZF in professional direction **3.7 Administration and management (Management and innovations in tourism)**.

24.11.2022

**Standpoint prepared by:** .....

(Prof. Dr. Nadya Mironova)