

REVIEW

**From Prof. Dr. Silvia Trifonova Trifonova-Pramatarova,
University of National and World Economy (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

Area of study 3. Social Sciences, Economics and Law

Professional field 3.7. Administration and management (Management and Innovations in Tourism)

In the competition for the academic position '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 (VUZF University), as candidate participates Dr. Radostina Dimitrova from the VUZF.

1. General presentation of the received materials

By Order No. 369 of 10.11.2022 of the Rector of the VUZF, for the approval of the Scientific Jury for the selection of an 'Associate Professor', I have been appointed as a member of the Scientific Jury in the competition for the academic position of 'Associate Professor' in Area of study 3. Social Sciences, Economics and Law, Professional field 3.7. Administration and management (Management and Innovations in Tourism) for the needs of the Higher School of Insurance and Finance (VUZF University), competition announced in State Gazette no. 52 of 05.07.2022. By decision of the first meeting of the Scientific Jury, I am committed to preparing a review of the competition.

The only candidate in the competition is Dr. Radostina Dimitrova.

The materials submitted by Dr. Radostina Dimitrova include all the necessary documents for the procedure. They meet the requirements of the Law for Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for application of ZRASRB and the Regulations on the Terms and Conditions for Occupying Academic Positions at the VUZF University. The documentation is clearly and conscientiously prepared.

More specifically, the set of materials for the competition includes: an autobiographical reference; copy of the diploma for the educational and scientific degree "doctor" held; monograph, which is a habilitation thesis, as well as its summary and two reviews; list of publications after the defense of the educational and scientific degree "doctor"; a monograph that is not presented as a

habilitation thesis, as well as the two reviews to it; a book based on a protected dissertation work for awarding the educational and scientific degree “doctor”; 5 scientific articles and papers published in non-refereed peer-reviewed journals or published in edited collective volumes, three of which are in English; summaries in Bulgarian of the publications on the competition; summaries in English of the publications on the competition; medical certificate; criminal record certificate; official note about the required experience under Art. 20, para. 2; proof of participation in a research task; certificate of fulfilment of the national minimum requirements; a reference to the original scientific contributions in the works; a reference to the citations of the works; consent form for personal data processing.

The candidate in the competition, Dr. Radostina Dimitrova, submitted a total of 8 scientific works, namely: 2 monographs, incl. 1 monograph – habilitation work, and 1 monograph that is not presented as a habilitation work; 1 book based on a protected dissertation work for awarding the educational and scientific degree “doctor”; 4 articles and 1 paper published in non-refereed peer-reviewed journals or published in edited collective volumes, three of which are in English.

Documents are presented (in the form of official notes) about the participation of Dr. Radostina Dimitrova in the Laboratory for Scientific and Applied Research at the VUZF and in the organization of four scientific forums at the VUZF. These scientific forums are the following: 1/ Second International Conference on the Pan-European Personal Pension Insurance Product (PEPP), held on 29-30.10.2020; 2/ Round table on “Foreign trade and pandemic”, held on 11/18/2020; 3/ Round table on the topic “The green deal and the future of investments in banking”, held on 26.11.2021, VUZF and BSE-Sofia; 4/ Round table on “Strategic management and regulation of business processes in the state”, held on 31.03.2022.

2. Brief biographical data of the candidate

Dr. Radostina Dimitrova is an Assistant Professor at the VUZF in Professional field 3.7. Administration and management since September 2021. She obtained the educational and scientific degree “Doctor” at the University of National and World Economy (UNWE), Sofia, in May 2020. She has a master’s degree in “International Economic Relations” with a specialization in “Management of international projects” from the UNWE, Sofia.

From 2014 until now, she has been working in the field of tourism in tour operator agencies, including from February 2014 to December 2016 – at the travel agency Alfatur AD, and from January 2017 to the present – at the travel agency Aerotour MM OOD.

From September 2022, she is also a part-time teacher at the Private International School “St. George”, Sofia, students in the 11th and 12th grades in the discipline “Marketing” in the business module.

3. General characteristics of the candidate’s activity

The academic and teaching activity of Assist. Prof. Dr. Radostina Dimitrova at the VUZF begins in September 2021. She teaches the following academic disciplines: 1/ “International Marketing” (in English); 2/ “Marketing Management” (in English); 3/ “Business Innovations” (in English); 4/ “Innovations and entrepreneurship in business”; 5/ “Brand Management”.

Dr. Radostina Dimitrova also holds the position of Scientific Secretary at the VUZF. She conducts administrative procedures, prepares documentation for the Academic Council and departmental councils, participates in VUZF accreditation, etc. Her research interests are in the field of marketing, innovation, entrepreneurship and tourism. She is a member of the research team of the program direction “Business Management and Marketing” of the Laboratory for Scientific and Applied Research at the VUZF. Her activities are aimed at scientific-applied research related to cases that arose during the work process and management decision-making, building creative and innovative thinking when solving various practical tasks, emphasizing on organization, motivation, control and the coordination of employees in an organization, analysis of business activities and methods for making correct business decisions.

Assist. Prof. Dr. Radostina Dimitrova is also a member of the scientific research team of the “Economics” program direction at the VUZF, where she carries out the following activities: 1/ Carrying out scientific and applied research in the field of economics on various aspects related to the educational profile of the VUZF; 2/ Preparation of analyzes on important economic, social and political topics for the country; 3/ Implementation of knowledge transfer from and to the national and foreign educational market by organizing conferences, forums, round tables, etc.; 4/ Provision of opportunities to carry out scientific and applied research in the field of economics; 5/ Cooperation with national and international business partners.

Assist. Prof. Dr. Radostina Dimitrova is a member of the Editorial Board of the Publishing House of the VUZF “Sv. Gregorii Boglov”.

The scientific publications of Dr. Radostina Dimitrova, submitted for participation in the competition, can be classified by type as follows:

1/ Monographs – 2 issues, including: 1 monograph – habilitation thesis on the topic “Crisis management in tourism in the conditions of Covid-19”, Publishing House “Sv. Gregorii Boglov”, 2022, ISBN 978-619-7622-47-8, total p. 137, and 1 monograph not presented as a habilitation thesis

on the topic “Management of innovations in the tourism industry in the perspective of the XXI century”, Publishing House “Sv. Gregorii Boglov”, 2022, ISBN 978-619-7622-41-6, total pp. 115;

2/ Book based on a protected dissertation work for awarding the educational and scientific degree “doctor” – 1 issue, on the topic “Changes in the tourist offer in conditions of globalization”, Publishing house “Sv. Gregorii Boglov”, 2022, ISBN 978-619-7622-27-0, total p. 137;

3/ Articles and papers published in non-refereed peer-reviewed journals or published in edited collective volumes – 5 items, including: 1/ article on “Role of sharing economy in tourism business in the perspective of XXI century”, KOŠICKÁ BEZPEČNOSTNÁ REVUE, Vol. 12, No. 1 (2022), p. 13–19, ISSN 1338-6956; 2/ article on the topic “The role of entrepreneurship in managing sustainable tourism”, Higher School of Insurance and Finance, “Money and Culture” Journal, no. 2/2021, pp. 42-50, ISSN 2683-0965; 3/ article on “Management of intelligent tourist destinations”, Higher School of Insurance and Finance, “Money and Culture” Journal, no. 3/2021, pp. 25-33, ISSN 2683-0965; 4/ article on “Sustainable innovation management in tourism sub-sectors”, “Management in business and the public sector” Journal, no. 1/2022, pp. 17-25, ISSN: 2815-391X; 5/ paper on “The European green deal perspectives and innovations for sustainable tourism”, Conference proceedings “The green deal and the future of investments and banking”, Publishing house “Sv. Grigorii Bogoslov”, 2022, pp. 41-49, ISBN 978-619-7622-35-5.

The classification of her scientific works according to the language in which they were written is as follows: 1/ publications in English - 3 issues; 2/ publications in Bulgarian - 5 issues. The candidate's scientific publications are not classified by the number of co-authors, since all her publications submitted for participation in the competition are independent.

Acquaintance with the presented scientific works of Dr. Radostina Dimitrova in the competition for the academic position of ‘Associate Professor’ in the Professional field 3.7. Administration and Management (Management and Innovations in Tourism) allows me to judge that the candidate sets important goals and objectives in her research, and succeeds in achieving them through analysis, research and discussion. Those that she has formulated in her works have been confirmed and empirically proven. They are related to the identification and analysis of the problems of the tourism industry, crisis management in the field of tourism, management of innovations in the tourism sector, the role of entrepreneurship in tourism, tourism supply, etc., and fully correspond to the theme of the competition.

In her research, the candidate applied modern research tools - theoretical, methodological and empirical. She is well-versed in the problems she deals with in her scientific research, and I can highlight her works dedicated to the particularly topical problem of crisis management in tourism in the conditions of the Covid-19 pandemic. I am interested in the analysis of the factors affecting the

tourism business in the conditions of Covid-19 and the derivation of recommendations and perspectives for crisis management in the tourism industry.

The main scientific and scientific-applied contributions that I can highlight in Dr. Radostina Dimitrova's scientific research are the following:

1. Identification, systematization and analysis of the diverse effects of the global Covid-19 pandemic on specific sub-sectors of the tourism industry.
2. A developed author's model for crisis management in tourist organizations in the conditions of the Covid-19 pandemic, with the formulation of perspectives for crisis management in the tourist business in the conditions of the threat of global health crises.
3. Developed a 5-level author's model for effective management of innovations in tourism organizations, highlighting the main types of innovations and proposed good practices for their effective management in key tourism sub-sectors.
4. Differentiated advantages and disadvantages in the tourist offer of the destinations Bulgaria and Greece, with clarification of the ways of interaction between the two countries in order to attract more visitors to the Balkan region.
5. Proposed author's model for managing changes in the tourist offer in the conditions of economic globalization.
6. Bringing out the role and importance of the shared economy (the sharing economy) in the context of the tourism industry, highlighting its advantages and disadvantages in the field of tourism.
7. Revealing the role of entrepreneurship in the field of sustainable tourism in terms of catalyzing regional development, creating employment opportunities and improving the living standards of the population.

The candidate fulfills the scientometric national minimum requirements. A total of 375 points are established by the attached Reference for the implementation of the minimum national criteria. There are 8 documented citations or a total of 60 points of citations of Dr. Radostna Dimitrova's scientific works according to the attached Reference for citations.

4. Evaluation of the candidate's personal contribution

The scientific publication activity of Dr. Radostna Dimitrova includes only individual publications. Publications developed in a team with other authors are missing. In the attached total of 8 scientific papers in the competition, the candidate's personal contribution is clearly visible.

5. Critical remarks and recommendations

I have two recommendations for Dr. Radostna Dimitrova regarding her research work. First of all, I would suggest that she focus on publishing scientific articles, papers and studies in scientific publications, referenced and indexed in world-famous databases with scientific information – such as SCOPUS and WEB OF SCIENCE. My second recommendation is to strengthen her scientific publication activity in a team with other authors, including with foreign co-authors, since at the moment she only has individual publications.

6. Personal impressions

I have almost no personal impressions of the candidate's performances, so my review is prepared only on the basis of the submitted materials for the competition for the academic position of 'Associate Professor'.

CONCLUSION

From a thorough review of the submitted documents of Dr. Radostina Dimitrova, I find that she meets the national minimum requirements for holding the academic position of 'Associate Professor' in the Area of study 3. Social Sciences, Economics and Law, Professional field 3.7. Administration and management (Management and Innovations in Tourism). Therefore, I give a positive assessment of her teaching, teaching and research work, and I would like to suggest to the members of the respected Scientific Jury to vote for the election of Dr. Radostina Dimitrova to the academic position of 'Associate Professor' in the Professional field 3.7. Administration and management (Management and Innovations in Tourism) at the VUZF.

28.11.2022

Sofia

Reviewer:

(Prof. Dr. Silvia Trifonova-Pramatarova)