

REVIEW

by **Prof. Dr. Valentin Penchev Vassilev - Higher School of Security and Economics,
Plovdiv**

of the materials submitted for participation in the competition for occupying the academic position
"associate professor" of the Higher School of Insurance and Finance

by field of higher education – Social, economic and legal sciences professional direction –

3.7. Administration and Management

In the competition for associate professor, announced in the State Gazette, no. 52 of 07/05/2022 and on the website of the Higher School of Insurance and Finance, Daniela **Petrova Karaangova** participates as a candidate.

1. General presentation of the procedure and the candidate

By order No. 371 dated 10.11.2022 of the Rector of the Higher School of Insurance and Finance, I have been appointed as a member of the scientific jury of a competition for the academic position of associate professor at VUZF in professional direction 3.7. "Administration and management /Public management and educational strategies/".

One candidate has submitted documents to participate in the announced competition - Daniela Petrova Karaangova from VUZF.

The set of electronic materials presented by Daniela Karaangova is in accordance with the Regulations for the Development of the Academic Staff of VUZF.

The candidate submitted a total of 3 scientific papers, all three of which are monographic in nature. 3 scientific works that are outside the dissertation are accepted for review and are taken into account in the final evaluation. Relevant documents (in the form of official notes) for participation in projects, as well as those certifying teaching commitments and experience, are also presented.

The candidate under the procedure, Daniela Karaangova, has work experience, appropriate education and continuously focused scientific interests in the field of the competition announced by the university.

In terms of education, the candidate graduated in 2012 with a Bachelor's degree (BA) from Solent University, University of Southampton, UK - majoring in Public Relations and Communications. In 2013, she graduated with a Master's (MSc) at Bournemouth University majoring in "Management/Management and Marketing". In 2019, she also successfully completed her doctoral studies and obtained a PhD in "Management/Management" at the University of Southampton, UK.

From the documentation provided in the procedure, it is clear that the work and career to date includes: in 2013, for nine months, she was a research assistant on a fee basis and an associate of Dr. Hong Bui from Bournemouth University, and from November 2019 until now she is a part-time teacher at VUZF, and in October 2022 she became a deputy editor-in-chief of the VUZF Review magazine.

I do not know the candidate personally.

2. General characteristics of the applicant's activity

Evaluation of educational and pedagogical activity and readiness of the candidate

Regarding the "pedagogical experience and activity" component, in official note No. 712/28.10.2022, the university certifies that the candidate under the procedure in the period 2019 - 2022 had a workload of a total of 540 study hours, which is indicative of acquired sufficient skills in the pedagogical work of Dr. Karaangova.

Evaluation of the candidate's scientific and scientific-applied activity

The following findings and summaries of their contribution can be made from the scientific developments submitted for evaluation.

- ✓ For the monograph *Karaangova, Daniela. "The personality and organizational constructs of systems thinking. Is systems thinking a God given privilege of few or can be aroused by appropriate organizational culture types?"; VUZF, Publishing House "St. Grigorii Bogoslov, Sofia, 2022, ISBN 978-619-7622-34-8:*

The presented monograph is a leading publication in the competition procedure. It presents a new theory related to the factors influencing the ability of individuals to think in systems by identifying the personality profiles and the type of organizational culture conducive to systems thinking and is based on a statistical study of 353 questionnaires in which managers from Bulgaria and Great Britain took part. Measurement of the relationships between systems thinking, personality dimensions and organizational culture are based on the well-established Goldberg's five-factor model and Pors' organizational culture theory. Findings from the study indicate that two of the five personality dimensions influence individuals' ability to think in systems. At the same time, organizational culture has a significant influence on systems thinking, but whether it is positive or negative depends on the type of organizational culture.

Several key points can be highlighted in the monograph:

- A leading contribution of a practical nature is the creation of a new theory about the factors determining "systems thinking". Here, the extensive literature review shows a significant need to recognize the factors influencing the ability of individuals to think in systems.
 - As a contributing point, the indicated conclusion that the personal factors having a direct influence on the formation of "thinking in systems" can be indicated, as well as whether the character of their influence is positive or negative.
 - Of a contributing nature is the identification of the types of organizational culture that stimulate or hinder the formation of "systems thinking" among members from the organization and, in particular, among middle and senior management.
- ✓ For the monograph *Karaangova, Daniela. "The role of higher education for the transformation of the Bulgarian economy"; VUZF, Publishing House "St. Grigorii Bogoslov, Sofia, 2022, ISBN 978-619-7622-53-9*
 - Of a contributing nature is the holistic analysis of the strategies, policies and subsequent actions related to increasing the role of higher education and science for the development of entrepreneurship and achieving intelligent growth.
 - The derived conceptual model illustrating the stages and steps towards achieving a transformation of the higher education and science system and the generalized recommendations for overcoming the exposed weaknesses in the strategies and policies for the development of higher education and science
 - ✓ For the monograph *Karaangova, Daniela. "Perspectives for reforming higher education in Bulgaria"; VUZF, Publishing House "St. Grigorii Bogoslov, Sofia, 2022, ISBN 978-619-7622-52-2*
 - The methodological choice is made regarding the holistic and micro-to-macro-to-micro approach in the study of the reform of profiling of higher education institutions in Bulgaria.

- A conceptual framework has been developed, illustrating the factors affecting the failure of reforms in the higher education and science sector.

The presented works, in addition to making a significant contribution to the enrichment of theory in the field of public management, also have a high practical value, in view of the significance of the challenges facing modern management and in particular the management of education, related to the complicated conditions for effective administrative management at all levels in the higher education sector.

From this position, it can be confidently noted that the importance of the works proposed for review is clearly specified. We can summarize that the subject matter of the presented publications is entirely focused on the problems of professional direction 3.7. "Administration and management". It covers current theoretical and applied problems of the management of educational processes in the field of higher education and areas that are relevant in this topic in the strategic management of public policies in the education sector.

There is an interdisciplinarity in the publications that is balanced in a problematic sense.

In the works proposed for review, these problems are analyzed in detail, through the use of creative scientific approaches, with the application of systemic thinking, with knowledge of the issues under consideration.

The candidate demonstrates an individual scientific focus and offers scientific production at a high level, also proven by specialized expertise, which not only increases the quality of the educational process, but has application in the practice of making management decisions by the competent authorities and institutions in the field of public management.

Evaluation of the indicated citations of the candidate's works

The indicated citations of the candidate's works are 6/six/. The citations are in publications in Bulgaria and abroad, and the quoting authors are both from Bulgaria / Lazarova, T.; Palova, Y.; Dimitrova, R./ and foreign authors / Farzad, F. S., Salamzadeh, Y., Amran, A. B., & Hafezalkotob, A.; Kumari, R., Kwon, K. S., Lee, B. H., & Choi, K./

The citations show that there is knowledge of the candidate's work under the present procedure.

Evaluation of the quantitative indicators and criteria for occupying the academic position)

In the attached reference for scientometric indicators of the procedure, out of the 400 points required by regulatory documents, the applicant has provided a reference - a self-assessment for the available 400 points.

Scoring by criteria is as follows:

- A – 50 points /out of 50 minimum/
- B – 100 points / out of 100 minimum /
- C – 200 points / out of 200 minimum /
- D – 50 points / out of 50 minimum /

Assessment of the candidate's personal contribution in the relevant publications and to what extent the formulated contributions and obtained results are her personal merit.

I accept the attached author works as personal contributions. I am not aware of any reports of plagiarism and violations of the procedure of any other nature that would prevent the normal course of the procedure.

It can be summarized that there are in-depth research experience and accumulated expertise, as well as results, accumulated experience in project work, as well as expert one, where those individual professional characteristics can be applied in modern management practice and can be the basis for pedagogical and scientific achievements in the future and to be used with high utility by the Higher School of Insurance and Finance.

3. Critical notes and recommendations

I have the following recommendations and scientific-methodological notes for candidate Dr. Karaangova:

- ✓ It is recommended to increase the publication activity in publications in the country and abroad, with a view to expanding and popularizing the creativity and ideas of her scientific research, as well as those with higher citation indices;
- ✓ It is necessary to expand the application possibilities of the candidate's research, as well as to include them more widely in the studied academic disciplines of the majors at the university;
- ✓ To continue and improve the skill of a short and concise statement, following the focus of the research and complying with the requirement for the volume of the development and not violating the generally accepted logic: overview - methodology - research - analysis of results - conclusions and recommendations. This recommendation is especially strongly valid in the future publications of articles, reports and analysis, which I am sure are about to come to fruition;
- ✓ I recommend that in the future she should make an attempt and make an effort to put some of the conclusions drawn to a scientific and why not a political debate, as well as to test the ideas or some of them in practice in the next year;
- ✓ It is possible at a further research stage to expand the scope of the study and seek a critical analysis of European and global practices and to derive a series of recommendations for the development of public policy/s in the researched area, which is based on "evidence from good decisions and practices" (evidence based). This is a relatively new approach to research and development of public policies, which is applied in some other EU countries and which can be used in Bulgaria and the EU in the process of educational reforms;
- ✓ It is recommended that the candidate's future research use 'benchmarking' and 'benchlearning' as tools to compare and identify good practices. This would facilitate both comparison processes and the testing and application of good practices and ideas identified in the initial research;
- ✓ A good effect in the candidate's creative profile would be to find an indicative scientific proximity between her views on the effective management of educational processes with strategic management and development by adding to the rich scientific toolkit she uses and offers new tools such as - Balanced maps and systems of performance indicators; Common Assessment Framework CAF; Lean – toolkit; Improvement Roadmap; KANO Analysys; GAP Analysys and others. I believe that by their use the matter which she examines will be covered even better;

CONCLUSION

The documents and materials presented by Daniela Petrova Karaangova meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and its Regulations and the relevant Regulations of VUZF.

In general, the content of the competition documentation shows that the candidate is able to independently carry out scientific and practical-applied activities with a high degree of practical applicability.

The formal requirements of the procedure are fully met, and the attached documentation of the procedure is complete and complete in a way that facilitates the evaluation.

The organization and documentation of the procedure, administered by the educational institution, fully covers the normative requirements laid down in the Bulgarian legislation.

What has been stated so far gives me the reason to express a positive opinion and to formally accept the procedure as completed up to this stage, according to the requirements of the Law on the

Development of the Academic Staff in the Republic of Bulgaria, the Regulations to its implementation and the internal normative documents of the Higher School.

On the other hand, the candidate in the competition has submitted the required number of scientific works, published after the materials used in the defense of the degree "Doctor" from the point of view of the implementation of the legal composition in terms of demand for the number of points.

In the works of the candidate, there are original scientific and applied contributions that have received recognition. The theoretical developments have practical applicability, and some of them are directly oriented to academic work.

Dr. Karaangova's scientific and teaching qualifications are undoubted and relevant to the competitive field.

The results achieved by Daniela Petrova Karaangova in the educational and scientific research activities are fully in line with the VUZF Regulations for the application of of the Law on the Development of the Academic Staff in the Republic of Bulgaria.

In summary, in view of the stated above and after a detailed acquaintance with the materials and scientific works presented in the competition, an analysis of their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my **positive assessment** and recommend to the scientific jury to prepare a report-proposal to the Academic Council for the election of Daniela Petrova Karaangova to the academic position of "associate professor" at VUZF in professional direction 3.7. "Administration and management /Public management and educational strategies/" according to the competition announced in SG No. 52/05.07.2022 by the Higher School of Insurance and Finance /VUZF/.

29.11. 2022

Reviewer:



(Prof.Valentin Vasilev, PhD)