

REVIEW

by Prof. Dr. Krasimir Todorov Todorov
of the materials submitted for participation in the competition
for occupying the academic position of associate professor
in the Graduate School of Insurance and Finance
by field of higher education 3. "Social, economic and legal sciences"
professional direction 3.7. Administration and Management (Public Administration and
Educational Strategies)

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, as a candidate Dr. Daniela Petrova Karaangova from VUZF, Sofia

1. General presentation of the received materials

Subject:

By order No. 374 dated 10.11.2022 of the Rector of the Higher School of Insurance and Finance, I have been designated as a member of the scientific jury of a competition for the academic position of associate professor at VUZF in the field of higher education 3. "Social, economic and legal sciences", professional direction 7. Administration and Management (Public Administration and Educational Strategies) Only one candidate submitted documents for participation in the announced competition:

Dr. Daniela Petrova Karaangova from VUZF, Sofia

The set of paper/electronic materials presented by Dr. Karaangova is in accordance with the Regulations for the Development of the Academic Staff of VUZF and includes the following documents:

- Application for admission to the competition
- Autobiography
- A copy of the doctor's degree and its attachments
- Habilitation work
- Two monographs and summaries of them
- Certificate of internship
- Certificate of participation in scientific projects
- Reference for the fulfillment of the minimum national requirements

– Reference to original scientific contributions

The candidate, Dr. Daniela Petrova Karaangova, submitted a total of 3 scientific papers – a basic habilitation paper and two monographs. All three scientific papers, which are outside the dissertation, are accepted for review and are counted in the final evaluation.

2. Brief biographical data of the candidate

Daniela Kaarngova has an education corresponding to the announced competition for an associate professor, which was entirely acquired in Great Britain. BA in Public Relations and Communications from 2009 to 2012 from Solent University in Southampton. MA in Management and Marketing from 2012 to 2013 from Bournemouth University. PhD in Management from 2015 to 2019 from the University of Southampton. After obtaining the educational and scientific degree "doctor", Daniela Kaarngova began teaching and scientific activity at VUZF. To date, she covers 6 teaching disciplines, and in 3 years she has given 540 academic hours to students from VUZF.

2. General characteristics of the applicant's activity

The main habilitation monographic work is entitled "The personality and organizational constructs of systems thinking", presented in a volume of 121 pages, divided into five chapters. The aim of the monograph is two-fold: First, to propose a new theory related to the factors affecting the ability of individuals to think in systems. Second, to create a theoretical model illustrating the personality profile corresponding typology of organizational culture that influences systems thinking. 4 tasks are formulated: 1. To check whether there is a relationship between the ability to think systematically and the personality profile of individuals by using the Big Five Personality model. 2. To examine whether organizational culture influences systems thinking. 3. To determine which types of organizational culture have a positive impact on systems thinking and which negatively, if a relationship is found between the two. 4. To determine which personality dimensions have a positive impact on systems thinking and which have a negative impact. In relation to the relevant tasks, 6 hypotheses have been proposed: 1. Neuroticism has a negative impact on systemic thinking, 2. Extraversion has a positive impact on systemic thinking, 3. Openness has a positive impact on systemic thinking, 4. Agreeableness has a positive impact on systemic thinking, 5. Good faith has a negative impact on systems thinking and 6. A positive organizational culture has a positive impact on systems thinking. The research structure is covered in three stages. The first stage of the research involved a critical review of the academic literature. The

second stage suggests the identification of an appropriate methodology to fulfill the aims and objectives of the study. The third stage of the research project presents the results of the research, as a consequence of the tested hypotheses. In general, it should be concluded that the author has succeeded in achieving the set goals of the study. As a result, the monographic work proposes 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 favoring systems thinking. The conclusions of the habilitation work are based on data from 353 questionnaires, in which managers from Bulgaria and Great Britain, representatives of three sectors - public, private and non-profit, from a total of nineteen industries participate. In the course of the presentation, the relationships between systems thinking, personality dimensions and organizational culture were measured, based on Goldberg's five-factor model and Pors' organizational culture theory. The results of the study show that only two of the total five dimensions of personality influence the ability of individuals to think in systems. At the same time, organizational culture has been shown to have a significant impact on systems thinking. The nature of thinking - be it positive or negative, depends on the type of organizational culture of the individual.

The second monograph submitted for review is entitled "The role of higher education in the transformation of the Bulgarian economy". It examines the question of the role of higher education for the intelligent economic growth of Bulgaria. Modernizing the economy and linking it to higher education and science is a matter of essential importance for all developing countries in Europe. This question is posed with particular poignancy in light of the COVID pandemic. The monograph claims that its consequences are economic, political, social and even psychological, while at the same time, the control, bureaucracy, administration and intervention of the state have acquired significant dimensions. The monograph is focused in two directions. The first examines the impact of the current economic and political crisis on entrepreneurial start-up companies in Bulgaria. The second focuses on the preparation of a holistic and systematic analysis of strategies and policies to achieve economic transformation of an innovative kind through the development and increasing the role in the economy of higher education and science. The structure of the monograph is divided into five compact chapters, an introductory and a concluding part. The first chapter is devoted to the characteristics and peculiarities of start-up entrepreneurial companies. Their corresponding regional ecosystems are also examined. The factors affecting the emergence and early development of start-up enterprises have been clarified, in the light of the Bulgarian reality, through the prism of the pandemic situation. The second chapter develops the vision, the strategy, the goals and human capital. Chapter three examines the role of higher education in economic development and growth. In the fourth chapter, an analysis of Bulgaria's existing strategies in the field of higher education,

research and lifelong learning is carried out, in order to be able to formulate the author's conceptual model in the fifth chapter. The content of the monograph presents a mature understanding of the issues related to the strategic development of Bulgaria in terms of creating an intelligent economy as a bridge between entrepreneurship and the educational environment. It is supported by numerous tables and figures, clearly presented and explained. The literary sources for numerous and varied.

The third monograph is entitled "Prospects for reforming higher education in Bulgaria". It examines the question of the profiling of higher education institutions in research and education. Precisely and clearly stated the research questions and the way in which they obtained the required result. I find the monograph extremely relevant to the higher education agenda, as well as from the perspective of the high quality of the interview respondents. The monograph represents a very interesting and scientifically based way of presentation, while at the same time leaving the reader to form his own opinion on the issue. The structure of the monograph is classic, formed in three main chapters, an introductory and a concluding part. The first chapter presents the theoretical part regarding the role of universities in the global and internationalized world, and organizational change in the higher education sector. In the second chapter, the methodology of the research paradigm, philosophy and strategy, as well as the applied research methods, are formed. In the third chapter, the results of the research are presented, along with the relevant analysis and summaries. The content of the monograph is rich, the formulations are carefully thought out, the author successfully interprets the ideas and definitions of many classical and modern authors. The extremely interesting quotes of the research participants make an impression. 144 diverse literary and Internet sources were used, which testifies to the good faith of the author in researching the formulated thesis.

In terms of contributions, I would single out one major one in Dr. Karaangova's habilitation work. It is expressed in highlighting a new direction in the theory about the factors determining "thinking in systems", highlighting the reasons influencing the ability of individuals to think in systems. It confirms the scientifically proven thesis that managers possessing this type of thinking have the ability to deal with complex problems, realizing a competitive advantage among their competitors. The personal factors having a direct influence on the formation of "thinking in systems" are identified, as well as whether the nature of their influence is positive or negative. In parallel, the types of organizational culture that stimulate or hinder the formation of "systems thinking" among the members of the organization and in particular among the middle and top management are identified.

4. Evaluation of the candidate's personal contribution

I consider each of the submitted publications for the docent competition to be the personal work of the candidate. In their review, NO evidence and/or signals of copyright infringement of other researchers were found at the time of the review. It is clear from the provided reference on the implementation of the minimum national requirements that they are fully covered.

5. Critical remarks and recommendations

As a critical remark, I would point out the lack of articles, studies and scientific reports, which are characteristic for measuring the capacity of a scientific worker.

I recommend the candidate to expand the perimeter of his scientific interests, to transfer his knowledge from the problems of higher education to applications in the economic direction, and from there to the strategic development of the economy.

6. Personal impressions

I know the associate professor candidate Daniela Karaangova as a teaching colleague at VUZF and I have a direct impression on her scientific creativity, including as a reviewer of her scientific works. In her behavior, I have been able to notice a qualitative desire for scientific growth and potential due to the acquired English background, along with the relevant research methodology. Last but not least, there is scientific maturity of the candidate, as a prerequisite for sure success in the academic field.

CONCLUSION

The documents and materials presented by Dr. Daniela Karaangova comply with 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 of VUZF.

The candidate in the competition has submitted a sufficient number of scientific works published after the materials used in the defense of the ONS "doctor". The candidate's works contain original scientific and applied contributions that have received international recognition, a representative part of which has been published in journals and scientific collections issued by

international academic publishing houses. His theoretical developments have practical applicability, and some of them are directly oriented to academic work. Dr. Daniela Karaangova's scientific and teaching qualifications are unquestionable.

The results achieved by the candidate for associate professor in the educational and research activities fully correspond to the Regulations of VUZF for the application of ZRASRB.

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. Daniela Karaangova to the academic position of 'associate professor' at VUZF in professional direction 3.7. Administration and Management (Public Administration and Educational Strategies).

20.11. 2022.

Reviewer:

Prof. D.Sc. Krasimir Todorov