

**REVIEW**

to occupy the academic position:

|                       |   |
|-----------------------|---|
| "Professor"           |   |
| "Associate Professor" | x   |
|                       | one of the academic positions indicated shall be marked with the sign "X" |

**Candidates to occupy the position:**

|   |                   |                   |         |             |            |           |
|---|-------------------|-------------------|---------|-------------|------------|-----------|
| 1 | Assist. Prof.     | PhD               | Teodora | Emilova     | Obretenova | UCTM      |
| № | academic position | scientific degree | name    | middle name | last name  | workplace |

**Scientific area:**

|      |                                     |
|------|-------------------------------------|
| 3.   | Social, economic and legal sciences |
| code | name                                |

**Professional area:**

|      |                               |
|------|-------------------------------|
| 3.7. | Administration and management |
| code | name                          |

**Scientific specialty:**

|   |
|---|
| Organization and Management of Production by industry |
|---|

**The competition has been announced:**

|             |            |                                 |  |
|-------------|------------|---------------------------------|--|
| 102         | 23.12.2022 | Economy and business management | Faculty of Chemical and System Engineering |
| in SG issue | date       | for the needs of the Department | Faculty                                    |

**The review was written by:**

|                   |                   |         |              |           |           |
|-------------------|-------------------|---------|--------------|-----------|-----------|
| Assoc. Prof.      | PhD               | Silviya | Aleksandrova | Hristova  | UCTM      |
| academic position | scientific degree | name    | middle name  | last name | workplace |

**1. Review for the candidate:**

|                   |                   |         |             |            |
|-------------------|-------------------|---------|-------------|------------|
| Assist. Prof.     | PhD               | Teodora | Emilova     | Obretenova |
| academic position | scientific degree | name    | middle name | last name  |

**1.1. Completion of the provided documents:**

|  |          |  |
|--|----------|--|
| A) The competition documents are in full compliance with the Regulations                       | 3 points | x  |
| B) The documents are complete but do not fully comply with the requirements of the Regulations | 2 points |  |
| C) The documents are not completed in accordance with the requirements of the Regulations      | 0 points |  |
|  |          | one of the answers given is marked with the sign "X" |

Missing documents and violated requirements must be described if response C is marked.

**1.2. Meeting the minimum requirements under the Regulations:**

|  |           |  |
|--|-----------|--|
| A) The candidate meets the minimum requirements        | 20 points | x  |
| B) The candidate doesn't meet the minimum requirements | 0 points  |  |
|  |           | one of the answers given is marked with the sign "X" |

It must be filled in if answer B is marked. The publication activity of the candidate is analyzed. The response of the results achieved (quoted) is analyzed.

**1.3. Relevance of scientific and / or applied research:**

|   |          |  |
|---|----------|--|
| A) The research is relevant. Part of the research is pioneering (no results are known on the topic by other authors)    | 7 points |  |
| B) Research is relevant. Results from other authors are known for each of the topics and / or applications studied.     | 5 points | x  |
| C) Most of the research is relevant, but also some results are presented that have no scientific and / or applied value | 3 points |  |
| D) The smaller part of the research is relevant   | 2 points |  |
| E) Research is not relevant   | 0 points |  |
|   |          | one of the answers given is marked with the sign "X" |

The evaluation of the relevance of the research must be substantiated.

The relevance of candidates' research is confirmed by the fact that the features and challenges facing modern societies are examined and reflected, especially those related to the life and existence of people and companies in an environment encompassed by a large number of crises: demographic, health, economic and social .

The candidate has studied and researched the problems of contemporary management, with particular attention to digital and "green" marketing, the "green" deal, continuing education and other management techniques in terms of cascade of crisis.

**1.4. Knowledge of the problems subject of research:**

|   |          |  |
|---|----------|--|
| A) The candidate knows in detail the achievements of other authors on the researched topics and/or applications | 6 points |  |
| B) The candidate is partially familiar with the achieved results on the researched topics and / or applications | 4 points | x  |
| C) The candidate has no prior knowledge of the status of the researched problems                                | 0 points |  |
|   |          | one of the answers given is marked with the sign "X" |

The evaluation must be substantiated if answer C is marked.

**1.5. Type of research:**

|   |          |  |
|---|----------|--|
| A) Theoretical  | 4 points |  |
| B) Applied  | 4 points |  |
| C) Theoretical with application elements  | 4 points | x  |
| D) It does not correspond to the level specified in the Act for the Development of the Academic Staff in the Republic of Bulgaria and the Regulations | 0 points |  |
|   |          | one of the answers given is marked with the sign "X" |

The level of research must be substantiated if answer D is marked.

**1.6. Objectives of the research:**

|   |          |   |
|---|----------|---|
| A) Realistic and of scientific and / or applied interest      | 8 points | x |
| B) Realistic, but not of scientific and / or applied interest | 4 points |   |
| C) Unattainable (unrealistic)                                 | 0 points |   |

|  |  |  |
|--|--|--|
|  |  | one of the answers given is marked with the sign "X" |
|--|--|--|

Objectives must be specified. The type of the set objectives must be justified.

**The main goal** of the conducted research is to discover different approaches to improve the management of the modern organization.

To achieve the main goal, the candidate has set and fulfilled the following **sub-goals**:

- The creation of tools for conducting relevant research;
- Conducting studies in areas related to: continuing education, sustainable development, digital marketing, green marketing, problems in the management of the human factor in the organization and competitiveness in a crisis-filled environment.

The goals set by the candidate are clear and precise, and have led to the achievement of scientific and scientific-applied results.

#### 1.7. Methods of research:

|   |          |  |
|---|----------|--|
| A) Adequate to research and set scientific objectives and /or applications                                | 8 points |  |
| B) Partially appropriate, enabling part of the scientific objectives and / or applications to be achieved | 4 points | x  |
| C) Inappropriate methods  | 0 points |  |
|   |          | one of the answers given is marked with the sign "X" |

Methods must be specified. The type of methods used is justified.

Assis.prof. PhD Teodora Obretenova has selected the appropriate research techniques and methods necessary to fulfill the goals and tasks set in her research. The methods used are generally accepted as: the methods of analysis and synthesis, comparative methods and questionnaire surveys.

#### 1.8. Candidate research contributions:

|  |           |                          |
|--|-----------|--------------------------|
| A) With lasting scientific and / or applied response, they form the basis for new research and applications    | 20 points |                          |
| B) They are of significant scientific and / or applied interest, complete and / or summarize previous research | 16 points | x                        |
| C) They are of scientific and / or applied interest  | 12 points |                          |
| D) Lack of significant contributions   | 8 points  |                          |
| E) Lack of contributions   | 0 points  |                          |
|  |           | one of the answers given |

|  |  |                             |
|--|--|-----------------------------|
|  |  | is marked with the sign "X" |
|--|--|-----------------------------|

|   |
|---|
| Contributions must be specified. The type of results achieved must be justified.  |
| <p><b>Scientific and applied contributions</b></p> <p>1. Establishing and presenting modern marketing methods and techniques that could lead to an increase in customer preferences for an organization and its products - 3, 4, 5 and 6.</p> <p>2. Adapting the management of modern organizations to the requirements of environmentally friendly production and services in the context of the green transition, sustainable development, etc. – 5, 10 and 11.</p> <p>3. Proving the importance of continuing education, motivation and commitment of the human factor in connection with taking responsibility for the successful achievement of organization's goals - 2, 7, 8, 13.</p> <p>4. A comprehensive view of the contemporary challenges to the management of organizations in a world filled with unceasing crises - 9, 12.</p> <p><b>Applied Contributions:</b></p> <p>1. Authors' questionnaires were developed and applied in publications (1,2,7,8,11,12,13). The results processed by them are summarized in a form that would support their application in practice.</p> |

**1.9. Participation of the candidate in the achievement of the presented results:**

|  |          |  |
|--|----------|--|
| A) The candidate has at least an equal participation in the submitted papers         | 8 points |  |
| B) The candidate has at least an equal participation in most of the submitted papers | 7 points | x  |
| C) The candidate has a secondary participation in most of the submitted papers       | 4 points |  |
| D) The candidate participation is unnoticeable                                       | 0 points |  |
|  |          | one of the answers given is marked with the sign "X" |

|   |
|---|
| Critical notes must be provided if one of the items C or D is marked. |
|   |

**1.10. Pedagogical activity:**

|  |          |   |
|--|----------|---|
| A) The candidate has effective and sufficient pedagogical activity at the university. The textbooks issued are modern and useful (they meet the requirements of the Regulations). The work with undergraduate and doctoral students is at a high professional level. | 8 points | x |
| B) The candidate has sufficient pedagogical activity at the university. The textbooks issued satisfy the requirements of the Regulations.  | 6 points |   |

|  |          |  |
|--|----------|--|
| C) The pedagogical activity and / or textbooks issued are insufficient (do not meet the requirements of the Regulations) | 0 points |  |
|  |          | one of the answers given is marked with the sign "X" |

|   |
|---|
| Critical notes must be provided if one of the items B or C is marked. |
|   |

**1.11. Critical notes:**

|   |          |  |
|---|----------|--|
| A) Lack of critical notes   | 8 points |  |
| B) Critical notes of a technical nature   | 7 points | x  |
| C) Critical notes that would partially improve the results achieved in a small part of the research | 5 points |  |
| D) Critical notes that would partially improve the results achieved in most of the research         | 3 points |  |
| E) Significant critical notes   | 0 points |  |
|   |          | one of the answers given is marked with the sign "X" |

Critical notes must be provided if one of the answers C, D or E is marked.

**1.12. Conclusion**

|  |   |  |
|--|---|--|
| A) The evaluation of the candidate's activity is <b>POSITIVE</b> | This evaluation is assigned to a total number of at least 65 points | X (86 points)  |
| B) The evaluation of the candidate's activity is <b>NEGATIVE</b> | This evaluation is assigned to a total number below 65 points       |  |
|  |   | one of the answers given is marked with the sign "X" |

To be filled in if requested by the reviewer

Evaluating the submitted documents and scientific production, I believe that the candidate for the competition Assis.Prof. PhD Teodora Obretenova meets the requirements of the ZRASRB, PPZRASRB and the Regulations for the acquisition of scientific degrees and holding academic positions at HTMU. This is also the basis for my positive evaluation of the reviewed works, recommending to the Scientific Jury to prepare a positive proposal for the selection of ch. Teodora Emilova Obretenova, assistant professor, in the administrative position of "Docent" in scientific specialty 3.7. Administration and management (Organization and management of production (by branch)).

|                   |  |           |
|-------------------|--|-----------|
| <b>14.03.2023</b> | The review was written by:               |           |
| date              | <b>Assoc. Prof. PhD Silviya Hristova</b> | signature |