

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	Assistant professor	Ph. D.	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 Systems Engineering
in SG issue	date	for the needs of the Department	Faculty

The review was written by:

Prof.	Dr. Sc.	Diana	Ivanova	Georgieva	University of Forestry
academic position	scientific degree	name	middle name	last name	workplace

1. Review for the candidate:

Assistant Professor	Ph. D.	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 the publications presented in the competition is indisputable, it is related to the political and economic changes in our country and in the world. As a result of these changes, the management of modern business organizations acquires new characteristics and distinctive features.

1. Growing importance of human resources in management.

Some of the candidate's research and publications are devoted to continuing education in the context of changing educational and business needs (№ 1, 13). Other current topics related to human resources are: the role of motivation and the assumption of responsibilities by staff (№ 2, 8), knowledge management and the transition from a physical to a digital environment, requiring an upgrade of existing knowledge and competencies (№7).

2. Digitalization of the organization's production and management.

The publications presented in this direction are: digital marketing in services, tools and the possibilities for their application (№ 3); social media marketing and its role in attracting leads (№4); digital marketing as a successful brand management tool (№6).

3. Corporate and social responsibility in management

Some of the publications focus on: green marketing considered as a social responsible strategy (№5) and the challenges of the green deal in the metallurgy industry (№ 11).

4. The concept of sustainable development in management.

In the context of this big topic are the publications dedicated to competitiveness in the conditions of crises (№ 9) and reflection of the concept of sustainable development in the management of the modern organization (№ 10).

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 objective of the research and the publication of the results is to: present and prove the impact of human resources, in particular motivation and continuing education; digitalization; corporate and social responsibility and sustainable development, on the management models of modern business organizations.

Sub-objectives are:

- ✓ research of specialized literature on various topics;
- ✓ creating a toolkit for researching different aspects of organizational management;
- ✓ research of connections and dependencies between the researched problems and the management of the organization.

The objectives are correctly defined and lead to the achievement of the corresponding scientific and applied results.

In particular, the realization of the sub-goals leads to the determination of:

- ✓ continuing education needs;
- ✓ digital marketing tools;
- ✓ the possibilities of applying the concept of green marketing;
- ✓ the methods of managing organizational knowledge in a turbulent environment;
- ✓ the possibilities of measuring competitiveness in crises.

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.

In research, the competition candidate applies a complex approach, using different types of research methods such as:

- ✓ literature research and analysis;
- ✓ secondary (based on ready information) studies;
- ✓ primary (field) studies;
- ✓ processing the results of the studies with statistical methods.

The methods used are suitable for achieving the set goals, but could be supplemented with quantitative methods for revealing and measuring dependencies more precisely.

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.

I evaluate the contributions in the presented scientific production for the competition, grouping them as follows:

1. Scientific and applied:

- ✓ determination of the main challenges in the management of the modern organization (specific topics have been developed within the scope of the presented monograph);
- ✓ creating a toolkit and researching the problems and challenges in the management of modern organizations;
- ✓ creating a toolkit and researching the needs of continuing education in enterprises and organizations from various sectors of the economy.

2. Applied:

- ✓ formulation of guidelines for increasing the motivation of employees in the Ministry of Interior;
- ✓ application of digital marketing in a specific object from the "services" sector;
- ✓ identification of knowledge management methods in modern organizations.

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	X
B) The candidate has at least an equal participation in most of the submitted papers	7 points	
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 POSITIVE	This evaluation is assigned to a total number of at least 65 points	87
B) The evaluation of the candidate's activity is NEGATIVE	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

Conclusion

The peer-reviewed materials submitted for the purposes of the competition for an associate professor in a scientific specialty 3.7. Administration and management (Organization and management of production (by industry)), fully comply with the requirements of the ZRASRB and the Rules of the UCTM.

I appreciate the monograph, the theme of which is "Challenges in the Management of the Modern Organization". Its structure is very good, logical links between the different topics and specific questions to them are sought. The included author's study at the end of Chapter Two contributes significantly to the practical interpretation of the current theoretical issues discussed in the presentation.

I know perfectly well the candidate as a responsible, thorough and purposeful young scientist and lecturer in the field of management of the modern organization.

This gives me the reason to recommend to the Honorable Scientific Jury to propose and to the Faculty Council at the Faculty of Chemical and Systems Engineering to choose Assist. Prof. Teodora Emilova Obretenova, Ph. D. on the academic position "Associate Professor" in scientific specialty 3.7. Administration and management (Organization and management of production (by industry)).

06.04.2023	The review was written by:	
date	Prof. Dr.Sc. Diana Ivanova Georgieva	signature