

STANDPOINT

by Assoc. Prof. Eng. Kiril Genadiev Radev, PhD, New Bulgarian University (NBU), Department of Administration and management, Professional field 3.7 "Administration and management", Scientific specialty "Economy and management"

Subject: Acquisition of the scientific degree "Doctor" in the professional field 3.7 Administration and Management, with candidate Martin Atanasov Zafirov, PhD student in self-study, enrolled with the right to defend in the doctoral program "Business Administration", NBU, professional field 3.7 Administration and Management, scientific specialty Social Management, with scientific supervisor Assoc. Prof. Dimitar Panayotov, Ph.D.

Ground for presenting the standpoint: participation in the composition of the scientific jury for the defense of the dissertation on "Cultural differences in the development of human capital for multinational companies", according to Order № 3-PK-28 / 24.03.2021 of the Rector of New Bulgarian University, Prof. D. Sc. Plamen Doynov.

The standpoint has been prepared in accordance with the Law for development of the academic staff of the Republic of Bulgaria, the regulations for the implementation of this law and the Ordinance on the development of the academic staff of New Bulgarian University.

1. Significance of the researched problem in scientific and scientific-applied relation

The dissertation focuses on current and significant in globally important scientific and practical issues related to the management of cross-cultural differences, the creation and development of human capital in transnational companies operating in the Persian Gulf. Given the limited data in the scientific literature on the specifics of the applied scientific management approaches in the organizations in this region, as well as the achievement of collaboration between the specific characteristics of the environment, organizational culture and behavior, the study complements the available analytical and management tools. The relevance and significance of the present dissertation is argued by the fact that the study considers the dynamics (evolutionary transition) in the understanding of "human resource - human factor - human capital" in the studied objects. This approach is in collaboration with the modern processes of globalization, the widespread introduction of artificial intelligence and the goals and methods for achieving the fourth industrial revolution. They have a direct bearing on the future management of people, the requirements for

their knowledge, skills and psychological fitness, as well as on the level of employment at national level.

2. Justification of the goals and tasks in the dissertation

The dissertation consists of 330 standard typewritten pages and includes: introduction, three main chapters, conclusion, list of scientific and practical-applied contributions, list of the publications, articles, studies and reports on the topic of the dissertation, used and cited literature and five issues applications. The exposition is realized in a total of 271 standard typewritten pages within which the author has placed 63 diagrams, 19 tables and 6 figures. The applications are in a total volume of 36 standard typewritten pages. The dissertation has used a total of 164 sources, of which - 157 - literary (59 in Bulgarian and 98 in a foreign language) and 7 – Internet.

In the exposition, in a very concise format, the object and the subject of the research, the main goal and the resulting research tasks (6 count) are formulated and presented. Justified and argued are presented the restrictions in the dissertation work, classified such as: territorial, theoretical and practical scope.

To achieve the main goal and the research tasks the author has used scientific tools, allowing the application of an interdisciplinary and systematic approach. He argued his choice with the possibility of proving the main and working hypotheses (7 count). Subsequently, the hypotheses were proved, which is a reason to assume that the choice and technology for the application of the scientific tools and applied scientific approaches are adequate to the pre-set conditions in the dissertation.

3. Correspondence between the chosen methodology and research methodology and the set goal and tasks of the dissertation

To achieve the main goal and the resulting research tasks, the author uses a large number of methods, skillfully used in methodological aspect. The most significant of them are: the methods of induction and deduction, methods of abstract thinking, methods of information analysis, graphic method, statistical and analytical methods, interviewing methods and others. As a result of their appropriate methodological interpretation, the author was able to successfully conduct field research within the scope of the study, as a result of which to obtain (using Internet platforms), processed with software methods for statistical information processing (SPSS) and presented in understandable format the results of the implementation of every one of the research tasks, incl.

and the main goal. In view of the above, it can be concluded that the scientific tools are properly selected and used. With its help the main goal and the research tasks have been successfully achieved and in a significant aspect the main and working hypotheses have been proved.

4. Scientific and scientific-applied contributions of the dissertation work

The contributions (3 scientific and 4 scientific-applied) systematically represent a complete author's model, ensuring its applicability in a real environment and allowing its improvement and adaptation, depending on the specific characteristics of the environment and approaches to managing people in transnational organizations from the Persian Gulf. Therefore, the contributions made by the author can be considered authentic.

5. Evaluation of the publications on the dissertation: number, nature of the publications in which they are published

The doctoral student is presented the achievements of the dissertation in seven scientific publications, of which 5 in Bulgarian, published in international scientific conferences organized by the Department of Administration and Management of the New Bulgarian University and two in English, published at HR Revolution Middle East Magazine, Dubai, UAE. From the thematic orientation of the publications it can be concluded that for the most part the content characteristics and the results of the research have received the necessary publicity in the scientific circles.

6. Citation from other authors, reviews in the scientific press, etc.

The doctoral student has not provided information for citation by other authors and reviews in the scientific press of his publications on the dissertation.

7. Opinions, recommendations and notes

Given the in-depth nature of the presented research and the positive results of its implementation, significant remarks to the presented dissertation cannot be made. I recommend that in the future refinement and further development of the thesis the specific characteristics of the external environment of the transnational organizations from the Persian Gulf be taken into more detail in collaboration with the inevitable technological, organizational, cultural-behavioral

and targeted transformation of their internal environment, of globalization and the entry of artificial intelligence and the realization of the goals of the fourth industrial revolution.

8. Conclusion

The doctoral student Martin Atanasov Zafirov has the necessary personal and professional qualities of a research scientist. The dissertation is dedicated to current issues for management science. The achieved results give grounds to claim that the doctoral student has the potential to further develop and apply in practice his future scientific knowledge. In view of the above, I express my positive assessment of the dissertation developed by doctoral student Martin Atanasov Zafirov on "Cultural differences in the development of human capital for transnational companies", which certifies that it fully meets the requirements of the Academic Staff Development Act, Regulations for its application, as well as on the internal normative base of NBU for awarding educational and scientific degree "Doctor". In view of the above, I recommend to the SCIENTIFIC JURY to award Martin Atanasov Zafirov educational and scientific degree "Doctor", professional field 3.7 Administration and Management, scientific specialty *Social Management*.

Sofia,

April 22, 2021


Assoc. Prof. Eng. Kiril Genadiev Radev, PhD