

Opinion

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Professional field 3.7 Administration and Management

Regarding: competition for the academic position of Associate Professor” at New Bulgarian University (NBU), in professional field 3.7 Administration and Management (Quantitative Methods in Management), announced in the State Gazette, issue 95, dated 8 November, 2024, with applicant Chief Assistant Professor Ekaterina Rumenova Tsvetanova-Georgieva, PhD.

Grounds: Member of the scientific jury for the competition, pursuant to Order 3-PK-91/02.01.2025 of the Rector of NBU.

This opinion has been produced in compliance with the Development of Academic Staff in the Republic of Bulgaria Act, the Regulation on the Implementation of the Development of Academic Staff in the Republic of Bulgaria Act, as well as the NBU Regulation on the Development of Academic Staff.

I. Assessment of the compliance with the minimum national requirements and the requirements of the New Bulgarian University

The competition for the position of Associate Professor in professional field 3.7 Administration and Management (Quantitative Methods in Management) has been announced in line with the established legal procedures, for the needs of the Administration and Management Department at New Bulgarian University.

Only one applicant has applied for the position announced in the competition, namely Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD. The documentation submitted for the competition meets the requirements stipulated in the Development of Academic Staff in the Republic of Bulgaria Act and the Regulation on the Implementation of the Development of Academic Staff in the Republic of Bulgaria Act. The candidate also fulfils the additional requirements imposed by NBU, as defined in the Regulation for the Development of Academic staff at NBU.

The summary report for compliance with the minimum national requirements submitted by Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, indicates that the applicant has achieved the total mandatory score for obtaining the position of Associate Professor across all indicator groups in each chapter. The evidence submitted by the applicant for all indicator groups confirms the following scores:

- Indicator group A “Dissertation for awarding the educational and scientific degree of Doctor” – 50 points (required: 50 points);
- Indicator group C “Habilitation work – monograph” – 100 points (required: 100 points);



- Indicator group D "Additional scientific publications" – 246.13 points (required: 200 points);
- Indicator group E "Citations in monographs and collective volumes with scientific peer review and in non-refereed journals with scientific peer review" – 120 points (required: 50 points).

It should be noted that the requirements for internal NBU candidates, as defined in Annex 2 of the Regulation on the Development of Academic Staff at NBU, have also been met, as follows:

- Indicator Group G – 70 points (required: 50 points);
- Indicator Group H– 100 points (required: 70 points);
- Indicator Group I – 80 points (required: 50 points).

II. Research (creative) activity and results

For participation in the competition Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, has submitted a monograph, 26 articles and reports in non-refereed publications with scientific peer review or editing of scientific volumes, two studies published in scientific journals, refereed and indexed in internationally recognized databases of scientific information and two studies in non-refereed publications with scientific peer review.

1. Evaluation of the monographic work, creative accomplishments, or other publications equivalent in scope and comprehensiveness to a monographic work, including evaluation of the scientific and applied contributions of the author

The candidate Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, has submitted a monographic work entitled "HEALTH STATUS INDICES OF THE POPULATION IN BULGARIA: Can Social Progress Preserve More Lives than Medicine?", Sofia, NBU, 2024, ISBN 978-619-233-320-1 for the competition for Associate Professor in professional field 3.7 Administration and Management. The relevance of the monographic study is undisputed and it contains the first of its kind comprehensive study of the health status of the Bulgarian population. Structurally, the monograph consists of five chapters presenting the process of creating the health status index and the subsequent interpretation of the results obtained.

Different conceptual models are explored, and the author finds a lack of a robust framework or model that corresponds with the results and conclusions obtained. Basic health indicators related to the four determinants of health are examined, as well as indicators assessing health status. In chapter three, the author presents a methodology for constructing the health status index, which in turn constitutes one of the main contributions of the monographic work. A new methodology for assessing health status is proposed. Also of interest is the proposed practical application of the author's methodology, based on which an index score is calculated for all administrative districts in Bulgaria. Recommendations for improvement of health status at national and district level are made.

A number of scientific and applied contributions, which correspond to public health policies, stand out in the monographic work: the first of its kind comprehensive study of the health status of the Bulgarian population and the factors on which it depends; the first index of the health status of the Bulgarian population based on different statistical methods; policy recommendations for each group of districts are



made, as well as reasoned proposals for the collection of additional statistical data necessary to obtain even more reliable data.

2. *Evaluation of contributions in the other attached publications (creative accomplishments) made after the appointment to the academic position of “Chief Assistant Professor” or “Associate Professor (for the Professorship candidates). It shall also include evaluation of the peer review requirement*

In addition to the habilitation work for participation in the competition for Associate Professor, the candidate has also submitted the following publications:

- Articles and reports in non-refereed publications with scientific peer review or editing of scientific volumes (Indicator D-7) – 26 items;
- Studies published in scientific journals, refereed and indexed in globally recognized databases of scientific information (Indicator D-8) – 2 items;
- Studies in non-refereed publications with scientific peer review (Indicator D-9) – 2 items.

These publications do not overlap with the ones submitted by the applicant for obtaining her PhD degree and for holding the academic position of Chief Assistant Professor. I am not aware of any proof of plagiarism in the scientific work of the candidate to have been legally established.

Two publications indexed in world databases Scopus and Web of Science stand out as bringing to the table great scientific and applied value in the field of business environment management, which once again proves the undisputed research and scientific capabilities of Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD. The presented publications demonstrate impressive and in-depth knowledge in professional field 3.7. Administration and Management. They possess enormous scientific potential and empirical, theoretical, practical, and applied value. In these publications, Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD has imparted her key ideas and scientific achievements. The author’s opinions which contribute to theory and recommendations to practice are presented. All that gives me a reason to offer a high evaluation of the quality of the candidate's publications.

3. *Citations by other authors*

The submitted list mentions 19 citations of the publications of Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD. The summary report clearly demonstrates that the candidate is established as a well-known author in the field of administration and management.

The research activity of the candidate is promoted by participation in scientific forums - international and national conferences. Eighteen participations in various scientific forums in the last five years are listed.

III. Educational and teaching activity

Since 2019, Dr. Tsvetanova-Georgieva has been Chief Assistant Professor in professional field 3.7 Administration and Management (Quantitative Methods in Management) at New Bulgarian University. The candidate began her teaching career in 2015 as a full-time PhD student on a scholarship at NBU.



1. *Teaching and extracurricular workload, engagement in "MOODLE – NBU" e-learning module, ensuring student internships and placements, work with students and doctoral candidates*

The candidate's teaching and extracurricular activities are related to courses in both the Bachelor's degree and the Master's degree programs. From the submitted reference it is evident that the courses she teaches are related to corporate risk management, quantitative methods in management, economic foundations of management, fundamentals of microeconomics and modern economics. She is also actively involved in teaching in the joint programs between NBU and York University: *Business Statistics* (Bachelor's degree) and *Econometrics for Finance* (Master's degree). She teaches courses in a foreign language in the joint programs with York University.

According to the Standard for e-learning at NBU, the courses are provided with learning materials – study texts, presentations, case studies, databases, exercises, links to Internet resources and are updated on a yearly basis.

Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, has also been instrumental in organizing forums aimed at the practical training of NBU students, such as the Vienna Economic Forum and All About Economy Film Days. She has also participated in Sofia Business School, Management Academy, student internships, and has recruited and worked with students on NBU projects.

She has supervised 20 graduands who successfully defended their diploma theses, reviewed 26 diploma theses and also participated in state examination boards and/or diploma theses defenses of 101 graduands.

2. *Student feedback ratings*

From the ratings of the survey respondents, it is evident that the candidate's teaching performance was rated Excellent 4.56, with the maximum rating being 5.00. The candidate's contribution to teaching and the academic environment is highly appreciated by her students and colleagues at NBU.

IV. Administrative and public service

1. *Participation in collective governing bodies at NBU*

The candidate's administrative activities started in 2017 as a member of the Program Council of the Administration and Management Department. She has also been a member of the Department Council, the Rector's Council, and the Academic Council of NBU. Since 1 July 2024, she has served as Dean of the School of General Studies and member of the Faculty Council of the Law department. From July 2021 until September 2024, she was director of the School for Professional and Continuing Education at NBU where she was in charge of organizing continuing education at the university.

The candidate possesses considerable administrative and managerial experience, which is a prerequisite for rating her administrative qualities very highly.



2. *Public service*

It is evident from the summary report that was submitted by Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, that she has served as a macroeconomic analyst (2014) and consultant at ASTOR BG—a company for management consulting (2015-2017).

She was a member of the Center for Risk Analysis and Management at NBU (2013-2019).

She has been involved in many projects.

V. Personal impressions of the candidate (if any)

I do not personally know Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, but I am familiar with her scholarly endeavors from her publications in various reputable scientific journals. She comes across as a researcher who is distinguished by consistency, thoroughness, diligence and precision in her work.

VI. Opinions, recommendations, and comments on the candidate's activities and achievements,

I have no specific recommendations on the candidate's performance.

CONCLUSION

Based on what I have written above in this opinion, I declare that Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, fully meets all the requirements of the Development of Academic Staff in the Republic of Bulgaria Act, the Regulations on its implementation, as well as the requirements of the NBU's Regulation on the Implementation of the Development of Academic Staff in the Republic of Bulgaria Act for holding the academic position of Associate Professor in professional field 3.7 Administration and Management (Quantitative Methods in Management) and is established as a reputable lecturer and researcher at NBU.

Taking into consideration the quality of the candidate's scientific and research activities, as well as her administrative engagement at NBU, I strongly recommend and support the candidacy of Chief Assist. Prof. Ekaterina Rumenova Tsvetanova-Georgieva, PhD, for the academic position of Associate Professor in professional field 3.7 Administration and Management (Quantitative Methods in Management) at New Bulgarian University and recommend that she be selected by the Academic Council.

Sofia,
Dated 15 January, 2025

Signature
/Assoc. Prof. Hristo Sirashki, PhD/