

## STATEMENT

by **Prof. Nikolay Zaprinov Arabadzhiski, PhD**

full-time lecturer at New Bulgarian University, professional direction 3.7. Administration and Management, on the scientific works submitted for participation in the competition for the academic position of Associate Professor, in professional direction 3.7. Administration and Management (Quantitative Methods in Management), announced in State Gazette, Issue 95, dated November 8, 2024, with applicant Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, PhD

### **I. Compliance with the minimum national requirements and the requirements of New Bulgarian University**

The competition for "Associate Professor" in professional direction 3.7 Administration and Management (Quantitative Methods in Management) was announced in accordance with the legal procedures for the needs of the Administration and Management department at New Bulgarian University.

One applicant is participating in the announced competition: Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, PhD, a full-time lecturer at New Bulgarian University.

The documentation submitted for the competition meets the requirements of the Academic Staff Development Act of the Republic of Bulgaria (Art. 2b) and the Regulations for its application (Art. 1a, Para. 1), as well as the requirements of NBU as defined in the Regulation for the development of the academic staff at NBU.

The REPORT submitted by Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, PhD on compliance with the minimum national requirements indicates that the total mandatory score for obtaining the academic position of "Associate Professor" has been achieved across all indicator groups.

Evidence confirming the following scores has been provided for the various indicator groups:

- Indicator Group A "Dissertation for awarding the educational and scientific degree of Doctor" – 50 points (required: 50 points);
- Indicator Group B "Habilitation work – monograph" – 100 points (required: 100 points);
- Indicator Group C "Additional scientific publications" – 246.13 points (required: 200 points);
- Indicator Group D "Citations in monographs and collective volumes

with scientific peer review and in non-refereed journals with scientific peer review" – 120 points (required: 50 points).

Additionally, the internal requirements for NBU candidates, defined in Appendix No. 2 of the Regulation for the development of the 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).

The criteria and indicators are fully aligned with both the national and NBU requirements.

## **II. Research (creative) activity and results**

*1. Assessment of the monographic work, creative contributions, or other publications corresponding in scope and comprehensiveness to a monograph, including an evaluation of the scientific and applied contributions of the author.*

The habilitation work submitted by the applicant, Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, is titled "Health Status Indices of the Population in Bulgaria: Can Social Progress Preserve More Lives than Medicine?", Sofia: NBU Publishing House, 2024, 224 pages, ISBN 978-619-233-320-1. The work has been reviewed by Associate Prof. Ivan Kostov, PhD and Prof. Hristo Hinkov, PhD with Prof. Kristiyan Hadzhiev, PhD serving as the scientific editor. The monograph includes theoretical, analytical, and practical parts divided into five chapters. The contribution of the monograph lies in presenting the process of creating the first index for evaluating the health status of the population in Bulgaria across administrative regions based on health indicators related to factors such as health behavior, clinical care, socio-economic, and physical environments.

Dr. Tzvetanova-Georgieva's precision in writing the monograph stands out not only in terms of the systematic presentation of information, sources, facts, and results but also in the lexical clarity of their presentation.

In general, the monographic study submitted for review can be positively assessed as it expands the scientific field to which it pertains.

*1. Evaluation of contributions in other attached publications (creative outputs) produced after obtaining the academic position of "Senior Assistant Professor" or "Associate Professor" (for Professor applicants). This includes evaluating the requirement for the peer review of publications.*

Apart from the habilitation work, the applicant has submitted the following publications for the "Associate Professor" competition:

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

The publications do not duplicate those submitted for the applicant's doctoral degree or the academic position of "Senior Assistant Professor" and no evidence of plagiarism has been established in her scientific works.

The applied contributions of the scientific publications provided for review lie in advancing, deepening, and expanding knowledge of quantitative methods for management, administration, and governance and can be positively evaluated.

## 2. *Citations by other authors.*

The publications of Senior Assistant Professor Ekatherina Rumenova Tzvetanova-Georgieva, PhD have been cited by other researchers (19 citations), which is a testament to the positive reception of her theses and research results.

One article has been cited in scientific journals indexed in globally recognized scientific databases or in monographs and collective volumes. Three articles have been cited in monographs or collective volumes with scientific peer review. Fifteen citations appear in non-refereed journals with scientific peer review.

The required number of citations is verified by a SUMMARY REPORT provided by the applicant for the competition. The candidate meets the requirements.

The research interests of Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva are in the field of applying quantitative methods in management. She has disseminated the results of her research in numerous national and international conferences and scientific-practical forums—7 national and 11 international over the past five years.

The SUMMARY REPORT shows that Senior Assistant Professor Ekatherina Rumenova Tzvetanova-Georgieva is a well-recognized author within the academic community in the field of administration and management.

### **III. Educational and teaching activity**

Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva holds a PhD in "Business Administration" (awarded in 2018) for developing the first model for assessing the risk of insolvency in Bulgarian non-public companies. Since 2019, she has been appointed as a Senior Assistant in Professional Direction 3.7 Administration and Management (Quantitative Methods in Management) at New Bulgarian University. Her teaching career began in 2015 when she was a full-time doctoral student with a scholarship at NBU.

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

Dr. Tzvetanova-Georgieva's teaching load includes courses for both Bachelor's and Master's degree programs, in regular and distance learning formats. The courses she teaches cover topics such as corporate risk management, quantitative methods in management, economic foundations of management, basics of microeconomics, and contemporary economics. She also teaches in NBU's joint program with York University: *Business Statistics* (Bachelor's level) and *Econometrics for Finance* (Master's level).

The courses taught by Dr. Tzvetanova-Georgieva are equipped with educational materials according to NBU's standards for e-learning. These include study texts, presentations, case studies, databases, exercises, links to online resources, and are updated annually based on course development, student feedback, and departmental publications and projects.

She actively contributes to creating opportunities for student internships, both by organizing practical activities that are not part of the curriculum and by taking on administrative roles at NBU. These include organizing events like the Sofia Business School and the Management Academy and involving students in projects at NBU such as video production and the creation of online textbooks. She has also contributed to forums aimed at the practical training of NBU students, such as the Vienna Economic Forum and *All About Economy Film Days*.

In the past five years, Dr. Tzvetanova-Georgieva has supervised 20 successfully defended diploma candidates, reviewed 26 theses, and participated in examination boards for state exams or thesis defenses for 101 students.

2. *Student feedback ratings.*

The teaching activity of the candidate has been rated "Excellent" (4.56 out of 5.00), showing an improvement compared to the data submitted during the procedure for Senior Assistant.

Dr. Tzvetanova-Georgieva's work as a university lecturer can be evaluated positively.

#### **IV. Administrative and public activity**

1. *Participation in collective management bodies at NBU.*

Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva has accumulated administrative and managerial experience at NBU since 2017. Until June 2021, she was the Program Consultant for the Bachelor's Program *Business Management and Entrepreneurship*. From July 2021 to September 2024, she served as the Director of the School for Professional and Continuing Education at NBU, where she was responsible for organizing continuing education. As of July 1, 2024, she has been the Dean of the Faculty of Basic Education at NBU

and a member of the Faculty Council on Law. She has also been a member of the Program Council and is an active member of the Departmental Council for the "Administration and Management" department, as well as a member of the Rector's Council and the Academic Council at NBU.

## 2. *Public activity.*

Beyond her work as a university lecturer, Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, PhD actively participates as a member of various organizational committees for student conferences, national and international scientific forums. During different periods of her career, she has also worked as a macroeconomic analyst (2014) and a consultant for ASTOR BG, a management consulting company (2015–2017). Her membership in the "Center for Analysis and Risk Management" (CARIM) at NBU (2013–2019) provided her with the opportunity to enhance her expertise in applying quantitative methods in management at the company, sector, and national levels.

As part of her project work, focused on applying quantitative methods in agribusiness management, she is also an active member of the European Geosciences Union (EGU) since 2024.

## **V. Personal impressions of the candidate (if applicable)**

I have long-standing personal observations and impressions of Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva as a lecturer and researcher. I have attended scientific forums on administration and management issues, where we participated together—conferences, seminars, trainings, etc. Over the years, I have had the opportunity to follow her scientific publications, presentations, and teaching activities at NBU. My impressions are positive.

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

An examination of the scientific, research, and teaching activities of Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva highlights the ongoing expansion of her research interests. Her dedication and meticulous approach should be sustained with the same vigour to further solidify her reputation as a distinguished scholar and researcher

## **Conclusion**

I believe that the materials submitted by **Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, PhD** for the competition fully meet the requirements for obtaining the academic position of "Associate Professor" in Professional Direction 3.7 Administration and Management (Quantitative Methods in Management). Her overall scientific-research and teaching activities align with the Procedure for Long-Term Appraisal of Lecturers at NBU. She has accumulated substantial teaching and research experience, and her original, in-depth scientific publications attest to this.

These conclusions and evaluations allow me, as a member of the scientific jury, to give a POSITIVE EVALUATION of the applicant in the competition **Senior Assistant Prof. Ekatherina Rumenova Tzvetanova-Georgieva, PhD** and to RECOMMEND her selection by the Academic Council of NBU for the academic position of "Associate Professor."

Date: January 30, 2025

Signature:.....

Prof. Nikolay Arabadzhiski, PhD