

OPINION

By: Assoc. Prof. Irena Kirilova Emilova, PhD
Scientific Speciality 3.9 Tourism

Subject: participation in a scientific jury for a competition for the occupation of an academic position “Associate Professor” in the professional direction “3.9. Tourism” (Human Capital in Tourism), announced in SG no.93/26.11.2019, with candidate Chief Assistant Professor Milena Metodieva Karailieva.

Grounds for submitting the opinion: Participation as a Chairperson on the Scientific Jury for occupation of the academic position of “Associate Professor”, according to the Order №3PK 118/ 27.01.2020 of the Rector of NBU.

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

The applicant for academic position “Associate Professor” covers the necessary minimum requirements for the scientific, teaching and research activity, in accordance with PPRASRB.

Milena Karailieva fulfills the criteria and indicators of the long-term certification for announcing a competition for a higher academic position, according to the current stationary framework of NBU - educational, organizational and public work.

II. Creative (Research) activity and results

1. Evaluation of the monographic work, including evaluation of the scientific and applied scientific contributions of the author

For assessment are accepted 3 independent monographs (*Group B, Indicator 3, Group G, Indicator 4,1-2*), **3 collective monographs** (*Group G, Indicator 10, 2-4*) of which: **1 studio** (

Group G, Indicator (Group G, Indicator 9,1), 14 reports of which 3 (Group G, Indicator 7, 1, 11 in Bulgarian and 13-15 in English) and 1 textbook (Group E, Indicator 20,1).

The major habilitation work **“Human Capital in Tourism”** is of great relevance, exploring the new dimensions of human capital.

Based on assessment of the habilitation work “Human Capital in Tourism”, the following **scientific and practical contributions** can be synthesized, which extend the knowledge about human capital in tourism:

First: New perspectives on human capital are presented based on the analysis of existing concepts, highlighting the importance of the human factor in tourism with a focus on the “human dimensions” of the tourism service.

Second: A broad toolkit for influencing the motivation of employees in tourism with elements of social commitment and belonging to the tourist company is considered.

Third: The relationship between the processing of planning, recruitment, selection, evaluation, distribution, adaptation, training and development of human is explored.

Fourth: A number of modern methods, procedures and practices for staff evaluation are outlined and different approaches are presented, taking into account the potential and capabilities of the employees in the company and productivity of the activities performed.

2. Assessment of contributions in other attached publications made after the appointment of the academic position of Assistant Professor and assessment of the requirement for peer review of publications

Other scientific papers have explored a number of problems in the field of scientific knowledge of tourism in the context of tourism competitiveness. This concerns in particular the policies and strategies for improving the quality and competitiveness of the tourism product offered. On this basis, solutions that are useful for theory and practice in tourism are proposed.

My assessment of the major scientific and applied contributions of the applicant for associate professor Milena Karailieva is *very high*.

3. Citation from other authors

11 citations from other authors are accepted for evaluation. This is an evidence of applicant’s recognition in specialized scientific literature on tourism.

4. Evaluation of the results of the participation in research and creative projects and application of the obtained results in practice

The candidate for Associate Professor has participated in several big projects under “Human Resource Development” Program.

I highly appreciate the applicant’s contribution to the perfection and development of the tourism programs.

III. Lecturing and Academic Activities

Milena Karailieva has developed and delivered lecture courses in the programs in 3.9 Tourism-full-time and distance learning with a large number of them provided with the author’s materials.

1. Auditory and extracurricular work, work in the electronic training module “MOODLE- NBU”, provision of student practices and internships, work with students and doctoral students 2009-2019

The applicant’s auditory engagement is higher than the standard for the period under review.

The applicant has been a supervisor of 36 students and produced 102 reviews; has participated as a member in 14 state examining committees.

She has been a leader of 90 hours of extracurricular teaching practice, she has conducted annual classes with students.

Assis. Prof. Milena Karailieva has participated in teams for organizing creative performances of students outside the NBU - “Training Firms” and International Cultural Tourism Exhibition.

3. Student survey questionnaires

The average mark of Assis. Prof. Milena Karailieva for the last semesters is high: Excellent 4.65.

I rate the applicant’s teaching experience based on her teaching experience at NBU for 10 years. I think that the readiness of Milena Karailieva to take up the academic position of “Associate Professor” is great, considering the development and long-term management, as well as the timely updating of the courses on contemporary theoretical problems in tourism, such as those of human capital in tourism.

IV. Administrative and Public Activity

1. Participation in the collective governing bodies

Assis. Prof. Milena Karailieva was a Program Consultant, participated in the Program Council and the meetings of the Departmental Council. She is a member of the FBE Accreditation Committee.

2. Social activity

Milena Karailieva is a member of the Bulgarian Chamber for Education, Science and Culture (BKONK).

3. Involvement of students in the program

She has participated in student- applicant campaigns.

V. Personal impressions of the applicant

My impressions of the applicant are completely positive. She is highly responsible for the learning process at NBU and is totally devoted to the students' work.

VI. Opinions, recommendations and notes on the applicant's activities

The candidate can pay more attention to linking human capital to tourism-related entrepreneurial and investment activities, especially in global uncertain environment such as terrorist, pandemics or global warming.

In conclusion, my overall assessment of the criteria and indicators for academic activity of assist. prof. **Milena Metodieva Karailieva** is positive because she meets the requirements of the ZRARB (Art.2b, Art.26, Art. 57) and of the NBU regulations for occupying the academic position of an Associate Professor in **3.9 Tourism (Human Capital in Tourism)** and I propose her admission to the Academic Council choice.

Date: 3-rd of April 2020
Sofia

Signature:
/Assoc. Prof. Dr. Irena Emilova/