

OPINION

By

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On scientific works for participation in a competition for academic position “**Associate Professor**” in the professional field 3.9. “**Tourism**“ (Human Capital in Tourism), published in the State Gazette, Issue No.93/11/26/2019 with the candidate Chief Assistant Professor Milena Karailieva

The opinion was prepared on the basis of Order of the Rector No. 3 RC 118/27.01.2020 and the Decision of the Scientific Jury of 10.02.2020. The Rules for its Implementation (RASAPRB) and the Regulation for the Development of Academic Staff at NBU. Structurally, it consists of six parts, an introduction and conclusion, in accordance with a model for preparing an opinion for occupying an academic position “Associate Professor”.

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

The self-assessment report provided by the applicant shows that it covers the necessary minimum requirements for the scientific, teaching and research activity for the occupation of the academic position “Associate Professor”, in accordance with PPRASRB, as follows:

Part I: Minimum requirements for the scientific, teaching and/or artistic activities of applicants for the occupation of academic positions in professional fields, complying with AAPE (Indicator Groups A-E) and the corresponding number of points above the required minimum: **A 50 of 50 p., B 100 from 100 points, D 510 from 200 points, D 125 from 50 points and E 105 from O - not required for associate professor.**

Part II: Fulfilment of criteria and indicators for long- term certification for announcing a competition for a higher academic position, according to the current regulation of NBU – academic work, organizational and community work (**Groups of indicators G-I): G 410 out of 50 points, H 3325 out of 70 points and 105 out of 50 points.**

II. Research (creative) activity and results

To participate in the competition, Milena Karailieva submitted a list of publications after defending her PhD 2005- 20020 with a total volume of 1 809 pages, as follows:¹

✓ 3 monographs, incl. 1 habilitation work (431 p.p) and 2 others (284 p.p. and 212 p.p respectively) or a total volume of 927 pages (Group B, Indicator 3; Group D, Indicator No.4 - 1 and 2);

¹ List of publications and creative achievements after the doctoral defence 2005-2020

- ✓ 4 monographs co-authored with total volume of 927 pages (Group D, Indicator No.10 - 1, 2, 3 and 4);
- ✓ 1 one scientific paper (studio) with volume of 41 pages (**Group G, Indicator No.9 - 1**);
- ✓ 3 articles in magazines with total volume of 7 pages; 1 studio (41 p.p.) - **Group D, Indicator No. 9 - 1**;
- ✓ 9 reports in Bulgarian, published in conference proceedings, symposia and round tables with a total volume of 103 pages (**Group D, Indicator No.7 - 1, 2, 3, 4, 5, 6, 8 and 11**);
- ✓ 2 in electronic annuals with a total volume of 24 pages (**Group D, Indicator No.7 and 9**) in NBU's Administration and Management Department with a total volume of 103 pages;
- ✓ 5 articles/reports in English with a total volume of 63 pages (**Group D, Indicator No.7 - 12, 13, 14, 15 and 16**);
- ✓ 2 textbooks, only one of them in paper format (343 pp.) and 1 multimedia electronic textbook (100 standard typescript pages) - (**Group E, Indicator No. 20 - 1 and 2**);
- ✓ 15 participations in scientific forums, 4 of which in national conferences, 4 in international conferences, 6 national symposia and 1 round table.

All publications are accepted for evaluation except for the following:

- ✓ 1 co-authored monograph related to the topic of dissertation and published before public defence in 2004 ² (**Group D, Indicator No.10 - 1**);
- ✓ 1 NBU Multimedia Electronic Textbook ³ (**Group E, Indicator No.20 - 2**) accepted for participation in educational projects;
- ✓ 3 articles in non-specialized magazines ⁴ (**are not submitted for review in Appendix No.2, Table 2. Description of the evidence**), but appear in the list of publications after defending the doctoral dissertation.

All other publications approved for peer review and evaluation have total volume of **1 583** have been published by academic publishers and reviewed by habilitated teachers.

1. Evaluation of the monograph work, creative performances or other publications corresponding to the volume and completeness of the monograph work, including evaluation of the author's scientific and applied contributions

The main monographic work "**Human Capital in Tourism**" presented is *431 pages* long. **The relevance** of the study is indisputable. It reflects the continuing scientific interest in human capital in all areas of business. This is explained by the mobility of employees and the multiethnic structure of the tourism workforce, the change in centres of power and leadership, multinational flexible polices, talent, management, teams hand time, measurement and evaluation of the value of human capital. The content is structured in 4 chapters, which consistently explore the theoretical framework of human capital and the evaluation of the concept, management of the tourism company and human resources, the approaches, tactics and strategies used to develop these resources. Different *innovative approaches, tactics and strategies for the development of human capital* are presented. The bibliographic unit *121 literary sources* in Cyrillic and Latin, Internet sites.

² Manol Ribov, Sonya Mileva, Preslav Dimitrov, Ivan Komitski, Milena Karailieva, Georgi Kolev, Yoana Popnikolova "Tourism Without Borders - Reengineering and Risk Management" (Chapter 3. Tourism Reengineering), Ed. New Star, S., 2004

³ NBU Multimedia Electronic Textbook (Scheme: BG051PO001-4.3.04 "Development of Electronic Forms of Education in the Higher System", Project BG051PO001-4.304-0037- C0001 "Improving the Distance Learning Quality of the Distance Centre at NBU, 2013-2015)

⁴ "Health Tourism", Cultural and Information Guide FOR Southwestern Bulgaria, Issue No. April 22, 2009 "The High Potential of Anthropogenic Heritage band Challenges to Bulgarian Tourism", Euro Region - BG Business and European Integration Magazine, Feb., 26, 2014 Challenges to Bulgarian Tourism: Summer 2015, Life @City Magazine, Cultural Information Guide, Issue No.5 (94), May, 2015

The following **scientific and practical contributions** can be highlighted in this context:

1. A **detailed analysis of the various theories of human capital** and the **evolution of the concept** is made on the basis of large body of scientific literature, outlining the most significant determinants of human capital in the field of services. The conceptual and terminological apparatus of human capital in tourism has been **refined and supplemented**.

2. Strategies and tactics for the development of the human potential in the policy of the tourist company in a **dynamic organizational environment** have been **developed**, with an emphasis on organizational change, company culture and career development, reduction of conflicts and **frame turnover** and stimulation of team potential.

3. A **comprehensive approach** is **proposed** for the analysis, research and management of human capital, which includes the management of human capital and the development of its potential as a core value, stimulation of motivational potential, talent management and development of potential leaders.

4. Methodological guidelines have been **formulated** that enable the theoretical formulations have been brought to their **practical applicability** in the tourism business.

2. Assessment of contributions in other attached publications made after the appointment of the academic position “Chief Assistant”, and an evaluation of the peer review requirement

Outside the habilitation work for the competition the candidate Assistant Professor Milena Karailieva has presented **23 other publications: 5 monographs, 16 papers, 1 studio and 1 textbook with a total volume of 1 152 pages**. They can be divided into **4 groups**:

- **Study of the human factor in tourism (Group D, Indicator No. 7 - 3, 4, 5, 6, 7, 8, 12, 14, 15 and 16)**, in which the main **contributions** can be synthesized to determine the most important factors, based on different approaches - process, system, integrated, situational, etc., which influence the management and development of human capital;

- **Study of the resource potential in tourism (Group G, Indicator No.7 - 10 and 13 and Group E, Indicator No.20 and 21)** and in particular by presenting the competitive advantages of Bulgaria – natural and anthropogenic and respectively the potential for development of major and specialized types of tourism;

- **Research and analysis of balneological, spa and wellness tourism (Group G, Indicator No. 4 - 1 and Indicator No. 7 - 1 and Indicator No.9 - 1)**, in which the main contributions are reduced to exploiting the prospects for the development of spa and wellness tourism and the management of its quality and competitiveness, the organization of these types of tourism, the trends in supply and the demand on the one hand of an integrated and differentiated tourism product, the problems and prospects in their development;

- **Studies of the personal and psychological factors of tourist behavior (Group G, Indicator No. 4 - 2 and Indicator No.7 - 2)**. The practical contributions to publications in this scientific field are based on a through study of the psychological aspects of tourist behavior and interaction between the self- concept and the needs for reaction, defined as “escape from the genetic environment”, taking into account the influence of external environmental factors and markets which model the travel decision.

The scope of research in Ch. Assist. Prof. Milena Karailieva is expanding with two publications outside the separate groups (**Group G, Indicator No.10 - 7 and 9**), which are in the field of **innovation management** and strategic marketing in tourism. They argue for the need to implement integrated marketing management at all levels in tourism sector.

In conclusion, the assessment of the candidate’s major scientific and applied contributions Dr. Milena Karailieva is very high.

3. Citation from other authors

Based on the information provided by the NBU Library, 14 separate references to publications by Milena Karailieva (*12 citations from other authors* and 2 self-citations) have been made, based on 150 literature sources reviewed.⁵

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

Milena Karailieva participated in *3 scientific and research projects* under the Operational Program “Human Resources Development” as an expert in the period 2013-2015 (**Group E, Indicator No.16 – 1, 2 and 3**):⁶

✓ “Higher Education in Economics - the Basis of the Knowledge Economy” - *Bachelor of Business Administration Expert* – full-time and distance education

✓ „Development of electronic forms of distance learning in the higher education system”- *author of NBU multimedia electronic textbook* according to the approved Standard and its annexes and Review of textbook;

✓ ”Student Practices”- MES, NBU - *Functional Expert of Business Administration Department and Academic Mentor*.

III. Lecturing and Academic Activities

1. Auditory and extra academic work training module ”MOODLE-NBU”, provision of student internships, work with students and doctoral students.

The applicant is a full-time lecturer at NBU fulfilled the norm of employment according to the Employment Ordinance during the whole period of certification above the required standard (**by category 240 hours, extra-curricular 60 hours**), as follows: realized workload **2013/2014** 240/420, **2014/2015** 132/545, **2015/2016** 258/545, **2016/2017** 340/510, **2017/2018** 325,5/746, **2018/2019** 669/440 and during the current 2019/2020 the applicants planned employment is 556/480 hours (**Group H, Indicator No.38**). She was a research supervisor and reviewer of a large number of students: (**Group H, Indicator No.38 - 1 and 2**). She also actively participates in NBU’s *e-learning at MOODLE*, as well as in the *practical training* of students as a leader in out-of-class practice (**Group H, Indicator No.39 - 1, 2, 3, 4 and 5**) and other creative activities of students outside NBU - Training campaigns and International Cultural Tourism Exhibitions (**Group H, Indicator No.40 - 1 and 2**).

2. Work with Erasmus-students

In the presented Self- Assessment Report and bibliographical description of the evidence material to Appendix No.2 of the Ordinance for Development of Academic Staff at NBU, Assoc. Dr. Milena Karailieva did the report working with students under the “Erasmus” Program.

3. Assessments of student opinion surveys

According to the Career Development Centre at NBU, the evaluation of the candidate’s students as a teacher is excellent (**Group H, Indicator No.35 - 1**).

⁵ Library citation “Analysis Citation CA-17-2019” dated 27/06/2019

⁶ 1.Scheme: BG051O001-3.1.07 “Updating higher education curricular in accordance with the requirements of labour market”, Project BG051po01-3.1.07-0039 “Higher education in economics- the foundation of the knowledge economy”, “Business Administration” Department, NBU, 2013-2015

IV. Administrative and community service of the NBU

1. Participation in the collective governing bodies

The self-assessment report shows that Chief Assistant Professor Milena Karailieva has fulfilled her academic responsibilities (**Group I, Indicator No.44 1, 2, 3 and 4**) related to the participation in the meetings of the Departmental Council, The Programming Board, the Faculty Committees and was a member of various programme improvement teams (**Group G, Indicator No.30 -1, 2, 3 and 4**)

2. Social activity

Milena Karailieva has been a member of the Bulgarian Chamber of Education, Science and Culture (BBCI) since 2011 and holds the position of Director of the Human Resources Management Program (**Group G, Indicator No. 23**).

3. Attracting students to the program

In the period 2009-2018, Milena Karailieva served as a Program Consultant and participated in candidate- student campaigns to attract students to NBU.

V. Personal impressions of the applicant

My personal impressions of Milena Karailieva are that she is highly responsible, creative, precise and initiative in her work. In her teaching activities, she widely applies interactive training tools, and in research- the system-integrated approach. She enjoys respect among her colleagues and good reputation among students, maintains good contacts with experts in the tourism business.

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

The scientific publications submitted for review in Ch. Assist. Prof. Milena Karailieva, PhD, has been developed on a fundamental theoretical and empirical basis. These and their practical recommendations are well reasoned. I have no specific critical comments on the content of the applicant's scientific work.

The following recommendations may be made to her future research and teaching activity:

- to continue expanding the theoretical foundations and scope of its research, but also to go down to a lower (**applied**) level, since Bulgarian social practice needs: guidelines, methodologies, schemes, algorithms for practical application of novelties in theory and methodology;
- continue to combine research and teaching with that of expert and consultant;
- continue to publish textbooks on the subjects taught by her.

Conclusion

The candidate for the competition Milena Karailieva, PhD, fulfills the requirements for occupying the academic position of associate professor, in accordance with the ZRABRB and the Rules for its Implementation and the (RASPBRB), as well as the Regulation for the Development of Academic Staff at NBU.

I recommend Chief Assist. Milena Metodieva Karailieva, PhD, to be selected to occupy the academic position of Associate Professor in Professional Degree 3.9 Tourism (Human Capital in Tourism).

Sofia, 03/26/2020

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