

STATEMENT

ON

an evaluation of a candidate in a competition for an academic position "ASSOCIATE PROFESSOR " in a professional field 3.7. Administration and Management

Candidate: Ch. Assistant Professor MARIA ALEKSANDROVA IVANOVA, PhD, Department of Administration and Management, Faculty of Social Sciences, NBU, (the only candidate for the announced competition).

Topic of the monograph: "MANAGEMENT OF THE EMPLOYMENT BRAND IN THE XXI CENTURY - OPPORTUNITIES AND LIMITATIONS".

Member of the Scientific Jury: Prof. Dr. Ivan Yochev Boevsky - New Bulgarian University, Sofia, 3.0. "Social, economic and legal sciences", 3.8. "Economics".

Grounds for presenting the opinion: Participation in the composition of the scientific jury in a competition for the academic position of "Associate Professor", according to approved Order Z-RK-151 / 01.03.2022 of the Rector of NBU and announced in SG no. 08 / 28.01.2022

I have developed my opinion in compliance with the requirements of ZRASRB, the Regulations for its implementation, as well as the requirements of the Ordinance on the development of the academic staff of NBU and the implementation of scientometric criteria for PN 3.7 "Administration and Management" for academic position "Associate Professor" .

The structure of the opinion follows the template for preparing an opinion for holding an academic position "Associate Professor" at NBU.

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

When reviewing the documents submitted by candidate Ivanova for participation in the competition for the academic position of "Associate Professor" I found that they are in accordance with the scientometric indicators set in the Law on Academic Staff Development in the Republic of Bulgaria (RASRB), PPZRASRB) and the requirements of the Ordinance on the development of the academic staff of NBU and are as follows:

- Group A (min. Requirements of 50 points) - materials for 50 points are presented;
- Group B (min. Requirements of 100 points) - a monograph is presented (the title is given by me above), corresponding to 100 points;
- Group D (min. Requirements of 200 points) - materials for 717.5 points are presented;
- Group D (minimum requirements of 50 points) - collected 100 points;
- Group E (min. Requirements from 0 point - not required for associate professor) - collected 325 points;
- Group G (min. Requirements of 50 points) - 150 points collected;
- Group H (min. Requirements of 70 points) - collected 120 points
- Group I (min. Requirements of 50 points) - 90 points collected.

Ch. Assistant Professor Dr. Maria Ivanova for participation in the competition has a total of 1652.5 points, with a required 570 points.

Therefore, the applicant submits scientific products and materials that exceed the minimum national and additional requirements almost three times.

2. Research activity and results

Ch. Assistant Professor Dr. Maria Alexandrova Ivanova presents for evaluation in the announced competition for the academic position of "ASSOCIATE PROFESSOR " a total of 38 scientific papers (other than those submitted for the acquisition of ONS "Doctor").

2.1. Evaluation of the monographic work or other publications, corresponding in volume and integrity of the monographic work, including evaluation of the scientific and scientific-applied contributions of the author.

The monograph “Employer Brand Management in the XXI Century. Opportunities and Constraints ”is based on in-depth academic research on a current topic with appropriately applied scientific methodology. The obtained results have theoretical and practical orientation. The monographic work was published in 2020 with a positive evaluation by two reviewers, known and recognized among the scientific community. The monograph has proven scientific and educational value. It is developed in nine topics, systematized in three chapters. The volume is 232 pages, of which 154 pages are the main text, separately - bibliography and appendices. 113 literary and internet sources in English and Bulgarian were cited. The main contribution of the monographic work is a detailed analysis of the situation with the labor market and the role of the employer brand in Bulgaria, which has its own specifics. It also makes a significant contribution to shedding light on the role of globalization in terms of opportunities for business and labor mobility, which can be easily moved from countries with low living standards to countries that provide more attractive financial incentives and significantly more generous social systems. The monograph introduces the term "generalized employer brand". The theoretical results of the research would be of interest to the scientific community and especially in the finding of unexplored aspects of the employer brand. The practical results could be used by the administrative and management bodies of enterprises from various branches and industries, as well as by non-profit and public organizations, in defining, developing and implementing the employer brand as a tool for human resources management.

The author of the monograph proves her maturity as an academic researcher.

2.2. Evaluation of the contributions in the other attached publications made after the appointment of the academic position “Ch. assistant. It also includes an assessment of the peer review requirement.

Ms. Ivanova in her Self-Assessment for the implementation of minimum national requirements and requirements of the NBU for scientific, teaching and creative activities to hold the academic position of "Associate Professor" and a reference for original scientific contributions to the evidence in Annex 2 presents for evaluation the following types of publications:

- Book published on the basis of a defense dissertation - 1 . number Bulgarian;
- Collective monographs (developed individual chapters and topics) - 7 participation;
- Articles and reports published in scientific journals, referenced and indexed in world - renowned databases of scientific information. The attached reference from the Central Library of NBU documents 3 copies. scientific publications indexed in world databases;
- Articles and reports published in unrefereed journals with scientific review or published in edited collective volumes - 46 numbers, of which in Bulgarian - 35 numbers, of them in English - 11 copies.

The percentage ratio between publications in a foreign language and in Bulgarian in the total number of publications is 23% (copies) to 77% (copies).

In the above types of publications (61 in total, outside the habilitation thesis) I highlight the following tricks:

- Management of human resources and talents. Publications in this group (group D, indicator 7 - № 1, № 3, № 5, № 9, №12, 15, № 16, № 17, №25, № 28, № 36, № 45; group D, indicator 10 - № 1) are dedicated to current and significant problems in the field of human capital development; human resources and talent management, systems for selection, certification and motivation of human resources; knowledge and information management, implementation of the competence model in human resources management. In her publications (group D, indicator 7 -№13, № 14) she has substantiated the connection between a strong organizational culture and the attraction and retention of talents in the organization; identified the specifics of developing a strategy for talent management in the organization.
- Management of the employer brand (group D, indicator 7 - № 6, № 7, № 11, № 27) The systematized restrictions arising from the modern factors influencing the employer brand can be defined as contributions; comparative analysis of good practices in the use of the employer brand to attract talent; the identified stages in the process of creating an employer brand and the proposed indicators for measuring investment in an employer brand.
- Leadership (group D, indicator 7 -№ 2, № 18, № 20, № 21, № 26, № 30, № 32; group D, indicator 10 - № 6, № 7). Significant contributions are evident in the results of Ms. Ivanova's research related to assessing the organization's readiness for digital transformation and the role of the leader in this process; the proposed competency model of the leader; the proposed methods for effective training of managers; the application of transformational learning in people with experience in achieving organizational leadership; the use of portfolio as a tool for managerial development; identified differences in leadership styles by gender.
- Corporate social responsibility. In many of its publications (group D, indicator 6 - № 1, group D, indicator 7 - № 8, № 10, № 19, № 24, № 35, group D, indicator 9 - № 1, № 2; № 3 ; group D, indicator 8 - №1; group D, indicator 10 - № 2, № 3, № 4, № 5) Mrs. Ivanova researches current problems of modern organizations related to their social responsiveness, responsibilities and obligations. Some results of these studies can be assessed as contributions of theoretical and practical nature: definition, specific characteristics and

analysis of the development of the concept of "quadruple spiral" to accelerate the transfer of innovative solutions in the field of social care in regional chains in Bulgaria; guidelines for the implementation of EU policies and practices on ethnic tolerance in job selection; the identified guidelines for building a sustainable workplace with shared tolerance for diversity and diversity of people; effective methods of training men and women over the age of 65, the distinct advantages and disadvantages of communicating between men and women through virtual social networks; opportunities for socio-economic integration of Roma.

- Problems of higher education in the conditions of the European educational area (group D, indicator 5 № 1, group D, indicator 6 - № 2, group D, indicator 7 № 4, № 22, № 29, № 31, № 33, № 34, № 41, № 42, № 43, № 44; № 46; group D, indicator 9 № 4) The book of Mrs. Ivanova (2019) "Higher education in Bulgaria - institutional and financial aspects in the context of the European educational space ", published on the basis of her dissertation. Proposes and approves a system of indicators for quantitative and qualitative evaluation of the higher education system in institutional and financial aspects. Proposes guidelines for improving the national strategy and policy for the development of the institutional and financial subsystem of higher education in Bulgaria. In the other publications of this group the following can be assessed as practical-applied contributions: the proposed guidelines for application of the coaching approach in the conditions of digital learning; the results of the study of the portfolio of adult distance learning teachers; web-based assessment and certification system; the results of the analysis of the experience of the New Bulgarian University in distance and e-learning in the field of human resources development.

These focusies are fully in line with the professional direction of the competition and the teaching activity of Ms. Ivanova. They represent valuable and significant for science and practice own research, analyzes, conclusions and recommendations, own scientific and scientific-applied contributions. These facts give me grounds for a high appreciation of her research work and relevant contributions, with which she participated in the competition for the academic position of "ASSOCIATE PROFESSOR".

2.3. Cited by other authors

The required number of citations are certified by a reference from the Book Center, NBU Library. Among the verified sources are 20 references to publications by Dr. Maria Ivanova, of which 14 are self-citations. One of her publications is cited in scientific journals, referenced and indexed in world-famous databases (Group E, indicator 11 № 1).

The above facts support my conclusion that she is recognizable and significant in her role as a research author on the world and national scientific scene.

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

The candidate Ch. Assistant Professor Dr. Maria Ivanova reports participation in 5 national projects (Group E, indicator 16) and 3 international projects (Group E, indicator 17). He is the manager of one of the international projects (group E, indicator 17 - № 6). She participated in the

preparation of the Memorandum of Development (the positive concept). The memorandum was prepared on the basis of academic events, forums, seminars and conferences held in 2018/2019. and dedicated to the 25th anniversary of the first BA / MBA programs in Bulgaria.

Based on the facts presented by me in point 2, I make the indisputable conclusion for me that the scientific production presented by Ms. Ivanova has a predominantly global focus and exceeds the minimum scientometric requirements for the position of "ASSOCIATE PROFESSOR ".

3. Teaching and learning activities

23 years and 6 months is the total teaching experience of the candidate Ch. Assistant Professor Dr. Maria Ivanova at the time of preparing my opinion. My personal observations are from 2014 until now, and for this period will be my assessment of her teaching activities, the basis of the documents and materials presented by her:

3.1. Educational work of the candidate

Independently ch. Assistant Professor Dr. Maria Ivanova lectures in bachelor's and master's degrees, as well as develops her own curricula at NBU. In addition to these activities, she is the research supervisor of 23 graduates who have successfully defended their dissertations. She has reviewed 53 papers by students in the pre-defense phase. She has participated in 14 commissions for state exams. Its average annual classroom and extracurricular workload far exceeds the minimum required.

Ms. Ivanova's dedication to teaching is also appreciated by her students, which is very good for the period, which I also appreciate. All this presents her in the light of an already established academic lecturer at NBU.

3.2. Published study materials

Ch. Assistant Professor Dr. Ivanova has developed 5 textbooks in book form: co-authored - "Human Resources Management", Chapter 3 "Human capital and parameters of the" learning organization "- theories, European practices and training programs", a textbook for master's program of the NBU, 2014, ISBN 978-954-353-831-9; independently, "Information technologies in human resources management", textbook for master's program at NBU Sofia: UM-NBU, 2009, ISBN 978-954-535-560-8; co-authored - "Management of Change", textbook for master's program at NBU, Sofia: UM-NBU, 2009, ISBN 978-954-535-584-4; independently "Communications and Management", Sofia: UM-NBU - resource book for SMBB 402D course "Communication and Management", NBU, 2005 and "Self-study", Sofia: UM-NBU - resource book for SMBB 202D course "Skills for learning" , NBU, 2004. Electronic textbook co-authored - "Learning and development through a portfolio", Sofia: UM-NBU - electronic textbook for master's program HRD of NBU, ISBN 978-954-535-452-6, 2006. Developed and author's study materials in the Moodle Space Courses: MBAM196D Human Capital and Talent Management; MBAM198D Labor Relations Management (Labor Valuation); MHRB117D Business Context and Human Resource Management.

3.3. Developed curricula

Ms. Maria Ivanova has developed a total of 6 bachelor's and master's programs in the Department of Administration and Management of NBU.

Based on the facts and interim assessments set out in item 3, I can undoubtedly conclude that the candidate shows sufficient and successful involvement in the teaching and learning activities of NBU. This makes her a responsible and correct academic lecturer, which is enough to hold the position of "ASSOCIATE PROFESSOR".

4. Administrative and public activity

In the Self-Assessment for the implementation of minimum national requirements and requirements of the NBU for scientific, teaching and creative activities for the academic position of "Associate Professor" and a reference for original scientific contributions to the evidence in Appendix 2 colleague Maria Ivanova presents significant in volume and content administrative and public activity which includes the following:

She carries out active administrative activity at NBU, as a program director / program consultant since 2013 of the Ministry of Justice "Human Resources Management and Development" - in Bulgarian ", Human Resources Management and Development - in English and Management for Organizational Excellence - in full-time and distance learning. She has participated as a member of the Commission for Accreditation of Trusted and Master's Programs at FDENO and MoF. He is currently a tutor at BF. He actively participates in the candidate-student campaigns and the commissions for admission of candidate-students. Actively participates in the regular meetings of departmental and program councils, observes the reception time as a teacher and conducts his regular classes. The social activity of Dr. Maria Ivanova is rich. She has organized and conducted 19 scientific seminars, discussions, sessions, round tables at NBU in the areas of her research interests - people management, coaching, cross-border cooperation, conflict management through mediation and others. The contribution to the dissemination of experience and knowledge among her colleagues is indisputable. In the line of international cooperation of the New Bulgarian University and the Erasmus program she has given 6 public lectures and presentations in Italy, Finland, Greece, Romania and Poland.

Ch. Assistant Professor Dr. Maria Ivanova has been a member of a number of national and international organizations - European Society for Research on Education of Adults (ESREA) since 2009 until now (including ESREA Network on Gender and Adult Learning; ESREA Network on Adult Educators, Trainers and their Professional Development); European Distance and E-learning Network (EDEN) from 2006 to the present; Bulgarian Association for Management and Development of People (BFSA) since its establishment until now, and is currently a member of the Itchic Commission of BFSA; Bulgarian Association for Development of Society, Culture and Education (BAROCCO) since 2010; Balkan Association for Regional Initiatives (B.A.R.I.) since 2012; Early Childhood Development Association since 2011.

The facts set out in point 4 themselves lead to the conclusion, which I fully and convincingly formulate: Ms. Ivanova with her administrative and public activities successfully contributes to the development and improvement of the academic process at NBU.

5. Personal impressions of the candidate (if any)

My personal impressions are from about 10 years and are based on our joint work in the same administrative room, where I could practically by observation identify her responsiveness, correctness and competence to students during their counseling. In addition, during the joint academic, scientific and life discussions, she constantly proved to be an adequate teacher and scientist on the one hand and a pleasant and humane interlocutor on the other.

In this regard, I especially appreciate my colleague Maria as a teacher and scientist, as well as as a person.

6. Opinions, recommendations and notes on the activity and achievements of the candidate

My general impression of the qualities of the monographic work, the publications provided for evaluation, the citations on the one hand and the teaching and research activities of Ch. Assistant Professor MARIA ALEKSANDROVA IVANOVA, Ph.D. scientific data and to formulate relevant scientific conclusions as well as sufficient academic qualities and skills.

I would like to allow myself the following recommendations from my many years of research and academic work, which are focused on: (1) I could continue to be so committed to students, but to consider teaching to doctoral students and (2) greater focus on producing publications for publication in world-renowned indexed publications.

7. Conclusion

All of the above gives me reason to appreciate with full conviction the teaching, scientific and scientific-applied activity of the candidate MARIA ALEKSANDROVA IVANOVA. This assessment is my reason to unconditionally consider and declare that it is extremely suitable for the academic position of "ASSOCIATE PROFESSOR".

Based on the above, I would like to categorically and without any doubt suggest to the esteemed Scientific Jury to vote positively, and the academic bodies of NBU to elect Ms. MARIA ALEKSANDROVA IVANOVA to the academic position "ASSOCIATE PROFESSOR " in professional administration 3.7 ", Field of higher education 3." Social, economic and legal sciences ", to the Department of Administration and Management, Faculty of FDENO, NBU - Sofia.

Date: May.01.2022.

JURY MEMBER:

(Prof. Dr. Ivan Boevsky)