

OPINION STATEMENT

**by prof. Tolya Angelova Stoitsova, PhD., D.Sc. in Social Psychology
3.5. Social Communication and Information Sciences in New Bulgarian University
Department of Mass Communication
on materials, submitted for an associate professor competition
in New Bulgarian University
High education field 3. Social sciences, Economics and Law 3.7. Administration and
Management (Management in Education and Culture)**

One candidate participates in the competition, correctly announced in our State Gazette, as well as in the web site of New Bulgarian University, Department Administration and Management, namely ass. Elena Atanasova Blagoeva (Hazarbasanova), PhD.

All the requirements of the application procedure in the competition for the occupation of the academic position "Associate Professor" have been met. All the documents are corresponding with law as well as with the specific recommendation of NBU.

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

Dr. Elena Blagoeva not only satisfies all the recommendation but exceeds some of the indicators. She receives PhD in 2007 in NBU and in 2009 – receives PhD state diploma in the field of “Theory and History of Culture”.

Dr. Blagoeva- Hazarbasanova published 2 monographies. One of them on her doctoral dissertation – “European Dimension in Education and Culture - Policies and Governance” (2017). In 2012 Dr. Blagoeva published a text book entitled "European Union Policies in the Field of Education and Culture", NBU Publishing House. The main book “Internationalization of High Education in Europe” is also published by NBU in 2013. Also the candidate in the completion submit 15 scientific articles in Bulgarian, Russian and English languages. Indication in this group also are exceeded.

Dr. Blagoeva’s scientific materials including the books are cited in different journals, all of them reviewed.

In 2016 and 2018 Dr. Hazarbasanova was an academic supervisor of amazing number of students from NBU – 21 in project of our Ministry of Education and Science “Students Practices”. Very serious is her participation in International projects. Dr. Blagoeva- Hazarbasanova participated in 2 projects of European Commission and 1 – in Erasmus Program. The candidate also took part in one educational project in Fare. That is why it is not surprising that she gathered scores not for associate professor but for full professor. Something more Dr. Elena Blagoeva was in chief of a pro-

ject in Jean Monnet Program “Policies of EU in Education and Culture”. Her participation in national and international projects is another indisputable merit of the candidate.

In all the rest groups of indicators – the situation is analogues. I think my evaluation is clear – very high. I wish Elena Blagoeva-Hazarbasanova to keep her activities, ambitions and initiations in future development of her scientific career.

II. Research activities and Results.

1. Evaluation on scientific materials.

I have already mention about the three books of Dr. Blagoeva. The three of them are with significant analysis in the field.

I can point out in the habilitation monography “Internationalization of High Education in Europe” is also published (2013) the following contributions:

Theoretical ones:

- The link of internationalization management processes at the supranational, national and institutional levels has been demonstrated, as well as the specific roles and responsibilities at each of these levels.
- A theoretical model for a preliminary institutional analysis of readiness for internationalization is proposed, based on Levin's theory of innovation as a factor in organizational changes.
- On the basis of a comparative analysis of existing practices, the qualitative stages in the development of internationalization, possible strategies and models for administration have been defined.
- The monograph raises questions about future research on the effects of trans-nationalization caused by supranational policies on the processes of denationalization of higher education: Do processes of denationalization of systems really provoke proactive and entrepreneurial behavior by universities? Is and how is the role of the state changing in terms of financing, planning, control and evaluation?

Practical and applied ones:

- The integrative approach to internationalization has been defined as most relevant to the trends in European higher education, as it requires a high level of organization and coherence between activities, values, methods, principles, expectations and results. This level integrates the entire university system - the academic aspects (programs, mobility, etc.) and the institutional aspects (strategies and procedures).
- There is currently a limited number of partial studies on the processes of internationalization in specific Bulgarian higher education institutions and their impact on the overall activity.

The research in the monograph is comprehensive - it covers the main factors, and outlines a framework for a self-assessment procedure at the level of internationalization, thus facilitating the collective development of HEIs with regard to optimal integration at international level. The results that the institution or the state would achieve, build and trust current and future students in their own country's education system, ensuring that everything new internationally in content and form is introduced and combined in the curricula and overall activities of home universities.

2. Assessment of contributions in other attached publications made after the appointment of “Ch. Assistant”.

In my opinion the rest of materials, published in Bulgarian, Russian and English languages can be divided as follows:

- Trends and Issues in EU Education Policy - 6 publications
- Management of international teams - 3 publications
- Bulgarian higher education problems - 3 publications
- Internationalization of Education - 2 publications
- Student mobility - 1 publication

Contributing points in these publications are the raising of current issues in higher education, the role of the European Community in introducing comparable standards in educational practices for EU countries, the ability to manage international teams and mobility to students for both exchange semesters and student internships. In addition to discussing problems, there are also opportunities to improve performance, especially with regard to managing these processes.

3. Citation from other authors.

Compared to the number of publications, the quotations presented by the candidate in the competition are even more impressive. According to this indicator Dr. Blagoeva-Hazarbasanova as a candidate for associate professor earns 70 points, exceeding the required number by 50 points.

4. Assessment of the results of participation in research and creative projects and implementation of the results obtained in practice.

In point I, I have already listed the participation of Dr. Elena Blagoeva in projects at national and international level. I would like to summarize that the projects are significant at the international level and practical especially at the national level.

III. Teaching activities

1. Dr. Elena Blagoeva participated in the development of 3 joint international master's degree programs - Business Communications, 2016; International Communications, 2010 and Tourism Management, 2013.
2. The number of classroom courses developed by the candidate for associate professor - 20, of which 12 are current for the 2018-2019 academic year, is also impressive.

Six courses have been developed for the Administration and Management Department, BP; for Theater department - 3; for BP Telecommunications and BP Marketing - 1 course; for Art Management-Mint MP - 1; For the Ministry of Management of EU Projects and Programs - 4, etc., including minor courses in Bulgarian and English.

It is also important to note that 1 course is in the ADMD180 doctoral program "Opportunities for international funding of research in public administration"

My overall assessment of so many teaching courses is excellent.

3. Work with Erasmus students.

In Master programs with courses in English at different departments, Dr. Blagoeva-Hazarbasanova works with Erasmus students as a teacher and consultant.

4. The average mark from the student surveys from the last 12 semesters is 4.52, which is very different, since the assessment is on a five-point system (the maximum mark is 5.00).

IV. Administrative and social activities.

1. Dr. Elena Blagoeva-Hazarbasanova regularly participates in the meetings of the Department of Administration and Administration. She was the Program Board Director, Program Director, Director of International Affairs, Director of the CMA, Director of the Master's Faculty.
2. She is active in consulting and expert activity at various levels - NBU, MES, and International Commissions.
3. Dr. Blagoeva-Hazarbasanova participated as a trainer in teacher training programs.

V. Personal impressions of the applicant.

I know very well the participant in the "associated professor" competition Dr. Elena Blagoeva-Hazarbasanova. I have worked with her in the field of NBU International Affairs and as a Bologna advisor. I was a member of its jury for Ch. Assistant. She is an extremely inquisitive and creative researcher, a hardworking and upright colleague.

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

My opinion on the applicant's academic and social activity in the associate professor competition – Chief Assistant Professor Elena Blagoeva-Hazerbasanova is completely positive. Applicants' achievements go beyond the "associate professor" requirements. I have no critical comments on the different types of activities. I wish she continued to combine her research and teaching work with that of an expert and consultant.

Conclusion

As my opinion shows, my assessment of Dr. Elena Blagoeva-Hazerbasanova's work in various areas of her academic, organizational and expert activities is entirely positive. In my assessment, I also include my personal impressions of the applicant's qualities as a person and colleague. I believe that her successful habilitation will contribute to the development of the Administration and Management Department, both in teaching staff and in student programs in Bulgarian and English. Therefore, I strongly suggest to the colleagues from the scientific jury to support the application of Ch. Ass. Prof. Dr. Elena Atanasova Blagoeva-Hazerbasanova by voting positively and proposing to the NBU Academic Council to be elected to the academic position of “Associate Professor”.

30.01.2020 г.

Signature:

Prof. Tolya Stoitsova, PhD, D.Sc.
New Bulgarian University
Department of Mass Communications