

OPPINION

From Assoc. Prof. Dr. Reneta Marinova Dimitrova

New Bulgarian University

Professional field 3.8 Economics

Subject: Competition for the academic position of 'professor', in the field of higher education "3. Social, Economic and Legal Sciences", professional field" 3.8. Economics (business marketing and business management) ", announced in SG No. 41 / 18.05.2021.

Candidate for the competitive academic position "Professor": Assoc. Prof. Dr. Ivan Yochev Boevsky, Academic Lecturer at the New Bulgarian University, Department of Economics

Grounds for preparation of the opinion: Order № 3-PK-193 of 24.06.2021 of the Rector of New Bulgarian University.

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

In accordance with the information from the attached evidence on the implementation of the national minimum scientometric requirements for holding the academic position "Professor" in the professional field "Economics", pursuant to ZRASRB and the Regulations for its implementation, as well as the requirements of NBU, Assoc. Prof. Boevsky reports 1258.1 points, for required 760. The submitted report shows the following results for the individual groups of indicators:

- For group A and group V - 150 points by a minimum required of 150 points;
- For group D - 263 points by a minimum required of 200 points;
- For group D - 180 points by a minimum required of 100 points;
- For group E - 365 points by a minimum required of 100 points;
- For group G - 95 points by a minimum required of 70 points;
- For group H - 80 points by a minimum required of 70 points;
- For group I - 125 points by a minimum required of 70 points.

My conclusion is that the individual groups of indicators for quantitative evaluation of publications and academic activity are correctly indicated.

II. Research (creative) activity and results

1. Assessment of the monograph, creative activity or other publications, corresponding in volume and integrity to a monograph, incl. assessment of the scientific and applied contributions of the author.

The monographic work on "Cooperative work in Bulgaria - Specific organizational design, marketing management, governance structure and innovation", ISBN 978-954-07-5050-7 is a volume of 320 printed pages. It is structured in an introduction, two parts - theoretical and

research-analytical, summary, conclusions, suggestions, systematics of sources and literature. Interesting and useful is the approach used by Assoc. Prof. Boevsky to complete each part, chapter and section with an interim commentary and an interim summary.

The author's main research hypothesis and hypotheses to it are ambitious and are related to clarifying and highlighting the characteristics and design of the main building attributes of the modern cooperative work in Bulgaria, as well as its emergence, establishment, development, viability and organizational performance in pre-socialist, socialist and the post-socialist period, and that they are predetermined by the complex and multi-layered nature of the cooperative business and its core the cooperative, representing a specific business model. They are related to research issues on the one hand, and on the other hand argue their decomposition into a main goal, sub-goals and objectives. These research goals and objectives are performed on the basis of a voluminous and diverse information base, which the author has precisely described in the introduction.

Regarding the scientific and scientific-applied contributions in the monographic work, I would like to highlight the following:

First, the focus on cooperative values and principles and related strategies and tools applied in cooperatives and cooperative work and the related with them finding that the described, proposed and applied as modern marketing management business strategies and tools such as CRM, customer loyalty programs, customer engagement, and customer satisfaction are inherent in the nature of the cooperative and have been applied in its activity for more than 150 years.

Second, as an important result of practical importance, I would like to point out several substantiated general conclusions, additional conclusions and proposals for improving business marketing and business management in the cooperative business, which would lead to its viable, successful and sustainable development.

Third, the relationship with the members of the cooperative, which gives the uniqueness and specificity of the cooperative and the cooperative business and is an important source of specific elements, that distinguish them significantly from other business organizations, and could play both constructive and destructive role in their development. Assoc. Prof. Boevsky complements this connection with the relations between the members themselves, between the members and the employees, as well as between the members and the other stakeholders, which also greatly influence the strategic and operational activities of the cooperative and the cooperative work. Such an in-depth and complex-structured study in Bulgaria is currently lacking.

Fourth, the developed and tested interdisciplinary theoretical and methodological toolkit for evolutionary research of the cooperative work / cooperative, which builds on the achievements of the German historical-ethical school and methodological triangulation, also deserves attention.

Apart from the monograph, I will focus my opinion on the evaluation of publications that most closely correspond to my expertise, namely: "Role of stakeholder management for the development of credit cooperatives in Bulgaria" (9.1) and "Importance of microfinance to combat poverty and rural development" (7.15).

The first publication, which is a study, positively verifies the hypothesis that the adequately applied stakeholder management plays a positive and important role for the successful and sustainable development of credit cooperatives in Bulgaria. The author's analysis identifies a period of flourishing of credit cooperatives, which coincides with the successfully used and

applied tools of stakeholder management by cooperative management and cooperative members - the pre-socialist period. In this period, the credit cooperatives developed to be structurally determining for the Bulgarian cooperative business and represent an important factor in the financial sector of the country. They have a significant share of the financial services market. At the same time, the author shows that the cooperative also has the role of a pioneer and innovator in the stakeholder management, because the cooperative used it long time before it even emerged as a science decades later. The opposite development of credit cooperatives occurs in periods, such as the post-socialist period, when stakeholder management is applied incorrectly and inadequately.

The second publication examines microfinance from a managerial marketing point of view, with an emphasis on its importance and role in combating poverty. The author considers microfinance as a specific business model in which low-income and landless people create their own financial business organizations (most often cooperative banks) through which they are financed. Small business actors are not interesting for banks due to high transaction costs and risk. Therefore, even in countries with well-developed banking systems, there is a so-called seller's market in the field of microfinance, and for this reason they also have such financial structures. The dynamic analysis made in the publication shows that they have an adequate and decisive role in supporting the financially weak sections of the world's population and in the fight against poverty, but they as business organizations are also modifying and evolving. Under the pressure of fierce competition, they are gradually losing their social identity and getting closer to the classic financial business organizations, using their typical marketing and management strategies and tools.

The analysis of the content of the above scientific works of the candidate gives me a reason to conclude that they are primarily in the scientific field of business marketing and business management, in which the candidate works. In addition, they have been developed at a high scientific and theoretical level and show his high competence and ability to carry out in-depth independent interdisciplinary holistic research and analysis and to work successfully in national and international research teams on important scientific issues.

3. Citations by other authors

The candidate meets the minimum requirements under Art. 2b, para. 2 and 3 of ZRASRB in scientific field 3 "Social, economic and legal sciences" - group D. Assoc. Prof. Boevsky collects 180 with the required 100 points. It is very impressive that the citations mentioned in the reference are in Scopus and Web of Science.

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

Regarding the research projects, Assoc. Prof. Boevsky exceeds the requirements of the Law on the Research and Development of the Republic of Bulgaria and those of the NBU. He participates in national research projects, in international research projects, is a leader of national research projects. The issues he develops are in the field of marketing and management in the agricultural sector and innovation. The quality of the projects is evidenced by the fact that for the most part they have ended with publications.

III. Teaching and Lecturing Activity

1. Courses and extracurricular activity, work in the electronic training module MOODLE NBU, providing student internships and internships, working with students and PhD students.

Assoc. Prof. Boevsky is a lecturer with a high workload - classroom and extracurricular. It significantly exceeds the requirements of NBU for full-time teachers.

In the "Moodle" system of NBU Assoc. Prof. Boevsky has published author's materials in 20 bachelor's and master's programs. Their topics are mainly in the field of marketing and management and confirm the scientific and applied interests of the candidate for professor.

Assoc. Prof. Boevsky has provided internships for 5 students from the bachelor's programs at the Department of Economics.

Assoc. Prof. Boevsky has supervised a successfully defended doctoral student - PhD Teodora Rizova.

2. Work with Erasmus Students.

Assoc. Prof. Boevsky works actively with Erasmus + students. He has developed and conducted three independent courses - "International Marketing", "Project Management and Communication Techniques" and "Customer Relationship Management (CRM)".

3. Student Satisfaction Survey Grades.

Assoc. Prof. Boevsky is the scientific supervisor of a significant number of bachelor's and master's theses - 29, he has reviewed over 60 bachelor's and master's theses, he has participated in a large number of commissions - over 300. All this is evidence of students' assessment of him. And it is high - 4.54 out of a maximum of 5.00.

IV. Administrative and Social Work.

1. Participation in collective governing bodies of NBU.

Assoc. Prof. Boevsky regularly participates in the meetings of the Departmental Council of the Department of Economics. In 2017 he was also a member of the Program Council of the Department. Respects your reception time. Conducts regular classes.

2. Public Activity.

The public activity of Assoc. Prof. Boevsky is also high. Since 1997, he has been a member of the Working Community of Research Cooperative Institutes (Arbeitsgemeinschaft Genossenschaftswissenschaftlicher Institute, Deutschland). Since 2015 he has been a member of the board of the Institut für Genossenschaftswesen an der Humboldt Universität zu Berlin, as

well as he has been member of the Bulgarian National Water Association and evaluator of potential fellows of DAAD (German Academic Exchange Service).

An important part of his public work is his participation in the organization of 7 scientific forums of NBU. In addition, Assoc. Prof. Boevsky constantly participates in various events of the training program for teachers at NBU. He also participates in the tutoring system of the University.

3. Attracting Students to the program.

The successful work of Assoc. Prof. Boevsky on attracting schoolboy from the Profiled Language High School "Exarch Joseph I" in Lovech for potential NBU-students is very impressive - 10 new students.

V. Personal Impressions from the Applicant (if any)

I have known Assoc. Prof. Boevsky for many years and I have excellent personal impressions of his scientific, academic and human qualities. We have worked together on the development and improvement of bachelor's and master's programs, on the organization of various events by the Department of Economics. I cannot fail to note his well-intentioned and collegial attitude towards the lecturers from the department, towards the colleagues from other departments, towards the administration of NBU. Proof of his ability to work with colleagues is his participation in research teams outside NBU.

VI. Opinion, Recommendations and Notes on the Applicant's Activities and Achievements.

In the presented scientific and scientific-applied works for participation in the competition I have not found any weaknesses, I have no relevant critical remarks that would change my final population, in terms of participation in doc. Boevsky in the competition.

I would like to recommend that Assoc. Prof. Boevski focus his efforts on involving the younger colleagues from the Department of Economics in research and applied research projects, which will contribute to their academic development and increased assessment in the accreditation of professional field 3.8 "Economics".

Conclusion

Based on the findings for the scientific, teaching and public activities of the candidate, which are entirely positive, I propose to the esteemed members of the Scientific Jury, Assoc. Prof. Dr. Ivan Yochev Boevsky to be elected to the academic position of "professor" in the field of higher education "3. Social, economic and legal sciences ", professional field "3.8. Economics (business marketing and business management)".

August 30, 2021

City of Sofia

Signature: 

/Assoc. Prof. Dr. Reneta Dimitrova/