

REVIEW

BY PROF. TIHOMIRA ZLATANOVA ZLATANOVA, MD, DSc
THE DEPARTMENT OF HEALTHCARE ECONOMICS AT
FACULTY OF PUBLIC HEALTH
"PROF. TZEKOMIR VODENICHAROV, MD, DSc",
MEDICAL UNIVERSITY - SOFIA

Regarding: Competition for participation of the academic position "associate professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public Health (Health Management and Health Tourism), University "Prof. Dr. Asen Zlatarov" - Burgas, announced in the Official State Gazette, № 45 of 17.06.2022 as only one candidate, chief assistant professor Albena Dasheva Yanakieva, PhD.

By order № 258/15.09.2022 of the Rector of the University "prof. Dr. Asen Zlatarov" Burgas I have been designated as a external member of the scientific jury of a competition for the academic position of "associate professor"

Documents presented by chief assistant professor Albena Dasheva Yanakieva , according to the requirements of the Law on the Development of the Academic Staff and the Regulations of the University "Prof. Dr. Asen Zlatarov" Burgas for its implementation, have been approved by the Admissions Committee for the competition.

Brief biographical data of the applicant.

Albena Dasheva Yanakieva was born in 1976. In 1999, she graduated from Burgas Free University with a master's degree in "Slavic philology", qualification "Specialist in Bulgarian language and literature and in Czech language and literature and teacher of Bulgarian language and literature in secondary schools". She completed her second master's degree in 2009 at the University "Prof. Dr. Asen Zlatarov" - Burgas with a degree in Business Administration, specialization: International Business. In 2016, she obtained a Doctor's degree at the University of Prof. Dr. Asen Zlatarov", Burgas, Faculty of Social Sciences, Department of "Industrial technologies and management", field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and management by scientific specialty Organization and management of production (by branches and sub-branches) by defending a thesis on the topic: "Improving management in the activity of small and medium-sized enterprises by application of a Balanced Scorecard System".

Albena Dasheva is a chief delegate - tour operator representative, translator and tour guide. Her academic career at the University "Prof. Dr. Asen

Zlatarov" - Burgas developed as a part-time assistant /2013-2016/, assistant /10.2016 - 06.2018/ and chief assistant from 06.2018.

She is fluent in spoken and written Czech, Slovak, English and Russian.

Albena Yanakieva is the tutor of the specialty "Health Management", 2019, 2020 and "Industrial Management" from 2017 to now.

She is a member of the Quality Committee, the General Assembly and the Elections Committee of the Faculty of Public Health and Healthcare.

She is a member of the Southwest Union of Tour Guides "Vanya Raykova" - Burgas.

She has excellent organizational and teamwork skills, which she applies as a participant in 6 intra-university projects, one national and one international project.

Scientific and scientific-applied activity

Chief Assistant Professor Albena Dasheva Yanakieva, PhD, presents for review 28 scientific works, after acquiring the educational and scientific degree "doctor":

- One monographic work (habilitation thesis);
- Two collective monographs;
- A methodological guide for health managers;
- 24 publications from indicator D.8. in full text, of which: 17 stand-alone and 7 co-authored, 3 in English).

The candidate's leading participation in the scientific works is a definite proof of the strong authorial presence and competence in the field of public health and health management, as they consider significant issues in the indicated areas.

The presented works are summarized results of a number of scientific studies and evaluations in the following areas: competitiveness and good practices in health and medical tourism, organization and management in health care, strategic management in the health and tourism organization - optimization of activity through change management, crisis management (Crisis Management) in organizations (in the context of healthcare organizations), human resource management in organizations (in the context of healthcare organizations), the budgeting process as a central strategic management tool.

Chief Assistant Professor Albena Dasheva Yanakieva, PhD has presented a reference of a total of 38 positive citations, which are proof of her recognition in scientific circles.

All real publications in terms of content are in the field of the announced competition.

In her scientific activity chief Assistant Professor Albena Dasheva Yanakieva, PhD is a purposeful and thorough researcher whose main scientific interests are mainly in the field of research related to the development, competitiveness and good practices in health and medical tourism. Emphasis is

placed on optimizing management tools to create an organizational framework and a mechanism for coordinating the efforts of individual stakeholders, with the aim of achieving more effective actions in the national and international health travel market.

In the direction "Organization and management in health care (Health Management). Building a strategic model for evaluating the effectiveness of the organization (health, tourism)" the research studies of Chief Assistant Professor Albena Yanakieva are oriented towards the construction, implementation and development of the strategic model for evaluating the effectiveness - Balanced Scorecard System. The very process of building and implementing the model in the organization requires a new approach to perceiving the content of management activity, regardless of the type of organization: healthcare, tourism, etc., striving to improve the specific forms of strategic management. As a tool of strategic controlling, the model helps to transform the mission and strategy into a balanced complex of integrated indicators by developing the overall strategy of the organization and transferring it to all levels. Models are proposed for some organizations with their specific aspect of activity – healthcare, tourism.

Strategic management in the health and tourism organization - optimization of activity through change management is another direction that emphasizes that strategies for carrying out change in the organization, in particular: reform in the health organization, can be carried out after being consciously interrupted the system inertia relation. It emphasizes the fact that the role of the health manager is leading, as it is necessary to orient the organization to the new direction. Finding the specific forms for the implementation of this process is particularly important for structuring an appropriate system for the organization and management of health care and the changes that occur in it.

In the direction "Management of the crisis (Crisis Management) in the organizations (in the context of the health organizations)" Albena Yanakieva's scientific-research questions are concerned with issues of crisis management, the main aspects of the crisis process, according to the phases of the crisis, crisis management specifically in a health and rehabilitation organization. An Algorithm for building a crisis scenario and crisis plan in a recreational organization is presented.

Papers in the "Human Resource Management in Organizations (in the Context of Healthcare Organizations)" strand examine the motivational process, types of motivational systems, and staff motivational practices during the crisis caused by COVID-19. Specific measures and basic guidelines are offered for management support for specific actions that will provide employees with the necessary motivational forces to deal with the crisis.

"The budgeting process as a central strategic management tool" is a direction in which budgeting is seen as an essential element in the management cycle of any organization whose ultimate goal is to obtain a profit that ensures growth.

The works of Chief Assistant Professor Albena Yanakieva contain indisputable scientific contributions to socio-medical science and practice, which is why I give a positive assessment of her entire scientific output.

Chief Assistant Professor Albena Yanakieva participated in the research team in the development of the following research projects:

- 6 intra-university projects, of which she is the head of one of these projects;
- 1 national project;
- 1 international project.

Chief Assistant Professor Albena Yanakieva is a member of the quality committee at the Faculty of Public Health and Healthcare and a member of the program accreditation committee of professional direction 7.4. Public Health at the University "Prof. Dr. Asen Zlatarov" - Burgas.

Educational and pedagogical activity

The academic workload of Chief Assistant Professor Albena Yanakieva is sufficient to occupy the academic position of "associate professor" for the needs of the University "prof. Dr. Asen Zlatarov" Burgas, proof of which is her participation in teaching in a total of 19 academic disciplines for the period 2016-2022.

Chief Assistant Professor Albena Yanakieva is also actively involved in the development of study programs as follows:

- 11 academic disciplines in the specialty "Health Management", Bachelor's Degree;
- 9 academic disciplines in the specialty "Health Management", Master's Degree - 4 semesters;
- 10 academic disciplines in the specialty "Health Management", Master's Degree - 3 semesters.

The academic workload of chief assistant professor Albena Yanakieva is:

- for the academic year 2017/2018 – 459 hours.
- for the academic year 2017/2018 - 559 hours.
- for the academic year 2018/2019 - 534 hours.
- for the academic year 2019/2020 - 432 hours
- for the academic year 2020/2021 – 492.9 hours.
- for the academic year 2021/2022 – 604.3 hours.

These data show that the academic workload of chief assistant professor Albena Yanakieva covers and exceeds the 360 hours of hours accepted for the university for a habilitated teacher.

From the academic year 2017/2018 until now chief assistant professor Albena Yanakieva is the tutor of the specialties: "Health Management", Bachelor's Degree and "Industrial Management", Bachelor's Degree and

Master's Degree. She participates as a scientific supervisor and consultant in scientific conferences and sessions of students majoring in "Health Management".

Evidence of fulfillment of the minimum national requirements and the requirements of the Regulations for the Terms and Conditions for Acquiring Scientific Degrees and Occupying Academic Positions at the University "Prof. Dr. Asen Zlatarov" Burgas, to occupy the academic position of "associate professor" in the field of higher education 7. "Health care and sports, by professional direction 7.4. Public Health (Health Management and Health Tourism).

Indicator Contents	Group	Doctor	Chief Assistant Professor	Fulfillment of requirements for associate professor	Min. required points for associate professor in REGULATIONS ON THE CONDITIONS AND PROCEDURES FOR THE ACQUISITION OF SCIENTIFIC DEGREES AND ACADEMIC POSITIONS of University "Prof. Dr. Asen Zlatarov" Burgas
A Indicator 1		50	50	50	50
B Indicator 2				0	0
C Indicator 3				100	100
C Indicator 4				0	0
D Sum of indicators 5 to 9			30	628,34	220
I Sum of indicators 10 to 12				205	60
F Sum of indicators from 13 to end				55	20

It can be seen from the table that the publication activity of chief assistant professor Albena Yanakieva (presented in point D) exceeds 3 times the amount required for holding the academic position "associate professor", as well as the citations of scientific works (presented in point D) are also several times more. The submitted documents from ch. Albena Yanakieva, , fully meet and exceed the minimum national requirements at the University "prof. Asen Zlatarov, Ph.D., Burgas for the academic position "associate professor".

Conclusion

Chief as.prof. Albena Yanakieva presents herself in the competition as a well-established and competent researcher and teacher in the field of public health and has a sufficient volume of teaching activity, experience and publications, which should be evaluated by the Scientific Jury.

I believe that the research and teaching activity of Chief assistant professor Albena Yanakieva fully meet the minimum national requirements for

the occupation of the academic position "associate professor", defined in the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov" Burgas.

Taking into account the professional development and scientific performances of the candidate, I give my **positive assessment** of her selection as "associate professor" and confidently recommend to the members of the Scientific Jury to award Albena Dasheva Yanakieva the academic position of "associate professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public Health (Health Management and Health Tourism) for the needs of the University "Prof. Dr. Asen Zlatarov" - Burgas.

11.10.2022 г.

Reviewer::
/prof. T. Zlatanova, MD, DSc/