

STATEMENT

by assoc.prof. Galina Yankova Terzieva, dp

Scientific specialties:

"Social Medicine and Organization of Healthcare and Pharmacy"

"Theory of education and didactics"

University "Prof. Dr. Asen Zlatarov" - Burgas,

Faculty of Public Health and Health Care, Head of the "Health Care" Department.

Member of the Scientific Jury, according to Order No. RD - 258 of 15.09.2022. of the Rector of the University "Prof. Dr. Asen Zlatarov" - Burgas.

Regarding: competition for the occupation of the academic position "associate professor" in the Professional field 7.4. Public Health (Health Management and Health Tourism), announced in Official State Gazette, № 45 of 17.06.2022

Only one candidate participated in the competition - Albena Dasheva Yanakieva, chief assistant professor, PhD. in the department "Organization and Management of Health Care", University "Prof. Dr. Asen Zlatarov".

I. General description of the submitted materials for the competition

The documentation submitted by Albena Yanakieva for participation in the competition (a complete set of materials on electronic media) is well organized and contains all the necessary documents for the occupation of the academic position of "associate professor", in accordance with the Regulations on the terms and conditions for the acquisition of scientific degrees and the occupation of academic positions at the University "Prof. Dr. Asen Zlatarov"-Burgas. The documentation fully reflects the scientific and professional development of the candidate and enables an objective assessment.

II. Analysis of the candidate's career profile

1. Education and training:

At the moment, the candidate holds the following educational and qualification degrees: 1994 - 1999 - OKS "Master", specialty Slavic Philology, Burgas Free University; 2007 - 2009 - Master's Degree of Economics, Business Administration, specialization International Business, University "Prof. Dr. Asen Zlatarov"-Burgas. In 2016 defends Doctor's Degree on the topic "IMPROVING MANAGEMENT IN THE ACTIVITIES OF SMALL AND MEDIUM-SIZED ENTERPRISES THROUGH THE APPLICATION OF A BALANCED SYSTEM OF INDICATORS" - field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and management, scientific specialty 05.02.21. Organization and management of production (by branches and sub-branches).

Technical skills and competencies: Microsoft Office™ (Word™, Excel™ and PowerPoint™)
She speaks Czech, Slovak, English and Russian.

2. Professional development:

From 2010 to the present, Albena Yanakieva holds the position of Chief Delegate - representative of a tour operator, translator and tour guide.

3. Academic development:

- from 03.10.2016 up to the very moment A. Yanakieva successively holds the academic positions of assistant and chief assistant professor in the department "Organization and Management of Health Care", University "Prof. Dr. Asen Zlatarov" - Burgas.

4. Complex evaluation of the teaching-methodical and teaching activities

- Chief assistant professor Yanakieva states that she conducts lectures and seminars for students majoring in "Health Management", Bachelor's Degree and Master's Degree. and Master's Degree in the specialty "Balneo, SPA and Wellness Management" in 12 academic disciplines;

- conducts lectures and exercises for students from economics majors, Bachelor's Degree and Master's Degree in 7 academic disciplines.

- He is a co-author in: 11 study programs in Bachelor's Degree; 9 in Master's Degree - 4 semesters; 10 study programs in Master's Degree - 2 semesters.

There is attached a certificate of guaranteed academic employment, from which it is clear that from 2020 to 2022 chief assistant professor fulfills the mandatory regulations for the academic position she holds.

She participates as a scientific supervisor and a consultant in scientific conferences and sessions of students from the "Health Management" specialty:

- in the period 2017-2019 he was a scientific consultant to 9 students in 9 publications presented in scientific student sessions.

Chief assistant professor Yanakieva has developed teaching materials and resources for the disciplines she teaches.

5. Administrative Responsibilities:

According to the author's reference, chief assistant professor A. Yanakieva is:

- Tutor of the majors: "Health Management", class of 2019, 2020 and "Industrial Management" from 2017 to now;

- Member of the Quality Committee at the Faculty of Public Health and Healthcare;

- Member of the General Assembly of the Faculty of Public Health and Healthcare;

- Member of the Elections Committee at the Faculty of Public Health and Healthcare;

- Member of the Faculty Council of FPS, University «Prof. Dr. Asen Zlatarov»-Burgas;

- Member of the Southwest Union of Tour Guides "Vanya Raykova" - Burgas.

III. Evaluation of the candidate's scientific works for the overall academic development:

a. General characteristics of scientific production and publication activity

In the competition, chief assistant professor Yanakieva presents a scientific production as follows:

Publications related to the dissertation – 5

28 scientific works that do not repeat the topic of the doctoral dissertation and are outside the list of publications from the dissertation for the educational and scientific Doctor's Degree.

In accordance with the field of higher education, the professional direction and the scientific specialty of the announced competition are presented:

- Independent monograph - 1: "Management decisions for health tourism in a period of crisis". ISBN 978-619-7559-28-6, Burgas, 2022, 173 pages.

- **Published chapter of a collective monograph:**

1. Petkova, St., Zl. Karadjova, A. Yanakieva, Opportunities for the development of health tourism in the Burgas region, monograph, "Prof. Dr. Asen Zlatarov" Publishing House - Burgas, 2020, 212 pages, ISBN 978-619-7125-67-2

2. Karadjova, Zl., St. Petkova, A. Yanakieva, Possibilities for integrating marine and medical tourism along the Bulgarian southern Black Sea coast, monograph, "Prof. Dr. Asen Zlatarov" Publishing House - Burgas, 2021, 163 pages, ISBN 978-619-7559-14 -9

- Independent author of a published university textbook or a textbook that is used in the school network - 1: Yanakieva, A. "Methods and game models for making a managerial decision for entrepreneurship in health care" (methodological guide for health managers), ed. FLAT - Burgas, 2022, 61 pages, ISBN 978-619-7125-89-4

- 24 publications and reports published in non-refereed journals with scientific review or published in edited collective volumes, of which she is an independent author in 17; 7 in co-authorship, 3 in English.

According to the nature of the research and publication activity, the main scientific and scientific-applied contributions of Dr. Yanakieva's research work can be summarized thematically in the following directions:

I. Research related to the development, competitiveness and good practices in health and medical tourism

II. Organization and management in healthcare (Health Management). Building a strategic model for evaluating the effectiveness of the organization (health, tourism),

III. Strategic management in the health and tourism organization - optimization of activity through change management

IV. Crisis management in organizations (in the context of healthcare organizations)

V. Human resource management in organizations (in the context of healthcare organizations)

VI. The budgeting process as a central strategic management tool

The contributions are of a scientific-theoretical, scientific-applied and methodological nature in the noted areas of scientific interests and are reflected in the summaries presented.

• Participation in the implementation and management of projects:

Chief assistant professor A. Yanakieva provides information on participation in 8 projects, of which: international - 1; in national – 1. She participates in 6 university research projects: 1 of them she is the head of; two of the projects are related to the study of the possibilities of integrating marine and medical tourism along the Bulgarian southern Black Sea coast and the possibilities of developing health tourism.

IV. Reflection (citation) of the candidate's publications in the national and foreign literature:

A. Yanakieva correctly presents the number of citations (without self-citations). The total number of noticed citations is 38, of which 3 are in monographs.

V. Critical notes - I have none.

VI. Personal impressions.

I know Chief Assistant Professor Albena Yanakieva as a fellow teacher. She possesses valuable personal and professional qualities that she has developed over the years and has applied in her scientific and professional career. She is a responsible and committed teacher and shows creativity and strong will in developing creative ideas.

VII. General assessment of the candidate's compliance with the mandatory conditions and mandatory quantitative criteria and scientometric indicators, according to the regulation for occupying the academic position of "associate professor" at the University "Prof. Dr. Asen Zlatarov"-Burgas

For the current competition, Albena Yanakieva presents a scientific production in a volume that fulfills the mandatory conditions and significantly exceeds the mandatory quantitative criteria and scientometric indicators, according to the table for Minimum required points by groups of indicators for occupying the academic position "associate professor" at the University "Prof. Dr. Asen Zlatarov"-Burgas, District of Higher Education 7. Health and Sports, Professional Direction 7.4. Public Health (Health Management and Health Tourism).

VIII. Conclusion

As a result of all the above mentioned, I give my positive assessment and confidently suggest to the members of the Scientific Jury to award the academic position of "associate professor" to Chief assistant professor Albena Dasheva Yanakieva in Higher Education Department 7. Health and Sports, Professional Direction 7.4. Public Health (Health Management and Health Tourism). /

30.10.2022

Prepared the statement:
Assoc.prof. Galina Terzi