

STATEMENT

by **assoc.prof. Romyana Todorova Yaneva, PhD,**
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Medical University – Sofia

External member of a scientific jury, appointed by Order № 258/15.09.2022 of the Rector of the University "Prof. Dr. Asen Zlatarov" - Burgas.

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 and on the website of the University on 17.06.2022.

Only one candidate participated in the competition: chief assistant professor Albena Dasheva Yanakieva, PhD.

I. Analysis of the candidate's career profile

Chief assistant professor Albena Yanakieva completed her Master's Degree in 1999 at the Burgas Free University with a specialization in Slavic philology and a specialist in Bulgarian language and literature and in Czech language and literature and a teacher of Bulgarian language and literature in secondary schools. In 2009, she graduated with a second master's degree in Business Administration, specialization: International Business at the University "Prof. Dr. Asen Zlatarov", Burgas, where since 2012 she has been enrolled as a doctoral student in the Faculty of Social Sciences, Department of Industrial Technologies and Management. In 2016, she successfully defended a dissertation on the topic "Improving the management of small and medium-sized enterprises by applying of a Balanced Scorecard System" for the acquisition of a scientific and educational Doctor's Degree in the scientific specialty "Organization and management of production (by branches and subsectors)".

Albena Yanakieva has worked as a Chief Delegate - representative of a tour operator, translator and tour guide since 2010. From 2013 to 2016, she worked as a part-time assistant at the University "Prof. Dr. Asen Zlatarov", Burgas. Since 2016, after a competition, she has held the position of "assistant", and since 2018 and currently, "chief assistant" at the same university in the Faculty of Public Health and Healthcare, Department of Health Care Organization and Management and the Faculty of Social Sciences, Department of Industrial Technologies and Management.

Chief assistant professor Albena Yanakieva is a member of the Quality Commission; member of the General Assembly; 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. He speaks Czech, Slovak and Russian languages.

II. General description of the submitted materials for the competition

The documents provided by the candidate are in accordance with the requirements for participation in a competition under the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions at the University "Prof. Dr. Asen Zlatarov", Burgas. Albena Yanakieva's documents are in perfect condition.

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

- General characteristics of scientific production and publication activity:

The candidate participates in the competition with a total number of 28 scientific works, as follows:

- Dissertation work for awarding the educational and scientific Doctor's degree "Improving management in the activity of small and medium-sized enterprises by applying of a Balanced Scorecard System" (2016) - 1

- Habilitation thesis - monograph "Management decisions for health tourism in a period of crisis" (2022) - 1

- Publications in non-refereed peer-reviewed journals or published in edited collective volumes – 24

- Published chapters of collective monographs – 2

- University textbook – 1

- Scientific activity - dissemination and application of the candidate's scientific and practical achievements among the scientific community:

Presented by chief assistant professor Albena Yanakieva's scientific works are mostly scientific-theoretical, scientific-applied and methodological character. They can be summarized in six thematic directions: Research related to the development, competitiveness and good practices in health and medical tourism; Organization and management in health care (Health Management); Building a strategic model for evaluating the effectiveness of the organization (health, tourism); 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.

The presented scientific works reflect current problems, trends and innovative approaches in the field of the thematic areas under consideration.

- Participation in the implementation and management of projects:

The candidate participates as a leader in 1 and as a team member in 5 intra-university research projects, participates as a team member in 1 national and 1 international project.

IV. Evaluation of the monographic work submitted by the candidate for participation in the "associate professor" competition

The main contribution of the monograph consists in the carried out scientific research on the problem of management decisions for health tourism during a crisis presenting guidelines for outlining approaches and methods for solving emerging problems in this field of medical tourism services.

V. Reflection (citation) of the candidate's publications in the national and foreign literature (publication image)

Albena Yanakieva presents evidence of citations in scientific publications - a total of 38 citations, of which 3 are in monographs.

VI. Complex, qualitative evaluation of the teaching-methodology and teaching activity, including scientific guidance of students, doctoral students, specialists

From the attached references for study load for 6 academic years, at the norm of 360 hours (up to academic year 2020-2021) and 400 hours (from academic year 2021-2022) at the University "Prof. Dr. Asen Zlatarov", Burgas, it is evident that the candidate exceeds the standard employment by an average of 147 hours. Her activity in teaching is remarkable. Chief assistant professor Yanakieva teaches lectures and exercises on the disciplines: "Strategic Management and Business Planning"; "Theory of Organizations and Health Organizations"; "Financial management in the health organization"; exercises on the disciplines: "Management of change"; "Organizational behavior"; "Business Models in Healthcare"; "Health insurance systems and funds"; "Controlling in medical institutions"; "Research Methodology"; "Time Management" of students from the "Health Management" specialty, Bachelor's Degree; exercises in "Communications and public relations" of students from the "Health Management" specialty, Bachelor's Degree and Master's Degree; specialty "Balneo, SPA and Wellness Management", Master's Degree; "Management of human and health resources" of students from the "Health Management" specialty, Master's Degree; "Economic analysis" of students from majors: "Marketing", "Business Management", "Industrial Management", "Tourism", Bachelor's Degree; "Efficiency and competitiveness in the industrial enterprise" of students from majors: "Industrial Management", Bachelor's Degree; "Fundamentals of Management" for students from "Industrial Management", "Tourism", "Marketing", Bachelor's Degree majors; "Management of human resources" of students from "Industrial Management", "Marketing", "Business Management", "Tourism", "Ecology and Environmental Protection", Bachelor's Degree; "Investment Management" of students from the "Business Management" specialty, Bachelor's Degree; "Analysis and design of payment systems" of students from the specialty "Chemical technologies and psychology of crisis situations", Bachelor's Degree; lectures and exercises in the discipline "Analysis of economic activity" for students from the "Engineering Design" specialty, Master's Degree.

From the academic year 2017/2018 until now, she is the tutor of the majors:
- "Health Management", Bachelor's Degree

- "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".

VII. Critical notes and recommendations

There is none.

VIII. General assessment of the applicant's compliance with the mandatory conditions and mandatory quantitative criteria and scientometric indicators according to Regulations on the terms and conditions for acquiring scientific degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov", Burgas, LDAS – Law on the Development of the Academic Staff - and the regulations for its application.

Albena Yanakieva fully complies with the mandatory conditions and mandatory quantitative criteria and scientometric indicators according to *Regulations on the conditions and procedures for the acquisition of scientific degrees and academic positions.*

A group of indicators	Academic position "Associate Professor"		
	Execution	Minimum national requirements	Minimum requirements for University "Prof. Dr. Asen Zlatarov", Burgas
A Indicator 1	50	50	50
B Indicator 2	0	-	0
C Indicator 3	100	100	100
C Indicator 4	0	0	0
D Sum of indicators 5 to 9	628,34	200	220
I Sum of indicators 10 to 12	205	50	60
F Sum of indicators from 13 to end	55	-	20
Total	1 038,34	400	450

IX. Conclusion

The submitted documents from chief assistant professor Albena Dasheva Yanakieva prove that she fully meets and convincingly exceeds the mandatory and specific conditions and scientometric criteria for the academic position "Associate Professor", according to the Regulations of the University "Prof. Dr. Asen Zlatarov", Burgas.

Everything stated above gives me reason and inner conviction to vote **positively** and to suggest to the members of the respected Scientific Jury to give a positive vote to chief assistant professor Albena Dasheva Yanakieva at the awarding 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).

12.10.2022 r.
Sofia

Member of the Scientific Jury:
Assoc.prof. Rumyana Yaheva, PhD