

STATEMENT

Prepared by: Assoc. Prof. Iskra Marinova Panteleeva, PhD,
D. A. Tsenov Academy of Economics, Svishtov,
Field of higher education: 3. Social, economic, and legal sciences;
Professional field 3.8. Economics,
Scientific specialty: Economics and Management (Industry)

Subject: Competitive procedure for electing an Associate Professor, professional field 3.7. Administration and Management (Management; Entrepreneurship and Innovation; Brand Management – in Bulgarian and English), announced in the Official Gazette, No. 96/17.11.2023 and on the website of Sofia University “St. Kliment Ohridski”

Grounds for submitting the statement: Order of the Rector of the Sofia University “St. Kliment Ohridski” No. RD-38-673/21.12.2023 for approval of the composition of the scientific jury based on the Decision of the Faculty of Economics and Business Administration of Sofia University “St. Kliment Ohridski” (protocol No. 20/12.12.2023) and the Decision of the Scientific Jury at the First Session (held on 31.01.2024), in accordance with the LDASRB and RALDASRB, and acc. Art. 108, para. (1) and para. (3) of the Regulations on the terms and conditions for acquiring scientific degrees and occupying academic positions at Sofia University “St. Kliment Ohridski”

1. Information about the contest

The competition for the academic position of associate professor is announced by field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and Management (Management; Entrepreneurship and Innovation; Brand Management – in Bulgarian and English), for the needs of the Department of Business Administration, Faculty of Economics and Business Administration at the Sofia University “St. Kliment Ohridski”, announced in the Official Gazette, no. 96/17.11.2023 and on the website of SU “St. Kliment Ohridski”. The only candidate in the competition for “associate professor” is Chief Assistant Professor Raya Nikolova Kanazireva, PhD.

2. Information about the candidates in the competition

According to the procedure of the announced competition for the academic position of associate professor, one candidate participated – Chief Assistant Professor Raya Nikolova Kanazireva, PhD. In 2001, she obtained a bachelor's degree in Business Administration at the American University in Blagoevgrad, and in 2003 – a master's degree in Business Administration at Sofia University “St. Kliment Ohridski”. After a successful defense of her thesis on Corporate entrepreneurship and innovation in Bulgarian software companies, Raya Kanazireva received PhD in Business Administration, also at Sofia University “St. Kliment Ohridski”. She started his working career as a financial analyst, financier and investment manager in Bulgarian and foreign companies (2001 – 2005). During November 2005 – January 2009, Raya Kanazireva held the position of Senior Manager Strategic (and Special) Projects/Head of Quality Management Department at BTC Group/VIVACOM. For a year and a half (December 2009 – March 2011) she worked as a Head of Marketing and PR Department at Procredit Bank. From April 2011 to October 2016, she held the position of the Director of Strategies and Outsourced Services KNOWAY. Prior to the period November 2016 – November 2018, she held the position of Project Manager at MELON, then for 2 years (November 2018 – October 2020) she worked as a Director of Marketing and Communications, ADVENT GROUP. She enriched her professional experience as a member of the Board of Directors and Executive Director of State Consolidation Company EAD (April 2021 – December 2021).

From 11.10.2016, Raya Kanazireva holds the academic position of Chief Assistant Professor at Department of Business Administration, Faculty of Economics and Business Administration at the Sofia University “St. Kliment Ohridski”. She has participated in a number of trainings and specializations, among which: International Relations and Economics specialisation at Knox College, IL, USA (1995-

1997) and training under BTC Group Management Personnel Development Program with certified courses – Leadership and Management, Communications, Motivation, Conflict Resolution, Crisis Management, Negotiation, Mediation and Team Building. She has successfully passed the first level of the Certified Financial Analyst program (CFA level I). Fluent in English language (excellent) and German (intermediate level).

1. Fulfilment of the requirements for occupying the academic position

1.1. Fulfilment of quantitative requirements

The following findings and conclusions can be made based on the documents submitted under the procedure for filling the academic position of associate professor:

- Raya Kanazireva has 7 years and 5 months of teaching experience, she obtained PhD and holds the academic position of Chief Assistant Professor. The results of her teaching and research activities have been approved and disseminated among the interested circles.

- A total of 25 publications are presented, of which: a dissertation for awarding PhD; a book based on a protected dissertation work for the award of PhD; independent monograph and 2 chapters of joint monographs; 5 independent articles, one of which is in referenced and indexed global databases; 10 reports from conferences, 4 of which are joint; 4 independent studies and part of a joint textbook. Raya Kanazireva participated in the competition with: 1 independent habilitation thesis (monograph); part of a joint academic textbook; 2 independent studies in non-refereed peer-reviewed journals or published in edited collective volumes; 1 independent article in scientific publications, referenced and indexed in world-renowned databases with scientific information; 5 independent articles, one of which is in referenced and indexed global databases; and 5 papers in non-refereed peer-reviewed journals or published in edited collective volumes (of which 3 independent).

- Quantitatively, the publications on the competition, classified by separate sections in the Reference for the fulfilment of the minimum national requirements for the academic position Associate Professor, cover a total of 210 points (with a required minimum of 200 points). The scientific works of Raya Kanazireva are cited a total of 9 times in 4 scientific works, and the candidate collects 50 points, which are the minimum required points. The candidate participated in the E4IC SYSTEM Project under the COSME program. The information attached to the documentation about the circumstances under Art. 112 regarding classroom employment in the Bachelor's and Master's degree shows that the candidate covers the required study load.

- Research and publication activity, citations, etc. activities cover groups of indicators, acc. the requirements of art. 2b, para. 2 and 3 of LDASRB in academic area 3. Social, economic and legal sciences (Groups A+B+G+D). The total quantitative assessment for Raya Kanazireva's activity exceeds the required points, with a total of 410 points.

The candidate meets the mandatory requirements for holding the academic position of Associate Professor, specified in LDASRB, RALDASRB and RTCASDOAP in Sofia University “St. Kliment Ohridski”.

3.2. Fulfilment of quality requirements

In the documents submitted for the competition, there is evidence of the professional qualities and the achieved results by Chief Assistant Professor Raya Kanazireva, PhD. She has the necessary experience in teaching and methodical work with students. Her research and academic interests are within the thematic scope of the competition.

Raya Kanazireva's scientific output contains scientific and scientific-applied contributions and is proof of her ability to work independently and in a team. She has pedagogical experience acquired during her position at the Department of Business Administration, Faculty of Economics and Business Administration at Sofia University “St. Kliment Ohridski”. Throughout her career, Raya Kanazireva enriched her knowledge and developed her professional qualities and skills. She has expertise in consulting and knowledge transfer, as well as enjoys a good name in academia and business; she is loyal to the institution in which he works and observes academic ethics and good university practices. All this gives me reason to assert that the candidate in the competition has the economic culture, knowledge and practical experience necessary for the occupation of the academic position of Associate Professor at Sofia University “St. Kliment Ohridski”, in professional direction 3.7 Administration and management (Management; Entrepreneurship and innovations; Brand management – in Bulgarian and English).

Raya Kanazireva meets the quantitative and qualitative requirements for occupying the academic position of Associate Professor at Sofia University “St. Kliment Ohridski”.

4. Evaluation of teaching and learning activity

Chief Assistant Professor Raya Kanazireva, PhD, is an erudite lecturer with experience in educational and methodological work accumulated over 7 years. Her professional interests are in the field of corporate entrepreneurship and innovation, digital brand management, commons management and sustainable business, etc. In the framework of her teaching activity, Raya Kanazireva has developed and teaches lecture courses in Corporate Entrepreneurship and Innovation, Digital Brand Management, Management of Common Goods and Sustainable Business. She conducts seminars in Fundamentals of Management, Entrepreneurship, Management and Development of Organizational Culture, National and Organizational Cultures. Her main lecture courses are supported by an author's textbook and accompanying materials on the subject of the competition, based on independently or jointly developed curricula. A well-known name in business, with competences for consulting students, fellow teachers, representatives of business and specialized institutions, international organizations, etc. According to the reference under Art. 112 Raya Kanazireva covers the required normative study load in Bachelor's and Master's degrees for the last 5 years. Under her scientific guidance, 15 graduates successfully defended their degrees. She participated in the E4IC SYSTEM Project under the COSME program. All this gives me reason to assert that Raya Kanazireva possesses theoretical knowledge, practical experience and qualities corresponding to the requirements for the occupation of the academic position of Associate Professor at Sofia University “St. Kliment Ohridski”.

5. Brief description of the presented scientific works/publications

Chief Assistant Professor Raya Kanazireva, PhD, participated in the competition for Associate Professor by: 1 independent monograph; 2 studies, 5 articles and 5 reports (11 independent and 2 joint) which are in the field of corporate entrepreneurship and innovation, sustainable entrepreneurship, entrepreneurship in the public sector, digital brand management, socially responsible investments, management of commons and sustainable business. As a result of the scientific research activity and publication activity of Chief Assistant Professor Raya Kanazireva, PhD, and based on the documents presented in the competition, the following contributing points can be identified:

- **Scientific contributions:** a) *in the field of corporate entrepreneurship and socially responsible investments:* theoretically systematized knowledge along the axis “entrepreneurship – innovation – internal entrepreneurship – corporate entrepreneurship (CP) – models for CP” and subsequent upgrading in the field of the public sector [2 – monograph]; adapted model for audit of CE in Bulgarian socio-cultural environment promotion of entrepreneurial culture [4]; developed a model for researching the factors of CE based on entrepreneurial intensity [3, 6, 9]; conceptualised the influences of managerial support on the level of innovativeness and entrepreneurial intensity, and of work autonomy on the level of innovation [3, 5]; classified and conceptualized opportunities for socially responsible investments according to the degree of integration of the stakeholder approach [2, 7, 13]; developed a framework for promoting sustainable entrepreneurship by using stakeholder theory and derived a framework model for sustainable ecosystems through sustainable finance and entrepreneurship [7, 8]; systematized and analysed models of CE and generated a framework for practical application of CE theory in two groups of empirically validated factors of the internal and external environment of the organization [11, 14]; b) *in the field of innovation:* systematised and classified manifestations of innovation in the public sector [2, 3, 4, 6, 7]; identified guidelines for the preparation of policies and improvement of strategies for increasing the innovation potential in/of public enterprises; justified the role of public enterprises for the level of innovation in the country's economy and the impact of innovation on entrepreneurship [8]; identified a unique combination of barriers to innovation in public enterprises [2, 3, 4].

- **Practical-applied contributions:** realised empirical studies and approved models with a contribution to improve policies in the public sector and support public administrators and managers in the public sector with a focus on innovation and CE [2, 4, 5]; enriched managerial knowledge in the field of innovation and CE as a result of a study of entrepreneurship in the public sector and public enterprises in Bulgaria [2, 3, 4]; an approved model for the audit of the CE according to the Bulgarian socio-cultural environment with a contribution to the improvement of the strategic activity of the public enterprises in the sphere of CE [4, 5]; approved models for the relationship “management support –

entrepreneurial intensity” and the levels of innovation for a different number of variables [6]; upgraded empirical knowledge regarding audit assessment, recommendations and program for the development of organisations and the public sector as a prerequisite for increasing their competitiveness and creating an environment for multiplying the realized effects [2, 3, 5, 6]; identification of CE as a successful strategy for acquiring and maintaining competitive advantages and for transforming the existing organisation at all management levels [11]; proposed models for use in management practice, with an emphasis on CE [2, 6, 10].

- Educational and methodological contributions: in the field of digital marketing and brand management (part of a textbook), brand management and digital brand management, entrepreneurship and corporate entrepreneurship, innovation, management of common goods and sustainable business, organisational culture etc. (10, 13, lecture courses).

6. Synthesised evaluation of the main scientific and scientific-applied contributions

The complex evaluation of the subject matter and content of the presented scientific and educational production is a reason to claim that there is a focus within the scope of the competition and a balance between theoretical knowledge and empirical research, which contributed to the realization of the following contributions:

- **Scientific contributions** – they are related to the enrichment and expansion of theoretical knowledge, the result of research, systematisation, analysis and evaluation of theories, concepts and methodological tools for conducting research in the field of corporate entrepreneurship, socially responsible investments, innovation, branding, etc.

- **Scientific-applied contributions** – they are aimed at deepening and supplementing the thematic focus of empirical projections of theoretical knowledge in the field of corporate entrepreneurship, socially responsible investments, innovation and branding.

- **Educational and methodological contributions** – they are based on the lecture courses in Corporate entrepreneurship and innovation, Digital Brand Management, Management of Common Goods and Sustainable Business, and on the seminar classes in Fundamentals of Management, Entrepreneurship, Management and Development of Organisational Culture and National and Organisational Cultures.

7. Key critical notes and recommendations

The candidate for the academic position of Associate Professor has presented a sufficient number of scientific publications, and in terms of content, there is balance, focus and, at the same time, coverage of the key directions within the thematic scope of the competition. The theses and conceptual propositions she asserts are based on a rich literature review and demonstrate a wide-ranging view of the current state of scientific knowledge. I do not find fundamentally contradictory, unfounded theses or conclusions, wrongly systematised or applied methodological constructions and findings of a misleading nature, therefore I have no specific critical remarks. I can make a recommendation as a direction for future research and development to focus on deepening its studies on issues of interdisciplinary (from a theoretical point of view) and probabilistic-problematic (from an empirical point of view) nature, given the complex, dynamic and risky parameters of the economic, market and geopolitical environment.

8. Conclusion

Based on the submitted documents for the competition for Associate Professor and the assessment of the activity and results of the teaching, research, publication and other activities of Chief Assistant Professor Raya Kanazireva, PhD, I can conclude that she is an erudite lecturer and researcher with extensive experience and a responsible attitude to his professional commitments, possessing qualities and skills valued in university environments and practice. I do not know Raya Kanazireva personally.

The candidate for the academic position of Associate Professor has fulfilled the requirements of LDASRB, RALDASRB and the additional requirements of SU “St. Kliment Ohridski”. I state my positive assessment and recommend to the respected Scientific Jury, appointed by Order of the Rector of Sofia University “St. Kliment Ohridski” No.RD-38-673/21.12.2023, to propose Chief Assistant Professor Raya Nikolova Kanazireva, PhD, for taking the academic position of Associate Professor at

the Department of Business Administration, Faculty of Economics and Business Administration at the Sofia University “St. Kliment Ohridski”, professional direction 3.7. Administration and Management (Management; Entrepreneurship and Innovation; Brand Management – in Bulgarian and English).

01.03.2024
Svishtov

Signature:
(Assoc. Prof. Iskra Panteleeva, PhD)