



О P I N I O N

*for the needs of a competition for the academic position of "Professor" in the professional field
3.8. Economics*

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Legal Basis: Ordinance RD 38-272/25.05.2023 г. of the Rector of Sofia University "St. Kliment Ohridski" and Decision of the scientific jury for appointing reviewers (item 3 of Protocol № 01/26.06.2023)

1. General overview of the competition and the candidates

The opinion was prepared within the framework of a competition for a "Professor" in the professional field 3.8 Economics (Financial reporting and analysis of financial instruments - innovative methods of training in accounting and finance - in Bulgarian and English), announced in State Gazette No. 35 of 18.04.2023 for the needs of the Faculty of Economics and Business Administration of Sofia University. Associate Professor Nadia Velinova-Sokolova, PhD is the only candidate in the competition. Assoc. Prof. Velinova-Sokolova, PhD has submitted a complete set of the required documents under Art. 115, para. 1 of PTCASDHAPSU, as the documentation has been reviewed and is correct. The submitted certificate of fulfillment of the minimum national requirements under Art. 2b of LDASRB for the scientific field of Economics, social and legal sciences, professional direction 3.8 Economics shows that the candidate not only fulfills, but also exceeds the minimum required number of points for occupying the academic position of "professor". At a threshold of 550 items, Associate Professor Velinova-Sokolova, PhD shows evidence of 1,022.5 items collected.

The candidate's profile is suitable for the needs of the current competition. Nadia Velinova-Sokolova holds a Master's degree in Economics - Business Administration from the University of National and World Economy, where she defended her doctoral dissertation on the topic "Research of models for managing derivative portfolios using modern software solutions" in the field of Economics in 2009. In 2016, after a competition, she held the academic position of "associate professor" in professional direction 3.8. Economics (Accounting and Auditing). She has experience as a lecturer and researcher at Sofia University.

2. Evaluation of the publications and the scientific contributions

Assoc. prof. Nadya Velinova-Sokolova PhD develops her research activity, and within the framework of her scientific career, after occupying the academic position of "associate professor", she has so far published 53 publications, including two monographs and one textbook. 35 of them have been submitted for participation in the current competition. First of all, a monographic work in English and on the topic "Education 4.0 and Innovative Techniques in Teaching" is presented. One study developed on the basis of a defended dissertation, one study referenced in Scopus, as well as one in a refereed scientific publication are presented. 25 scientific articles are presented, of which 2 are referenced in Web of science, 4 are in indexed and refereed scientific publications, and the rest are in refereed scientific publications, which are in the National Reference List of contemporary bulgarian scientific publications with peer review.

The main research and scientific contributions of Assoc. prof. Nadya Velinova-Sokolova, PhD cover the field of finance and accounting education, and are more specifically focused on risk and investment management, financial and accounting analysis, as well as the use of innovative teaching methods in the universities. Scientific contributions are reflected both in theoretical, methodological and practical-applied aspects.

A particularly good impression is the focus on the analysis of the development of finance and accounting education in the context of Education 4.0 according to the requirements of Industry 4.0, related to how education should change to meet technological developments, as evident in the stand-alone monograph on "Education 4.0 and Innovative Techniques in Teaching". A theoretical overview of the innovative teaching techniques was also made, which enables a new interpretation of finance and accounting training in higher education institutions. Particular attention should be paid to the presented textbook "Risk Management of Non-Banking Financial Institutions.

Theoretical propositions". It emphasizes the opportunity to present the latest moments of risk management in the non-banking financial sphere. With the development of financial markets and the increase of market participants, there is a need to systematize information related to risk assessment and analysis in the financial sphere. In this sense, we also note the scientific and applied benefit of the work presented. As contributions of a practical-applied nature, the research done on the possibilities of digitization of higher education in the field of finance and the SWOT analysis prepared for the readiness of universities to strengthen the digitization process in teaching can be indicated, presenting new teaching methods related to the application of artificial intelligence, as well as with the concept of the Internet of Things.

Assoc. prof. Nadya Velinova-Sokolova, PhD has provided a reference for 19 citations of her scientific publications, of which 13 articles are cited in scientific publications, referenced and indexed in world-renowned databases with scientific information; 3 - in monographs and collective volumes with scientific review and 3 - in non-refereed journals with scientific review

3. Overview of teaching activities

The candidate has ten years of teaching experience, having worked at Sofia University since 2013, initially as a senior assistant in the Faculty of Economics and Business Administration, and from 2016 to the present as an associate professor. She lectures at the University of Sofia on the disciplines "Accounting of insurance and insurance companies", "Insurance - risk management and actuarial techniques", "Practical course in finance and accounting", "Accounting and finance for managers", "Insurance", as well as courses in English: "Introduction to Taxation", "Capital Markets, Derivatives and Risk Management", "Accounting" in bachelor's and master's programs..

She also took part in various research projects. He is the chairman of the Scientific Commission at the Faculty of Economics. In this capacity, I have personal impressions of the professionalism, which are excellent.

4. Critical remarks and recommendations

The scientific results and contributions of assoc. prof. Nadia Velinova-Sokolova, PhD are indisputable and well positioned within the framework of her scientific interests. Given her expert profile, research and practical experience in teaching finance and accounting, I would recommend more future developments in databases such as Web of Science, Scopus, etc. indexed editions, as

well as to continue his active participation in research projects, international conferences and seminars, where he can promote the results of his research.

5. Conclusion

The quantity and quality of the scientific developments and evidence of research and teaching activities presented in the current competition fully meet the minimum requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (LDASRB) and the Regulations for the Implementation of LDASRB. The only candidate in the current competition, assoc. prof. Nadya Velinova-Sokolova, PhD convincingly demonstrates her suitability for the academic position of "professor" at the Faculty of Economics and Business Administration of Sofia University. In this sense, I express a **positive opinion** and propose to my colleagues from the respected scientific jury to award the title of "professor" in direction 3.8 Economics (Financial reporting and analysis of financial instruments - innovative methods of training in accounting and finance - in Bulgarian and English to assoc. prof. Nadia Velinova-Sokolovaq PhD.

Sofia, 12.07.2023 г.

Member of the Scientific Jury:

Prof. Dr. Nevyana Krasteva,