

## **STANDPOINT**

by prof. habil. dr. Desislava Yordanova

Department of Business Administration, Sofia University “St. Kliment Ohridski”

Professional field 3.7. Administration and management

**Regarding:** competition for obtaining the academic position “Associate professor” in professional field 3.7. Administration and management (Management; Entrepreneurship and innovation; Brand Management – in Bulgarian and English language), announced in SG, issue 96 from 17.11.2023.

**Grounds for the review:** Order RD 38-673/21.12.2023 of the Rector of Sofia University “St. Kliment Ohridski”.

### **1. General overview of the candidates**

The only candidate in the competition is d-r Raya Nikolova Kanazireva, who is a chief assistant professor at the Department of Business Administration of Sofia University “St. Kliment Ohridski”. She has presented all required documents under Art. 107, para. 1 of the Regulations for the application of the Development of the Academic Staff in the Republic of Bulgaria Act. The presented information for the completion of the minimum national requirements of the Act for the development of academic staff in the Republic of Bulgaria for the scientific field Business, social and law sciences, professional field 3.7 Administration and management, shows that the candidate not only completes but also exceeds the minimum required number of points for obtaining the position “Associate professor”.

D-r Raya Kanazireva has a Bachelor’s degree in Business Administration from the American University in Bulgaria. In 2003 she has acquired a Master’s degree in Business Administration from Sofia University “St. Kliment Ohridski”. In the period 1995-1997 she has successfully graduated a specialization in international relations and economics in Knox College, IL, USA. In 2015 she defended a doctoral dissertation on the topic “Corporate entrepreneurship and innovation in Bulgarian software firms” in professional field 3.7. Administration and management at the Department of Business Administration of Sofia University “St. Kliment Ohridski”. Since she is a chief assistant professor at the same

department. She has extensive professional experience in various expert and managerial positions in different business organizations. Since 2016 she is a head and member of the management board of the association „Friends of Waldorf pedagogy“. She has obtained CFA level I. She has completed „Program for development of management talents of BTK Group Група“: certified courses in leadership and management, communications, motivation, resolution of conflicts, crisis management, negotiation, mediation and team building.

## **2. General overview of the presented scientific publications**

Chief assistant prof. d-r Raya Kanazireva has presented 14 publications for participation in the competition including 1 monograph, 1 book, 5 articles, 2 studies and 5 scientific reports. D-r Raya Kanazireva is a single author of 12 publications. The presented information for the completion of the minimum national requirements of the Act for the development of academic staff in the Republic of Bulgaria for the scientific field Business, social and law sciences, professional field 3.7 Administration and management, shows that the candidate not only completes but also exceeds the minimum required number of points for obtaining the position “Associate professor”.

The presented scientific publications belong to two scientific areas: (1) Corporate entrepreneurship and innovation (№№: 2, 3, 6, 7, 15 – in Bulgarian and №№ 4, 5, 10 – in English); (2) Управление, устойчиво предприемачество и устойчиви инвестиции (№№: 8, 11, 12, 13, 14 - in Bulgarian and № 9 - in English).

### *2.1. Corporate entrepreneurship and innovation*

In the monograph titled „Entrepreneurship in the public sector. Corporate entrepreneurship and innovation in public enterprises in Bulgaria“ (2023) the author systematizes and further develops the existing knowledge for the for the actual dimensions of corporate entrepreneurship and innovation in the public enterprises and provides new knowledge for their manifestations and characteristics in the public enterprises from different sectors in Bulgaria. In book № 3 the author identifies the levels of entrepreneurial intensity and the intraorganizational climate for corporate entrepreneurship са идентифицирани in established Bulgarian software firms and the link between the factors of organizational climate for corporate entrepreneurship and entrepreneurial intensity. In publication № 4 the author investigates the role of public

enterprises and their contribution for the innovation level in the economy in the country. Specific barriers to innovations in public enterprises in Bulgaria are outlined. In publication № 5 the author identifies different manifestations of corporate entrepreneurship (new business ventures, process innovation, service innovation, strategic renewal and organizational restructuring). The author comments approaches and strategies for stimulating corporate entrepreneurship in established corporate environment. In publication № 6 the author analyzes the influence of work autonomy on innovation level in Bulgarian software companies. The link between management support on the innovation level and entrepreneurial intensity in established Bulgarian software companies in the context of corporate entrepreneurship is explored in publication № 7. In publication № 10 the author identifies key organizational factors affecting corporate entrepreneurship including strategy, structure, organizational control, human resources, and organizational culture. In publication № 15 the author analyzes different models of corporate entrepreneurship and comments their practical applications.

### *2.2. Management, sustainable entrepreneurship, and sustainable investment*

Possibilities for socially responsible investments according to the degree of integration of stakeholder approach are outlined in publication № 8. A model of sustainable entrepreneurship integrating stakeholder management is outlined in publication № 9. In publication № 11 the author presents a model explaining work satisfaction as a function of satisfaction with key factors of work environment. In publication № 12 the author examines the influence of the satisfaction of key factors of work environment on the overall work in the organizations. In publication № 13 the author proposes content for entrepreneurship training in higher education institutions based on the characteristics of entrepreneurial labour. In publication № 14 based on extensive literature review the author develops a framework model of sustainable ecosystems relying on sustainable financing and sustainable entrepreneurship.

The publications of the candidate demonstrate her expertise in the field of management, entrepreneurship and innovation, and brand management.

### **3. Overview of educational activities of the candidate**

As an assistant professor at the Faculty of Economics and Business Administration chief assistant prof. d-r Raya Kanazireva has full teaching employment in full-time, part-time and distance learning bachelor's and master's programs. She is teaching the following disciplines

related to the topic of the competition: „Entrepreneurship”, „Management and development of organizational culture“, „Human resource management”, „Introduction to management“, „Corporate entrepreneurship and innovation“, „National and organizational culture“, „Social entrepreneurship and social innovations“ and „Management of commons and sustainable business“. She was a scientific supervisor of 15 successfully defended master’s theses at the Department of Business Administration of Sofia University “St. Kliment Ohridski”. She is a member of the project E4IC SYSTEM under COSME program in the period 2018 – 2020. Based on the above, I can conclude that chief assistant prof. d-r Raya Kanazireva is well-prepared and qualified lecturer.

#### **4. Overview of the research and applied scientific contributions.**

I accept the contributions presented by the candidate related to the two thematic fields of the presented scientific publications for participation in the competition. The main contributions can be characterized as enrichment of exiting knowledge in the field of management, entrepreneurship and innovation, and brand management through systematization of existing knowledge, generation of new facts and outlining theoretical models, mechanisms, describing factors, specific aspects, evaluation methods, prognosis and recommendations for application in different economic sectors.

#### **5. Critical remarks and recommendations**

I do not have any critical comments to the presented materials for participation in the competition or personally to the candidate. I would like to recommend to chief assistant prof. d-r Raya Kanazireva to continue to publish the results of her future scientific research in scientific sources refereed and indexed in world scientific data bases with scientific information SCOPUS and Web of Science.

#### **6. Conclusions**

The research activities and educational activities of chief assistant prof. d-r Raya Kanazireva meet the minimum national requirements for quantity and quality of publications in the Act for the development of academic staff in the Republic of Bulgaria and the Regulations for its application. Based on the scientific contributions and teaching practice of the candidate, I

support the appointment of the candidate to the position of associate professor and recommend to the members of the Scientific Jury to vote for the appointment of the candidate to the position of associate professor of Sofia University “St. Kliment Ohridski” in professional field 3.7 Administration and management (Management; Entrepreneurship and innovation; Brand Management – in Bulgarian and English language).

Signature: .....

/ prof. habil. dr. Desislava Yordanova /

04.03.2024