

REVIEW

by Dimitar Ivanov Kostov, professor at VUSI - Plovdiv

of the materials submitted for participation in a competition for the academic position of professor at Plovdiv University "Paisii Hilendarski" on:

Field of higher education: 3. Social, economic and legal sciences

Professional field: 3.8. Economics (Economics and Management - Information Systems and Technologies)

The competition for professor was announced in SG No. 40 of 14.05.2021 and on the website of Plovdiv University "Paisii Hilendarski" for the needs of the Department of Management and Quantitative Methods in Economics at the Faculty of Economics and Social Sciences.

One candidate, Assoc. Prof. Dr. Galina Mircheva Ilieva from the indicated department and faculty of Paisii Hilendarski University of Plovdiv, has submitted documents for participation in the announced competition.

1. General presentation of the received materials

The materials presented by the candidate for participation in the competition for the academic position of professor in the field of higher education: 3. Social, economic and legal sciences, Professional field: 3.8. Economics (Economics and Management - Information Systems and Technologies).

The submitted documents correspond to the announced competition.

I participate in the scientific jury as a reviewer, according to the Order of the Rector of PU "Paisii Hilendarski" with № P33 - 3126 from 13.07.2021.

The set of materials presented by the candidate Assoc. Prof. Dr. Galina Mircheva Ilieva is fully completed and meets the requirements of the regulations for the development of the academic staff of the university.

According to ZRASRB, PPZRASRB and the additional requirements of FISN for the academic position of professor, the candidate must meet the following requirements:

1. Has acquired ONS "doctor"

2. To hold the academic position of associate professor for at least two years
3. To have presented a published monographic work, as well as publications in specialized scientific publications
4. To have presented other original scientific works and scientific-applied developments
5. To meet the minimum national requirements under Art. 2c, para 2 and 3, respectively to the requirements of art. 2b, para 5
6. No proven plagiarism in scientific papers

The applicant must provide information on the fulfillment of these requirements, as well as on the duly proven scientific contributions. The applicant must also submit additional requirements approved by the FS of the FISN.

2. General presentation of the candidate

The following materials have been provided to me for reviewing the candidate's activity in the scientific and educational activity:

Necessary documents:

- Autobiography
- Diploma of higher education - master's degree
- Diploma for ONS doctor
- Diploma for the academic position of associate professor
- Document for work experience
- Information on compliance with the minimum national requirements for holding the academic position
- Information on the additional faculty requirements for holding the academic position
- List of scientific papers
- List of citations
- Documents for the educational activity
- Documents for the scientific activity
- List of projects
- Annotation of the materials in Bulgarian and English
- Self-assessment of contributions
- Copy of the scientific papers for participation in the competition
- Declaration of originality

- Paper documents
- Documents on electronic media

These documents give me reason to make a more complete and realistic review.

Assoc. Prof. Dr. Galina Ilieva received a diploma for ONS doctor in 2009. in the scientific specialty Informatics (Diploma №32864 from 26.01.2009 of the Higher Attestation Commission). The diploma was obtained on the basis of a defended dissertation on Agent-based solutions for conducting negotiations in an electronic market.

In 2011 the candidate received the scientific title of associate professor from the Higher Attestation Commission (certificate № 26818 dated 03.02.2011).

To participate in the competition for the academic position of professor, the candidate participates by fulfilling the two obligatory national requirements - ONS doctor and associate professor.

According to the certificate of work experience, Assoc. Prof. Dr. Galina Ilieva has over 30 years of research and teaching work experience at the Paisii Hilendarski University of Plovdiv. This enables her to fulfill and overfulfill the minimum national and additional faculty requirements for holding the academic position of professor. This is also evident from the data in the attached report.

№	Indicator group	Number of points	Professor G. Ilieva
1	A	50	50
2	B	-	-
3	V	100	100
4	G	200	239.75
5	D	100	330
6	E	100	140
		550	859.75

3. General characteristics of the candidate's activity

The candidate has completed 859.75 points with the required 550. This gives me reason to conclude that Assoc. Prof. Dr. Galina Ilieva is fully and deservedly to receive the academic position of professor. It is noteworthy that the candidate has significantly exceeded the requirements in the group of indicators D, especially for articles and

reports published in scientific journals, referenced and indexed in world-famous databases of scientific information. This has affected the large number of citations that there are - more than three times more.

Assoc. Prof. Dr. Galina Ilieva is cited in a large number of scientific journals, referenced and indexed in world-famous databases with scientific information, in monographs and scientific volumes.

The reference for satisfying the additional faculty requirements of FISN at Paisii Hilendarski University of Plovdiv is also impressive. She is the leader of several independent lecture courses. She was the research supervisor of a successfully defended doctoral student.

Assoc. Prof. Dr. Galina Ilieva has participated in five research projects and was the leader of one of them. She has participated with 9 publications indexed in Scopus and Web of Science.

Along with scientific and teaching experience, she has significant organizational and administrative activities. Assoc. Prof. Dr. Galina Ilieva is a member of the international organization ASM. She has been a member of over 30 different organizing committees and conferences. Her work as a reviewer of scientific journals indexed in the Web of Science, where she has over 100 reviews, is also commendable.

The candidate has a total of 84 publications, of which 24 are submitted for participation in the competition for the academic position of professor. One of them is a monograph and a textbook. From the other publications 9 pcs. are in journals that are indexed in world-famous databases of scientific information - Scopus and Web of Science.

The monograph is on the topic: Cloud technologies: multi-criteria choice. It was published by BAS in 2020.

The textbook is on the topic: Management information systems. It was published by the university publishing house in 2016.

I will briefly dwell on the other publications related to the competition. In seven of them the candidate is an independent author. Five of them are in English. The other publications are co-authored. Of all 24 publications in 15 of them, Assoc. Prof. Dr. Galina Ilieva is the first author. Nine of the publications are indexed in world-famous databases of scientific information - Scopus and Web of Science.

It should be noted that none of the publications was included in the competition for associate professor.

The publications of Assoc. Prof. Dr. Galina Ilieva are of high scientific value, which can be seen from the general list of citations. She is cited in a total of 117 publications, most of which are in Scopus and Web of Science.

To participate in the competition, the candidate submitted a list of 22 citations. According to this indicator, it exceeds the minimum national requirements for a professor.

The monograph is a scientific-theoretical publication of practical significance. The emphasis is on value added by economic areas. It highlights many contributions, but I will highlight those related to multi-criteria analysis (MCA) methods and the derived criteria that are relevant to business leaders. These criteria have practical value and are used in business.

The monograph makes a thorough comparative analysis and highlights the specific features of cloud services. An important scientific contribution is the proposed and tested methodology for choosing a cloud service, which best meets the requirements of users.

The textbook is also of scientific and practical value. It is specifically aimed at future managers.

4. Personal contributions of the candidate

In addition to the textbook mentioned in the competition for professor Assoc. Prof. Dr. Galina Ilieva, there are several other textbooks and teaching aids, listed in the general report for the educational activity. She has also published 6 textbooks on electronic media.

In the documentation, Assoc. Prof. Dr. Galina Ilieva presented a report on participation in international, national and university projects. She has participated in three international, ten national and five university projects. She has been the leader of three university projects.

The candidate has an active teaching activity. Conducts classes in eight lecture courses in both educational levels. They are:

- Information systems and technologies
- E-Government
- E-commerce
- Internet marketing
- Business analysis
- Internet technologies in tourism
- Information technologies in economics
- Management information systems

She actively participates with teaching activities in master's programs. The thematic areas in which the candidate works are the following:

- Innovative approaches to management decisions
- Development of models for application of modern technologies for digitalization of the economy and management
- Geographic information systems for automation of management by economic areas and in social management
- Development and application of models, systems and other tools in the training of economists and managers
- University textbooks

Getting acquainted with the author's reference for the scientific contributions in the indicated directions of the candidate I will allow myself to group them as follows:

I. Research contributions

1. Models for comparison and ordinance of objects of social and economic management have been developed.
2. A unified, conceptual framework for the analysis of educational data is proposed.
3. A reference model for a business intelligent system for analysis of company data has been created.
4. An innovative model for teaching business information systems is presented.
5. Innovative approaches for making informed and informed management decisions have been developed.

II. Scientific and applied contributions

1. Improving intelligent methods for solving economic problems.
2. A method for solving a transport problem by exponential functions is presented.
3. A hybrid group method for multicriteria analysis in conditions of increased uncertainty has been developed.
4. An algorithm for analyzing current changes in the segment of business intelligent systems is proposed.

These scientific contributions are important for science and practice. This is confirmed by the large number of citations received for them. The candidate also has an implementation activity, indicated in special reports. Assoc. Prof. Dr. Ilieva is a recognized scientist and lecturer at home and abroad.

5. Critical remarks and recommendations

Assoc. Prof. Dr. Galina Ilieva conducts classes in a large number of disciplines. The textbook presented in the documentation fully corresponds to the taught disciplines, but needs to be expanded and supplemented in connection with the new challenges in e-commerce.

CONCLUSION

The documents and materials presented by Assoc. Prof. Dr. Galina Mircheva Ilieva meet all the requirements of ZRASRB, the Rules for application of the law and the relevant rules of PU "Paisii Hilendarski".

I have not noticed any plagiarism in the candidate's publications. The candidate in the competition has presented a significant number of scientific papers published after the materials used in the defense of ONS doctor and associate professor. The candidate's publications contain original scientific and applied contributions that have received international recognition, most of which have been published and indexed in the world-famous database of scientific information in Scopus and the Web of Science.

Assoc. Prof. Dr. Galina Ilieva is internationally known for her publications among academics and researchers in the field of management information systems in economic fields.

Many of the candidate's publications are also of practical importance for managers and executives in economics.

The achieved results in the educational activity are also sufficient for the requirements of the announced competition.

After acquaintance and analysis of the presented materials I give my positive assessment and recommend to the scientific jury to prepare a report proposal to the Faculty Council of the Faculty of Economics and Social Sciences Assoc. Prof. Dr. Galina Mircheva Ilieva to be elected professor at the University of Plovdiv "Paisii Hilendarski" in professional field 3.8. Economics (economics and management - information systems and technologies).

25.08.2021

REVIEWER:

Prof. Dimitar Kostov