

OPINION

by

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of the materials submitted for participation in the competition
for the academic position of ‘**professor**’
of Plovdiv University "Paisii Hilendarski"

in the field of higher education **3. Social, economic and legal sciences**, professional field **3.8. Economics (Economics and Management - Information Systems and Technologies)**

In the competition for ‘professor’, announced in the State Gazette, issue no. 40, dated 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, as a candidate participates Assoc. Prof. Dr. Galina Mircheva Ilieva from Plovdiv University "Paisii Hilendarski".

1. General presentation of the procedure and the candidate

By order № P33-3126 of 12.07.2021 of the Rector of Plovdiv University "Paisii Hilendarski" (PU) I was appointed a member of the scientific jury of a competition for the academic position of 'professor' in PU 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 only candidate for participation in the announced competition has submitted documents: **Assoc. Prof. Dr. Galina Mircheva Ilieva** from Plovdiv University "Paisii Hilendarski".

The set of materials presented by Assoc. Prof. Dr. Galina Mircheva Ilieva is in accordance with the Regulations for development of the academic staff of PU, and includes the following documents:

- CV in European format;
- higher education diploma with acquired master's degree;
- diploma for educational and scientific degree "doctor";
- diploma (certificate) for the academic position of "associate professor";

- document (certificate) for work experience;
- reference for compliance with the minimum national requirements;
- reference for compliance with the additional faculty requirements;
- list of scientific works;
- a complete list of citations for participation in the "professor" competition;
- documents for academic work – Information for academic classes after acquiring the academic position of "Associate Professor";
- research documents;
- annotations of the materials under Art. 76. from PRASPU including self-assessment of contributions;
- copies of the scientific papers for participation in the competition for "professor";
- declaration of originality and authenticity of the attached documents.

The submitted list of documents is complete and meets the requirements of the procedure.

2. General characteristics of the candidate's activity

Associate Professor Dr. Galina Ilieva is a longtime lecturer in the Department of Management and Quantitative Methods in Economics. She has a successful professional activity as a lecturer and researcher at the university. She defended his dissertation for "doctor".

As a lecturer, Assoc. Prof. Dr. Galina Ilieva gives lectures and exercises in several disciplines to students from the Faculty of Economics and Social Sciences. Here are some of them: Information Systems and Technologies, E-Government, Internet Marketing, E-Commerce, Management Information Systems, Information Technologies in Economics, Business Analysis with R, etc. With this study work Assoc. Prof. Dr. Galina Ilieva contributes to the formation of an appropriate information culture of a wide range of specialists who can use modern information technologies in their future professional realization.

The successful teaching activity of Assoc. Prof. Dr. Galina Ilieva is primarily due to her extensive technical, economic and special training and the fact that her teaching material is oriented to the most modern and necessary for practice knowledge related to the application of information technologies and the digitalization of business and society.

The candidate has submitted a total of 24 scientific papers, including 1 monograph, 22 scientific publications and 1 university textbook, that were not included in the procedure for obtaining the educational and scientific degree "Doctor" and for holding the academic positions "Chief Assistant" and "Associate Professor".

Of the scientific publications, 16 are in journals, 6 are in proceedings of international conferences, 9 of the publications are indexed in the world-famous databases with scientific information Web of Science and / or Scopus. Of all scientific papers, 15 are in English, 7 have been published abroad.

The mentioned scientific publications are a proof of the creative activity of Assoc. Prof. Dr. Galina Ilieva, as a lecturer and researcher. They meet the National Minimum Requirements for Acquisition of the Academic Position "Professor" under 3.8. Economy, as the points on some indicators are seriously exceeded. These are: indicator D (D6. Articles and reports published in scientific journals, referenced and indexed in world-famous databases with scientific information) of the required 200 points are presented 239.5 and indicator E (E11. Citation or reviews in scientific journals, referenced and indexed in world-famous databases with scientific information or in monographs and collective volumes), where out of the required 100 points 330 are reported. The total amount of points by indicators is 859.75.

The situation is similar with the satisfaction of the additional faculty requirements of FISN at PU. The first requirement – a separate course of lectures – the candidate has 6 separate courses of lectures, the second for the preparation of a doctoral student is reported 1 defended doctoral student, the third related to participation in research projects, at least one of which was a leader or coordinator participation in 5 projects and head of 1 research project is presented, on the fourth, related to the publications – 22 publications are presented and on the fifth requirement – the candidate to participate in the competition with at least two publications in scientific journals, referenced and indexed in world famous databases with scientific information (Scopus and Web of Science) on the scientific specialty of the competition are presented 9 publications indexed in Scopus and / or Web of Science.

In addition to the above indicators, Assoc. Prof. Dr. Galina Ilieva has presented several additional ones that participate in the formation of the overall assessment (as a whole) of the candidate for “professor”. These are: the development of 1 new educational program; elected position in FISN; senior member of the Association for Computing Machinery (ACM); membership in program committees and reviewer of scientific conferences - over 30 conferences; reviewer of manuscripts for scientific journals indexed in the Web of Science – over 100 reviews.

The analysis of the scientific publications of Assoc. Prof. Dr. Ilieva allows to formulate several scientific contributions in the field of economics and management, which are related to creating conditions for digital transformation of business and increasing the efficiency of management decisions based on the use of information technology. The most important among them are:

- A methodology for selecting an appropriate cloud service for creating a modern infrastructure of organizations through innovative methods of digital technologies is proposed, which is presented in the monograph [1]
- Innovative approaches for making informed management decisions have been developed - [1-2], [9], [15], [18-19], [21], [23];
- Advanced intelligent methods for solving economic problems in conditions of uncertainty are presented - [1], [10], [14], [17], [20];
- A reference model for the application of big data in e-commerce is proposed, analyzing the possibilities of big data for transformation of basic business processes in online commerce [8];
- A reference model of a business intelligent system has been created, as modern technologies for integration, processing and analysis of company data are integrated in the three layers of the model [12];
- Current changes in the segment of business intelligent systems are analyzed and an algorithm for selection of business intelligent platforms according to users' assessments of their functionality is proposed [13];
- The possibilities for the practical application of GIS for solving tasks requiring marketing data processing are revealed [4];
- A reference framework for the application of the Internet of Things (IoT) for distance teaching and assessment in an electronic environment in a pandemic has been proposed [22].

The publications presented by Assoc. Prof. Dr. Galina Mircheva Ilieva have been cited in Bulgarian and international publications by various researchers. 23 cited publications and 117 citations were found. The large number of cited publications and citations is an eloquent proof and recognition of the quality, value and importance of the candidate's research.

Assoc. Prof. Dr. Galina Mircheva Ilieva participates in 1 international project and 4 national projects, as she is the leader of 1 research project - "Intelligent methods for processing business information", 2011-2012.

All the above is proof of a serious and professional attitude to research and high results in this area.

During the analysis of the submitted publications I did not find any plagiarism.

3. Critical remarks and recommendations

The candidate for the academic position of ‘professor’ fully meets the indicators and criteria formulated for this purpose, for which I have no critical remarks, but I will allow myself the following recommendations:

1. The very wide range of areas (topics) in which publications are presented is impressive. It is advisable to limit the topic of research, at the expense of depth and consistency in the development of key issues that are important for the digital transformation of business and the development of society.
2. I recommend to Assoc. Prof. Dr. Galina Ilieva, as a proven scientist, to prepare and lead to a successful defense more doctoral students to continue research in the scientific fields in which she works.
3. Based on the experience gained as a researcher and lecturer, I believe that Assoc. Prof. Dr. Galina Ilieva can give lectures at foreign universities on various programs and international projects.

CONCLUSION

The documents and materials submitted by Assoc. Prof. Dr. Galina Mircheva Ilieva **meet all the requirements** of the Law for the Development of Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for implementation of ZRASRB and the Regulations of Paisii Hilendarski University of Plovdiv.

The candidate in the competition submitted **enough scientific papers** published after the materials used in the defense of ONS ‘Doctor’ and ‘Associate Professor’. In the works of Assoc. Prof. Dr. Galina Ilieva there are original scientific and applied contributions that have received international recognition as a representative part of them are published in journals and scientific collections published by international academic publishers. Theoretical developments have practical applicability, as some of them are directly oriented to the educational work. The scientific and teaching qualification of Assoc. Prof. Dr. Galina Mircheva Ilieva is **unquestionable**.

The results achieved by Assoc. Prof. Dr. Galina Mircheva Ilieva in teaching and research **fully** comply with the specific requirements of the Faculty of Economics and Social Sciences, adopted in connection with the Regulations of the University of Plovdiv for the implementation of ZRASRB.

After getting acquainted with the materials and scientific papers presented in the competition, analysis of their significance and contained in them scientific, scientific-applied and applied contributions, I find it reasonable to give my **positive assessment** and recommend to the Scientific Jury to prepare a report-proposal to the Faculty Council of the Faculty of Economic and Social Sciences for election of Assoc. Prof. Dr. Galina Mircheva Ilieva to the academic position of '**Professor**' at the University of Plovdiv "P. Hilendarski" in the field of higher education 3. Social, economic and legal sciences, professional field 3.8. Economics (Economics and Management – Information Systems and Technologies)

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