

**ANNOTATIONS OF THE PRESENTED MATERIALS**  
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**in connection with participation in a competition for occupation of the academic position**  
**“Associate Professor”**  
under Higher education field **“3. Social, Economic and Legal Sciences”**  
Professional field **“3.4. Social Activities”**

*\*The order of the annotations of the presented materials corresponds to the order in the list of scientific papers and the publications for participation in the competition.*

## **MONOGRAPHS**

- 1. Glushkova, N. (2020)** Organizational and managerial foundations of social work. Plovdiv: Paisii Hilendarski University Press, ISBN 978-619-202-603-5, p. 170

This monograph presents a problem, the relevance of which is becoming more tangible, given the socio-economic conditions in which humanity exists globally and nationally. The variety of user groups targeted for social work organizations predetermines the need for a conscious approach in the organization and the management of social work. In this regard, a good knowledge of the principles of management, the specifics of the management of social work organizations, and the existing legal framework in the field of social policy is required. Skills are also needed for the adequate application of the legal framework in the direction of compliance with the specific needs of each person in a situation of social discomfort, which can be overcome with the competent help of professionals from social work organizations. The aim of the monographic study is to summarize information on the nature and features of the organization and management of social work, study of the existing trends in the management of social work, and on this basis, proposal of a possible option for training of future social workers in the conditions of dynamic changes in the sphere of social policy in the Republic of Bulgaria. The object of the research is social work, considered as a process in social work organizations and as a result of the direct activity of qualified social workers. The subject of the research is the organizational aspects of social work from the point of view of the existing normative base and the current tendencies in the management and realization of social work.

Chapter One “Management as activity, process and science. Specifics of the management of social work organizations” clarifies the essence and the evolution of management as a scientific discipline, describing the main management functions and types of organizational structures, distinguishing the concepts of power, influence and leadership, and emphasizing the principles for adequate management decision-making. The nature, purpose, and types of social work organizations are presented in the work, taking into account both the specifics of their internal and external environment and the specifics of personnel management in social work organizations.

Chapter Two “Nature and management of social work” is concentrated in clarifying the nature, basic characteristics, and management of social work. This part is concretized in Chapter Three “Characteristics of the subsystems of the social work system in the Republic of Bulgaria”, which describes in detail the specific features of each subsystem of the National Social Work System.

Chapter Four contains information on trends in the management of social work, structured after a precise summary of information from the main strategies and action plans for their implementation.

The applied aspect of this monograph is related to the university training of future social workers – Chapter Five offers an option for training of future social workers on the organization and management of social work, through which a foundation necessary for adequate and competent behavior of future social workers to be laid out.

2. **Glushkova, N. (2020)** Training and qualification of social workers – realities and perspectives. Plovdiv: Paisii Hilendarski University Press, ISBN 978-619-202-603-9, p. 144

The purpose of this research is to study, analyze, interpret, and summarize in theoretical, empirical and diagnostic terms information about the nature of training and qualification of personnel as part of its management in the context of the specifics of adult learning, the specifics of training and qualification of personnel in social work organizations, and on this basis, the opportunities for training of employees in social work organizations.

Chapter One “Training and qualification as part of personnel management” is devoted to research, analysis, interpretation, and summarization of information about the nature and features of basic processes in personnel management. Emphasis is placed on the importance of training, qualification, and career development of the personnel in compliance with basic andragogical principles.

Chapter Two “Social work organizations – main activities and specifics of personnel” presents theoretical information on the nature of social work and the types of social work organizations, describes the main characteristics of social services, as they in turn are presented as practical manifestation of social work in social work organizations. This chapter of the monograph, using a deductive approach, presents the specifics of the personnel in social work organizations in terms of knowledge, skills, competencies, and the desired results of effective social work.

Chapter Three “Realities in the training and qualification of personnel in social work organizations” presents the results of a performed empirical study. The analysis of the results of the study of the specifics of the training of future social workers, enriched with expert assessment of the training of future social workers, and the analysis of the results of the survey of current social workers in relation to the need for qualification and their preferences are the basis for the formulation of definite and purposeful conclusions and the outlining of prospects for the implementation of qualification activities, which takes place in Chapter Four “Opportunities for personnel qualification – prospects for the development of social work organizations”. The practical and applied aspect of this monograph, which is related to the presentation of curricula for students from bachelor’s and master’s programs in the professional field “Social Activities” at the Faculty of Pedagogy of Paisii Hilendarski Plovdiv University and the opportunities for qualification trainings for specialists working in the field of social work are presented here.

**BOOK PUBLISHED ON THE BASIS OF A DEFENDED DISSERTATION FOR THE AWARD OF EDUCATIONAL AND SCIENTIFIC DEGREE “DOCTOR”**

1. **Glushkova, N. (2019)** Aspects of the marketing approach in the management of education – public relations. Plovdiv: Paisii Hilendarski University Press, ISBN 978-619-202-530-4, p. 144

The book is a timely attempt to present the topic of educational marketing and public relations (PR) in education in response to the conditions under which school organizations exist in Bulgaria. This topic is relevant not only for the management of education, but also for pedagogical science in general. It has its projections regarding the current state of the Bulgarian educational system. This is because the presented problems address an important issue for the management of education and school practice – the opportunities and ways to expand public relations as a specific approach to the management of Bulgarian high schools. The purpose of this study is to study, analyze, interpret, and summarize information about the nature and importance of the marketing approach in the management of educational organizations and the use of public relations as a specific marketing approach in the management of Bulgarian high schools. On this basis, the purpose of the study is to offer opportunities for the application of public relations in school management and to make recommendations for the practice of school management. The object of the present study is the management activity in the Bulgarian schools, and the subject is the public relations as part of the marketing approach in the management of education.

Chapter One “Marketing approach in the management of school education” is devoted to research, analysis, interpretation, and summarization of information about the nature and importance of the marketing approach in the management of the educational organization. It emphasizes the modern approaches in the management of secondary education, clarifies the nature of the management of education, and highlights the management schools and modern approaches in management. The presentation of the dimensions of the effectiveness of the school organization, the definition of the marketing environment, the marketing information system, the marketing research, the marketing communication process, as well as the clarification of the marketing concept, marketing strategy and marketing mix are made in the context of understanding the specifics of educational marketing. The idea of the need to use a marketing approach in the management of educational organizations is strongly advocated.

Chapter Two “Public relations in education (PR)” examines the nature of public relations and their specifics in education. The perceptions and experiences of various Bulgarian and foreign authors on the issues of the school’s public relations are analyzed. The technology of public relations management is outlined and the principles, functions, methods, and forms of public relations are highlighted. Emphasis is placed on the image of the organization, on the crisis PR, and on the possibilities of cyberspace (websites, social networks and video sharing sites) as specific tools of public relations.

Chapter Three “Opportunities for public relations in the Bulgarian high school” is focused on formulating recommendations for the practice of school management – for the implementation of public relations in the Bulgarian school and for increasing the training and qualification of certain categories of teaching personnel in order to expand their duties and responsibilities for management of the school’s public relations. The accents in this chapter are based on current normative documents regulating the management and functioning of school organizations. Specific methods, forms, and means for organizational and functional interaction of secondary schools with consumers of educational products and the public are proposed as real opportunities for public relations in the management of the Bulgarian secondary school. Two curricula for training of pedagogical personnel in the field of public relations in education are presented in response to the requirement for continuous, adequate and comprehensive training of pedagogical specialists, dictated by the dynamic conditions in which modern Bulgarian high schools operate.

## SCIENTIFIC ARTICLES AND REPORTS

1. **Glushkova, N. (2021)** “Formation of Professional Competences in the University Preparation Process of Students of Social Pedagogy and Social Workers”. Pedagogy Specialty. /in print/

The formation of a set of competencies related to a specific professional field is a process aimed at satisfying the two main dimensions of competence, namely: achieving the goals in the processes of education and training and accumulating administratively defined professional characteristics of a specific position. This article aims to present the results of an empirical study reflecting the views of social service managers in relation to the importance of specific professional and specific knowledge, individual qualities, and interpersonal skills that are specific and necessary for the relevant position. The obtained results are peculiar accents to which part of the university preparation of the students in the specialties “Social pedagogy” and “Social activities” could be directed.

2. Angelova, D., V. Angelova., **N. Glushkova (2021)** “BULLYING AND VIOLENCE PREVENTION AMONG PEERS AND FRIENDSHIP AS A PROTECTIVE FACTOR” Title: ICERI 2021 PROCEEDINGS. Published in: ICERI2021 Proceedings, Pages: 3818-3824, Publication year: 2021, ISBN: 978-84-09-34549-6, ISSN: 2340-1095, <https://library.iated.org/view/ANGELOVA2021BUL>

Harassment, violence, aggression, and rejection among children in pre-school and school education institutions are issues that concern all countries in the field of education on a daily basis, but the importance of the issue is mainly related to providing a reliable environment for optimal mental, physical, and prosocial development of adolescents. The subject of this report is the various dimensions and forms of harassment (physical, mental, verbal, rejection, and cyberbullying in cyberspace), as well as the harms of harassment and violence, which are indisputable, as there is a lot of scientific evidence to support this view. The educational environment is a space where children spend most of their time interacting with their peers. As the establishment of full-fledged relationships is not easy to achieve and depends on a number of factors (individual personality traits, perceptions, social skills and competencies) that help build effective interactions, this report focuses on the following: 1) friendship, seen as a protective factor in the occurrence and negative impact of bullying and violence on children’s mental and physical health and development; 2) the mechanism developed at the moment in Bulgaria for counteracting bullying and violence in institutions in the system of pre-school and school education (the document aims to support institutions in their efforts and aspirations to create a safe and secure educational environment and covers two parts – the first part is informative, in which the concepts are defined, and the second part explains the actions related to prevention and intervention).

3. **Glushkova, N. (2021)** “Factors for effective adaptation of newly appointed employees in social work organizations”. Published in: Plovdiv: Paisii Hilendarski University Press, pp. 157 – 168, ISBN 978-619-7663-02-0

The purpose of this article is to present systematic theoretical information on the factors that influence the process of adaptation of newly hired employees in social work organizations, on the one hand, and on the other – to draw the attention of practitioners to the

need to comply with certain aspects from the management of the organization, concerning the period of adaptation of the newly appointed employees. The specifics of the activity in the social work organizations according to the current normative base in the field of social policy in the Republic of Bulgaria are taken into account and emphasis is placed on the essence of adaptation as part of the human resources management process and on the organizational culture and its elements, teamwork and cooperation, leadership, mentoring and supervision, presented as necessary circumstances for the effective adaptation of newly hired employees.

4. **Glushkova, N. (2021)** “Personnel training as part of the management of social organizations”. Published in: Problems and perspectives of social work, Plovdiv: Paisii Hilendarski University Press, pp. 58 – 68, ISBN 978-619-7633-00-6

The management of social organizations is subject to general management principles and approaches. However, it is characterized by some features arising from the socially useful nature of the activities carried out in them, the maximum orientation to customer needs and their adequate addressing and satisfaction, as well as the number and management of personnel. This article presents the results of a study focused on the preferences and attitudes of social workers employed in the field of community-based social services, as well as on the training as an essential activity of personnel management – training on which the adequate organization of social work depends, regarding the overcoming/prevention of social isolation of the users of social services in the community of resident type.

5. **Glushkova, N. (2019)** “Knowledge, skills, and competencies for preventing and overcoming social exclusion”. Published in: Man and Global Society, Plovdiv: Paisii Hilendarski University Press, pp. 411 – 419, ISBN 978-619-202-503-8

The ongoing globalization processes in our modern society undoubtedly have their positives related to multifaceted development worldwide. Nevertheless, it is often underestimated that modern society consists of mini-societies with their intercultural, economic, financial, physical, emotional, and social characteristics and the accompanying similar problems that lead to social exclusion and to the restriction of people’s independent lifestyles. It is in such situations that the intervention and support of professionally trained professionals such as social workers is required and useful. This article presents the results of a survey conducted among students majoring in “Social Activities” at the Faculty of Pedagogy at Paisii Hilendarski Plovdiv University. The aim of the study is to summarize information about students’ views on the necessary knowledge, skills, and competencies in the exercise of social work as a professional activity and the specifics of training of social workers in social services in communities of resident type. The emphasis in the study is the professional training of social workers in connection with the prevention and overcoming of social exclusion of the users of social services in communities of resident type.

6. **Glushkova, N. (2017)** “Socialization as an adaptation process for children – users of social services in the community”. Published in: Collection “Social and pedagogical aspects of child development”, Plovdiv: Paisii Hilendarski University Press, pp. 207 – 216, ISBN 978-619-202-279-2

The individual’s ability to adapt depends on his or her age, habits, type of higher nervous activity, and tendency to change attitudes. The listed factors are also valid for the users of social services in the community, and here we must take into account the fact that for them the adaptation processes are forced (in a sense) and require a professional approach to each case and specific knowledge of the socialization process. This article summarizes information about the nature of socialization and the factors on which its adequate course depends. It is

necessary for professionals in the field of social work to be aware of the specifics of this process in order to be effective in their work with the purpose of overcoming the consequences of desocialization and activating the mechanism of resocialization, social adaptation, and successful social inclusion of each of the users of social services in the community.

- 7. Glushkova, N. (2016)** “Social work – essence and tendencies in its management”, Published in: Collection “Innovations and competencies in education”, Plovdiv: Paisii Hilendarski University Press, pp. 557 – 568, ISBN 978-619-202-178-8

The theoretical study synthesizes information about the nature of social work and trends in its management. Several definitions of the nature of social work are presented, including its objectives and the principles for achieving its objectives under Bulgarian law; the mission of social work is specified; and the aspects in which it can be studied are mentioned. The object and subject of social work are clarified and different models for its implementation are presented. The structure of the national system for social work in the Republic of Bulgaria is specified, distinguishing the bodies and institutions implementing social work management at strategic and operational level. Emphasis is placed on the trends in the strategic management of social work in the Republic of Bulgaria.

- 8. Glushkova, N. (2015)** “Mentoring in education – a combination of teamwork and leadership”, Published in: Collection “Better educators, better education”, Plovdiv: Paisii Hilendarski University Press, pp. 120 – 129. ISBN 978-619-202-073-6

The writing of this article is provoked by the worrying decline in interest in the teaching profession (dictated by a number of social, economic, and even political factors) and the need for urgent measures to restore the status of educators that evokes respect for the individual and the educational institution he or she represents. To this end, the article focuses on the establishment of specific relationships between people working in educational organizations. These relationships must ensure continuity and show the difficult but fruitful path to young people who have chosen the teaching profession for their professional realization.

- 9. Glushkova, N. (2013)** “Tools of the virtual space for building the identity of the school organization”, Published in: Collection “Personal and national identity and social environment”, Part V, Plovdiv: Paisii Hilendarski University Press, pp. 101 – 107, ISBN 978-954-423-863-6

The building, affirmation, and upholding of a specific school organizational identity is a logical result of the establishment of mutually beneficial relations with the media, raising civic awareness, provoking public support, and achieving public recognition and cooperation in the implementation of certain reforms. This article aims to present possible options for facilitating these processes, emphasizing the essential role of combining the approaches used in the management of the school organization with the widely used variety of virtual communication tools.

- 10. Glushkova, N. (2013)** “Interdependence between students’ affiliation to the school organization and school organizational identity”, Published in: Collection “Personal and National Identity and Social Environment”, Part IV, Plovdiv: Paisii Hilendarski University Press, pp. 59 – 71, ISBN 978-954-423-854-4

When it comes to the relationship between organization and personality, the following are important points: establishment of a sense of belonging to the individual organization and maintaining continuous communication between both parties. There is a delicate moment when such a feeling must arise in the student’s personality in relation to the school

organization. This article presents the results of a survey related to the communication process between the school organization and its students. This process is considered as a basis for creating and expressing a sense of belonging of students to a particular school organization. Its rationalization and renewal are essential and in this regard specific recommendations are made.

- 11. Trichkov Iv., N. Glushkova (2013)** “Interactions between parents and the school organization for the national identity of adolescents”, Published in: Collection “Personal and National Identity and Social Environment”, Part IV, Plovdiv: Paisii Hilendarski University Press, pp. 72 – 100, ISBN 978-954-423-854

The article is based on the idea of interaction and communication between the two main institutions, on which the formation of a stable value system in adolescents depends, which in turn is the basis of their national identity. Along with the theoretical research, the article presents empirical results from a survey of parents of students from 1st to 5th grade, which aims to establish the characteristics of the communication process between the school organization and the parents, and which is related to the formation of adolescents’ both organizational and national identity, based on a number of special symbols, school and national traditions.

- 12. Glushkova, N. (2013)** “Establishment of school organizational identity through the management of organizational culture and building of organizational image”, Published in: Collection “Personal and National Identity and Social Environment”, Part III, Plovdiv: Paisii Hilendarski University Press, pp. 66 – 73, ISBN 978-954-423-853-7

This article is based on the perception of the school organization as a symbol of national identity, which includes specific traditions and values relevant to users of educational services. The dependence of the school organizational identity on the management of the school organizational culture and on the building of the image of the school organization is presented, by synthesizing information about the nature of organizational culture, the specifics of school organizational culture management, the process of building a favorable school image, and the need to combine different management approaches as a guarantee for the establishment of a stable school organizational identity.

**Complied by: .....**

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