

## **REVIEW**

**by assoc. prof. Veneta Metodieva Markovska, PhD**

of materials

of scientific works of asst. prof. Gergana Dimitrova Dimitrova,

part of an application for the academic position "associate professor" in

3. Social, economic and legal sciences, professional field 3.7. Administration and Management  
(Fundamentals of Management, Competitiveness of Business Organizations),

published in SG, issue 92 / 18.11.2022

The procedure of occupying the academic position “associate professor” at Plovdiv University, Faculty of Economics and Social Sciences, Department of Finance and Accounting, have been published in the State gazette, No 92/18.11.2022, as well as on the university web page. Sole applicant for the position is asst. prof. Gergana Dimitrova Dimitrova, Faculty of Economics and Social Sciences, Plovdiv University “Paisii Hilendarski”.

**Grounds for the review:** Order of the Rector of Plovdiv University “Paisii Hilendarski”  
PД-21-54 of 16.01.2023.

### **1. Brief introduction of the candidate**

Dr. Gergana Dimitrova has submitted the following materials as files as well as in paper:

2. Application (in line with the official sample) for admission to the competition.
3. CV.
4. Diploma copies for MSc and PhD.
5. A list of scientific works and electronic copies of the submitted papers.
6. A list of citations, excluding self-citations.
7. Information on compliance with the mandatory minimum and additional faculty requirements for holding the academic position of "Associate Professor".
8. Annotation of the materials and self-assessment of the contributions under Art. 65 of Internal Plovdiv University regulations - in Bulgarian and English.
9. Signed declaration of originality and authenticity.
10. Certificates of work experience.

11. Documents related to the academic work of the candidate.
12. Documents related to the research activity of the candidate.
13. Certificates related to the industry experience of the candidate.

Dr. Dimitrova has submitted a total of 30 scientific papers: 1 monograph, 1 book, 1 text-book and 27 research papers. She has also taken part in 8 scientific projects. Research papers have not been used for other purposes, applications as well as for meeting PhD requirements.

We can summarize the submitted research papers as follows:

- Eight papers are indexed in **SCOPUS/WoS**.
- Nine papers are in English and 21 are in Bulgarian language.
- Twelve papers are with a single author (the applicant) and 18 are co-authored.
- In total 23 citations have of submitted papers have been found – 9 of them are in research studies indexed in **SCOPUS/WoS**.

Documents and research papers submitted by Dr. Gergana Dimitrova Dimitrova comply in full with the minimal national requirements as well as with internal requirements for the position of “associate professor”. Research papers and citations that have been submitted are sufficient to draw conclusions on scientific interests, research and results of the applicant.

The applicant’s academic career began in 2017, as a part-time lecturer at the Department of "Management and Quantitative Methods in Economics", Faculty of Economic and Social Sciences. Since September 2019, Dr. Dimitrova has worked as an assistant professor, and since October 2020, she has held the position of chief assistant professor.

I know Dr. Gergana Dimitrova in person, and my impressions are from participation in various scientific and professional forums. It is worth noting her commitment to conducting in-depth and qualitative research, as well as the impressive pace of work.

## **2. Introductory and general information about the applicant**

### *Assessment of the scientific and scientific-applied activity of the candidate*

The applicant has submitted for the opening the following research papers:

- a monographic research - main habilitation thesis;
- one extended research paper;
- eight papers indexed in Scopus and/or Web Of Science;
- eighteen research papers indexed in other scientific databases;

- one study book in Competitiveness of Business Organizations;
- one book, based on extended PhD thesis research.

Nine (30%) of the scientific papers are with a single author and twelve (12 – 40%) are in English language.

The educational activity of Dr. Gergana Dimitrova involves teaching courses in “Competitiveness of Business Organizations” and “Fundamentals of Management” at the Faculty of Economics and Social Sciences, Faculty of Physics and Technology, Faculty of Pedagogy. The applicant has created a study program in “Competitiveness of Business Organizations”.

Dr. Dimitrova is a member of the Quality Commission at FISN and actively participates in ensuring and evaluating the quality of educational activities in this faculty.

The applicant has taken part in eight scientific and research projects. Two of them are international, and the rest have been funded by various national and internal programs.

*Contributions (scientific, scientific-applied, applied) and citations*

Based on contents and research goals, the papers that have been submitted can be put into the following groups:

- research of the theoretical and methodological approaches to the management of the competitiveness of the industrial enterprise;

The suggested conceptual model for generating competitive advantages (5.1, 5.2, 5.3, 5.4, 5.7, 5.12, 5.16, 5.20, 5.23) and methodology for creating a composite indicator for competitiveness assessment (5.2, 5.3 and 5.7) for industrial enterprises offers new ideas for both practitioners and academic researchers.

- use of the cluster approach for competitiveness management and its application in the wine industry;

Investigation of the possibilities for building and functioning of wine clusters and the potential for their development (5.1, 5.2, 5.4, 5.8, 5.14, 5.15, 5.17) and a conceptual project of a wine cluster has been developed.

- use of the cluster approach to assess the competitiveness of higher education institutions;

Bringing out the key competitive advantages of universities and the possibilities for forming educational/innovation clusters (5.5, 5.6, 5.9, 5.13, 5.18, 5.21, 5.22, 5.24, 5.25, 5.26, 5.28, 5.29, 5.50);

The scientific research of Dr. Gergana Dimitrova received a positive assessment, which is reflected in the submitted 23 different citations (9 from papers indexed in Scopus/WoS). A significant number of the citations are from foreign authors.

The materials submitted for review contain original ideas and research that do not repeat the publications and works used for PhD study of the applicant. I have no reason to doubt the personal contribution of Dr. Dimitrova.

### **3. Remarks, questions and recommendations**

I would recommend to Dr. Dimitrova to continue with her work and provide study books and study materials that cover all subjects taught at the university.

### **CONCLUSION**

The documents and materials presented by Dr. Gergana Dimitrova meet all the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the implementation of the ZRASRB and the relevant university regulations.

A significant number of scientific papers published after the defense of her PhD thesis were submitted. The reviewed works contain original contributions, which were published in peer-reviewed journals, noted and cited by other researchers. The scientific and teaching qualification of Dr. Dimitrova is supported by the evidence in the provided materials.

The scientific results of Dr. Dimitrova and submitted documents documents comply in full **with** national and university regulations and requirements.

All these arguments give me grounds to propose to the esteemed scientific jury Head Asst. Prof. Dr. Gergana Dimitrova **to take the academic position "associate professor"** in 3. Social, economic, and legal sciences, professional field 3.7. Administration and Management (Fundamentals of Management, Competitiveness of Business Organizations).

14.03.2023

**Reviewer:** .....  
(signature)

**(Assoc. Prof. Veneta Markovska, PhD)**