

OPINION

by Associate Professor Evgeni Rosenov Genchev

Trakia University Stara Zagora

of the materials submitted for participation in the competition for the academic position “Associate Professor” at Plovdiv University "Paisii Hilendarski"

In field of higher education 3. Social, business and legal sciences

3.8 Economics (Marketing - Product innovation)

In the competition for “Associate Professor,” announced in the State Gazette, No. 98 of 19.11.2024, and on the website of Plovdiv University "Paisii Hilendarski" for the needs of the Department “Marketing and IIR” at the Faculty of Economics and Social Sciences, the candidate participating in the competition for “Associate Professor ” is Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova from Plovdiv University, “Paisii Hilendarski,” Faculty of Economics and Social Sciences.

1. General presentation of the procedure and the candidate

Presentation of the procedure:

By order N: RD-22-71 of 17.01.2025, of the Rector of the University of Plovdiv "Paisii Hilendarski" (PU), I have been appointed as a member of the scientific jury of a competition for the academic position "Associate Professor" in the PU in the field of higher education 3. Social, business and legal sciences, professional field 3.8 Economics (Marketing - Product Innovations), announced for the needs of the Department "Marketing and MIO" at the Faculty of Economics and Social Sciences.

General presentation of the obtained materials

The paper set presented by Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova is in accordance with the Regulations for the development of the academic staff of the PU and includes the following documents:

- Application, CV, and diploma for acquired educational and scientific degree "doctor";
- Report on the candidate's academic commitment;
- Verification of originality and reliability;
- Self-assessment of scientific contributions;
- List, annotation, and copies of the candidate's scientific works;
- Reference to compliance with the national minimum and optional additional requirements;
- List of noticed citations;
- Documents related to professional and work experience.

The candidate has submitted a total of 11 scientific papers and a list of 3 research projects. The distribution of the scientific papers under the relevant headings, in the country and abroad, is as follows: 3 in the country and 8 abroad. The distribution by type of scientific work is: 4 studies, 1 monograph, 1 book "Market Implementation of Innovations in the Software Industry," 1 textbook "Innovations in Business," and a list of 4 research developments.

Biographical information about the candidate:

Katerina Yordanova Kozludzhova was born on 12.11.1980 in Plovdiv. She graduated from the "Ivan Vazov" Language High School in Plovdiv in the period 1994-1999 and speaks excellent English. She then continued her bachelor's degree at the Higher School of Management - Albena and, in 2008-2010, followed it with a master's degree in Corporate Management at Plovdiv University. In the period March 2016 - March 2018, she was a doctoral student and successfully defended a doctoral dissertation on the topic "Market

Implementation of Innovations in the Software Industry" in 2018. She also has practical experience as a product manager of software production at the company "Orak Engineering" Ltd. in Plovdiv, in the period 2008-2011.

2. Description of the scientific works

When evaluating the scientific quantitative data of the candidate against the reference submitted by her, it is found that Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova meets the minimum national requirements and collects 665 points, exceeding the required 400 points for an associate professor. She fully covers the requirements of the Rules of Procedure of the University of Applied Sciences and the Faculty of Economic and Social Sciences for the academic position of "associate professor." The analysis of the author's scientific publications gives me reason to conclude that Ph D Kozludzhova's research activity is distinguished: firstly, with a strong focus on product innovations, and secondly, most of her studies are of practical and applied value. She is the author of a published textbook, has developed a total of four lecture courses, is a member of three projects, and participates in a competition with four studios, two of which have been referenced in the Science Web of Science and one in the Scopus database.

In the monographic work "Product Innovations," the author carries out theoretical and empirical research on product innovations. The main objective is to develop an integrated model for product innovation. I agree with the author's scientific contributions, namely:

- Carrying out theoretical constructions for product innovation research
- Developing a conceptual model for their research
- Performing empirical verification and validation of theoretical knowledge about research hypotheses.

A total of 19 citations were submitted for participation in the competition, of which four were in scientific publications referenced in the global databases with scientific information Scopus and Web of Science, and 15 in other scientific databases.

Teaching

As a lecturer at Paisii Hilendarski University, Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova teaches students in the Bachelor's and Master's Degrees in the Faculty of Economics and Social Sciences. The academic disciplines taught by PhD Katerina Yordanova Kozludzhova are in line with the announced competition for the academic position of Associate Professor in the field of Higher Education 3. Social, Business and Legal Sciences, Professional Direction 3.8 Economics (Marketing - Product Innovation).

The announced competition is secured with over the necessary required lecture hours.

Personal impressions

I don't have personal impressions of the candidate's performances outside the competition because we don't know each other personally.

3. Critical remarks and recommendations

I have no critical notes on the presented scientific production of the candidate for associate professor, PhD. Katerina Yordanova Kozludzhova.

I would recommend the candidate continue to deepen her knowledge and research in this scientific area—product innovation. Perhaps it is a good opportunity to make several co-authors publications with her colleagues, as all her works for this competition are individual. No forms of plagiarism were found in the research papers of the candidate for associate professor, Dr. Kateryna Yordanova Kozludzhova.

CONCLUSION

The documents and materials presented by Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova 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 ZRASRB, and the corresponding Regulations of the Paisii Hilendarski.

The candidate in the competition has submitted a sufficient number of scientific papers published after the materials used in the defense of the educational and scientific degree "doctor"

In the candidate's works, there are original scientific and applied contributions that have received international recognition; a representative part of them has been published in journals and scientific collections published by international academic publishers. It makes a very good impression that a large part of the theoretical developments has practical applicability, and some of them are directly oriented toward academic work. The scientific and teaching qualifications of Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova are undeniable. The results achieved by Ch. Assistant Professor PhD Katerina Yordanova Kozludzhova in teaching and research activities fully correspond to the minimum national and additional requirements of the Faculty of Economic and Social Sciences, adopted in connection with the Regulations of the PU for the application of the ZRASRB.

After getting acquainted with the materials and scientific works presented in the competition, and analyzing their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my positive assessment and to recommend to the Scientific Jury to prepare a report-proposal to the Faculty Council of the Faculty of Economic and Social Sciences for the election of Ch. Assistant Professor PhD

Katerina Yordanova Kozludzhova to the academic position "Associate Professor" in PU "Paisy Hilendarski" field of higher education 3. Social, business and legal sciences, professional direction 3.8 Economics (Marketing - Product Innovations).

01.03.2025

Prepared Opinion.....

Associate Professor Evgeni Genchev