

O P I N I O N
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regarding the materials submitted for participation in a competition
for the academic position of **Professor**
at **Paisii Hilendarski University of Plovdiv**,
in the field of higher education **3. Social, Economic and Legal Sciences**,
professional field **3.7. Administration and Management**
(Quantitative Methods and Modelling in Management)

The competition for the academic position of **Professor**, announced in the *State Gazette*, Issue No. 96/11.11.2025, and on the website of Paisii Hilendarski University of Plovdiv, for the needs of the **Department of Management and Quantitative Methods in Economics** at the **Faculty of Economic and Social Sciences**, has attracted **one single candidate**—Assoc. Prof. Dr. Tanya Petrova Yankova-Lilova from the Faculty of Economic and Social Sciences.

1. General Overview of the Procedure and the Candidate

By Order No. RD-22-45 of 09.01.2026 of the Rector of Paisii Hilendarski University of Plovdiv (PU), I was appointed as a member of the Scientific Jury in the competition for the academic position of **Professor** in the field of higher education **3. Social, Economic and Legal Sciences**, professional field **3.7. Administration and Management (Quantitative Methods and Modelling in Management)**, announced for the needs of the Department of Management and Quantitative Methods in Economics at the Faculty of Economic and Social Sciences.

Documents for participation in the announced competition were submitted by one single candidate, Assoc. Prof. Dr. Tanya Petrova Yankova-Lilova from the Faculty of Economic and Social Sciences. The set of materials submitted electronically by Assoc. Prof. Yankova complies fully with the Regulations for the Development of the Academic Staff at Paisii Hilendarski University of Plovdiv and includes all required documents specified in her application to the Rector of PU for participation in the competition for the academic position of Professor.

The candidate has submitted a total of **22 scientific works**, including **one monograph, one teaching aid, and 20 articles, publications, and research outputs**, some of which are co-authored. All **22 scientific works** are accepted for review and are considered in the final evaluation, along with **10 participations in national and international research projects**, in one of which she served as Project Leader. The candidate has also presented scientific outputs used for the acquisition of the educational and scientific degree “Doctor” and the academic position “Associate Professor”, which are not subject to review in the current competition for Professor.

Among the submitted publications, **one is single-authored, one is published in Bulgarian**, and the remaining **19 are in English**. Their distribution by category is as follows:

- **Indexed in SCOPUS/Web of Science** – 17 publications;
- **Peer-reviewed, non-indexed scientific journals** – 3 publications.

Documents related to teaching activity, professional experience, employment history, and all required supplementary statements have also been submitted. Based on the complete documentation concerning the candidate’s teaching, research, and professional experience, **Assoc. Prof. Tanya**

Yankova fully meets the minimum requirements for participation in the competition for the academic position of **Professor**.

2. General Characteristics of the Candidate's Activity

Assoc. Prof. Yankova has extensive experience in teaching and pedagogical work. The submitted records indicate that she annually exceeds the required teaching workload in lecture-based and seminar courses.

She has successfully supervised one completed PhD graduate and currently supervises another doctoral candidate in progress.

The documentation clearly demonstrates that the candidate **exceeds the national minimum requirements** for appointment to the academic position of **Professor**. Of the required **550 points**, she has achieved **833.125 points** across the respective indicator groups, all supported by appropriate evidence and documentation.

I accept the stated **scientific-applied and applied contributions** and classify them as follows:

I. Scientific-Applied Contributions

1. Development of **new frameworks and modifications of multi-criteria decision-making methods under uncertainty**, including original extensions and enhancements of established methods (TOPSIS, MARCOS, MABAC, EDAS), improving model accuracy, robustness, and applicability when working with subjective and uncertain expert assessments;
2. Proposal of an **integrated analytical framework** combining fuzzy logic, statistical methods, machine learning, and decision theory;
3. Development of **conceptual and analytical models for static and dynamic evaluation and benchmarking**, introducing new frameworks for static comparison and dynamic tracking of alternatives that enable continuous monitoring, evaluation, and informed managerial decision-making;
4. Design of **innovative models** for early identification of students at risk, IoT-based learning environments, intelligent chatbots with generative artificial intelligence, and AI-based assessment frameworks aimed at personalization, increased engagement, quality assurance, and academic integrity in higher education.

II. Applied Contributions

1. Development of **empirically validated models** supporting managerial and policy decision-making, tested with real data and practical case studies, providing concrete recommendations for business managers, educational institutions, public authorities, and stakeholders in the digital economy;
2. Formulation of **specific proposals related to sustainable development and the transition to a green economy**, addressing environmental impacts, waste utilization, greenhouse gas emissions, and sustainable industrial practices;
3. Development of **conceptual and methodological solutions for the ethical and controlled implementation of generative AI technologies** in education and tourism, balancing innovation with institutional accountability and quality assurance.

3. Critical Remarks and Recommendations

I positively evaluate the candidate's overall teaching, classroom, and research activity. I have **no critical remarks**. I recommend **enhanced participation in international research projects**, which would add value not only to the candidate herself but also to the institution where she is employed.

CONCLUSION

Following a careful review of the materials and scientific works submitted in the competition, and considering the analysis of their significance and the scientific-applied and applied contributions they contain, I find it well-grounded to give my **positive assessment** and to recommend that the **Scientific Jury** prepare a proposal report to the **Faculty Council of the Faculty of Economic and Social Sciences** for the election of **Assoc. Prof. Dr. Tanya Petrova Yankova-Lilova** to the academic position of **Professor** at Paisii Hilendarski University of Plovdiv in the field of higher education **3. Social, Economic and Legal Sciences**, professional field **3.7. Administration and Management (Quantitative Methods and Modelling in Management)**.

09.02.2026

Prepared by:

Sofia

(signature)

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Prof. Dr. Eng. Yordanka Angelova