

# OPINION

by **Dr. Krasimir Marinov Marinov**

**Professor at the University of National and World Economy - Sofia**

regarding the materials submitted for participation in the competition  
for the academic position of "**Professor**"  
**at Plovdiv University "Paisii Hilendarski"**

in the field of higher education **3. Social, Economic and Legal Sciences**,  
professional field **3.8. Economics (Marketing)**

In the competition for "Professor" announced in the State Gazette, issue 96 of 11.11.2025, and on the website of Plovdiv University "Paisii Hilendarski" for the needs of the Department of Marketing and International Economic Relations at the Faculty of Economic and Social Sciences, Assoc. Prof. Dr. Teofana Valentinova Dimitrova-Staneva from Plovdiv University "Paisii Hilendarski" is participating as a candidate.

## **1. General presentation of the procedure and the candidate**

By Order No. RD-22-44 of 09.01.2026 of the Rector of Plovdiv University "Paisii Hilendarski" (PU), I have been appointed as a member of the scientific jury in a competition for the academic position of "Professor" at PU in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.8. Economics (Marketing), announced for the needs of the Department of Marketing and International Economic Relations at the Faculty of Economic and Social Sciences.

Assoc. Prof. Teofana Valentinova Dimitrova-Staneva, PhD, submitted her application for the competition and was the only candidate.

The set of materials submitted by Assoc. Prof. Teofana Dimitrova-Staneva is in accordance with the Regulations for the Development of Academic Staff at Plovdiv University.

The candidate has submitted a total of 35 scientific papers, all of which are outside the scope of the dissertation for the acquisition of the scientific degree of "Doctor" and the procedure for occupying the academic position of "Associate Professor". The publications, distributed by type, are: 3 monographs, including a habilitation monograph; 1 book based on a defended dissertation; 8 studies published in scientific journals, refereed and indexed in world-renowned scientific information databases; 4 studies published in non-refereed peer-reviewed journals or published in edited collective volumes; 5 articles and reports published in scientific journals, referenced and indexed in world-renowned scientific information databases; 9 articles published in non-referenced peer-reviewed journals or published in edited collective volumes; 4 reports published in non-refereed peer-reviewed journals or published in edited collective volumes; 1 university textbook. According to

the co-authorship, the works are: 8 independent publications and 27 co-authored publications. Separate protocols are presented for the co-authored works.

All 35 scientific works are accepted for review.

Assoc. Prof. Teofana Dimitrova-Staneva completed a master's programme in Corporate Finance at Plovdiv University "Paisii Hilendarski" in 2002. From 2005 to 2014, she successively held the academic positions of assistant, senior assistant and chief assistant in Marketing at the Department of Marketing and International Economic Relations. In 2013, Assoc. Prof. Dimitrova-Staneva obtained a PhD in Economics and Management (Industry) with a dissertation on "Product Mix Management (using the example of the brewing industry)". In 2014, she won a competition for Associate Professor in Marketing in the Department of Marketing and International Economic Relations, where she is still employed. The candidate's professional growth has been accompanied by numerous training courses; by holding responsible positions at her university (Head of the Department of Marketing and International Economic Relations in the period 2015-2023); as well as participation as an independent expert in expert groups in procedures for accreditation, monitoring and control of higher education institutions in Bulgaria, carried out by the National Agency for Assessment and Accreditation.

My impressions of the candidate in the competition are based on my participation in dissertation defence and habilitation procedures. I know Assoc. Prof. Dimitrova-Staneva as a precise and committed scientist and researcher; a lecturer dedicated to working with students; a responsible and empathetic person and colleague who can be relied upon.

Assoc. Prof. Dimitrova-Staneva has submitted a report and evidence to show she meets the minimum national requirements and the additional faculty requirements. The candidate's actual score in the competition is 1,084.16 points – almost twice the requirements of the ZRASRB. The candidate also exceeds the additional requirements of the Faculty of Economic and Social Sciences at Plovdiv University "Paisii Hilendarski" – 821.2 points, compared to the required 450 points.

## **2. General description of the candidate's activities**

The candidate's preparation and teaching activities are characterised by both scale and depth. The reported classroom workload of Assoc. Prof. Dimitrova-Staneva for the last five full academic years is significant and exceeds the norm for lecturers at Plovdiv University "Paisii Hilendarski".

Assoc. Prof. Dimitrova-Staneva has independently developed three courses for Bachelor's and Master's degree programmes. A review of the course documentation for these disciplines shows that they are devoted to important areas in the education of specialists in Marketing; they present a balanced view of both the historical development and the current state of the concepts under consideration; they integrate the provision of knowledge with the formation of practical skills for analysis and decision-making on the part of the students.

The fact that the candidate has led two master's programmes at the Faculty of Economics and Social Sciences at Plovdiv University "Paisii Hilendarski" - "Marketing" and "Marketing and Sales" (currently active) deserves high praise.

To support the teaching of the courses, the candidate has developed a textbook and a teaching aid with theses, tasks, case studies and tests. The teaching aid is not subject to review in the competition, but it demonstrates the candidate's commitment to working with students.

Assoc. Prof. Dimitrova-Staneva has supervised three doctoral students, one of whom has already successfully defended their thesis.

The candidate's scientific and applied scientific activity is solid. The candidate has significant experience in managing and implementing projects. She has participated in a total of seven research projects, two of which she led and coordinated.

The candidate has reviewed a number of monographs by colleagues working in the field of marketing and management, and has been a member of the editorial boards of scientific journals, responsible for the thematic sector "Economic Sciences". The candidate has also reviewed numerous reports presented at scientific conferences and has been a compiler/reviewer of scientific conference proceedings.

The original scientific and applied scientific contributions of Assoc. Prof. Dimitrova-Staneva can be grouped into several thematic areas.

First, enriching scientific knowledge about sustainable consumer behaviour. The candidate's achievement is the identification of the main determinants and barriers, the dominant thematic areas and behavioural outcomes in sustainable consumption. The candidate's contribution also includes the developed and tested methodology for researching sustainable clothing purchasing behaviour among Generation Z (publications: 1, 9, 13, 24).

Secondly, further development of marketing theory in the higher education sector. The author deserves credit for systematising and clarifying the role of the marketing concept, marketing communications, the quality of the educational product, the public image and competitiveness of higher education institutions, as well as the main approaches, tools and indicators for their management and evaluation in the context of increased competition and market orientation of the higher education system. The role of brand image, brand associations, perceived quality, satisfaction and commitment as factors in shaping loyalty and word-of-mouth communication in the educational sphere has been confirmed (publications: 2, 3, 6, 10, 11, 16, 19, 20, 22, 25, 28, 32, 33, 34).

Third, enriching knowledge about the scientific and applied aspects of marketing management in various sectors of the economy. management tools have been integrated and tested, and key management opportunities and challenges have been identified in the healthcare, finance, telecommunications, and wine industries, supporting strategic decision-making and the development of sustainable competitive advantages (publications: 5, 12, 14, 15, 18, 21, 23, 26, 29, 30, 31, 35).

The habilitation thesis of Assoc. Prof. Dimitrova-Staneva, "Sustainable Consumer Behaviour: From Global Evidence to Local Insights Among Generation Z in Bulgaria," is a study of undeniable relevance and significance, dictated by the growing pressure on our planet and the need for long-term solutions to ensure quality of life in all its dimensions. The aim of the monograph is to analyse studies on sustainable consumer behaviour and to test the proposed conceptual research framework among Generation Z in Bulgaria.

The first chapter outlines the development of scientific publications in the field of sustainable consumer behaviour based on a bibliometric analysis of publications indexed in two globally recognised scientific databases – Scopus and Web of Science – for the period from 1999 to 2024. The second chapter presents a systematic review of the literature on sustainable consumer behaviour among Generation Z. This chapter identifies the main concepts, determinants, barriers and behavioural outcomes, along with the theoretical frameworks, research approaches, key gaps and future research directions present in the existing literature. The third chapter presents the results of an empirical study of sustainable clothing consumption among Generation Z in Bulgaria.

The results obtained from the study significantly enrich the knowledge about environmental concerns among Generation Z in Bulgaria. Environmental concerns emerge as a key factor preceding the intention to purchase sustainable clothing. The study also confirms the role of the three classic constructs of the theory of planned behaviour – attitudes, subjective norms and intentions – in predicting actual behaviour.

The significance of the candidate's contributions is reflected in the works of other authors. Of the total of 67 citations, two-thirds (44) are in scientific publications referenced and indexed in world-renowned scientific information databases – clear evidence of the interest in the scientific results obtained by Assoc. Prof. Dimitrova-Staneva.

The above findings regarding the teaching and research activities of Assoc. Prof. Dimitrova-Staneve give reason to conclude that the candidate is a scientist, researcher and teacher with vast experience and original contributions to the development of marketing theory.

## **CONCLUSION**

The documents and materials submitted by Assoc. Prof. Teofana Dimitrova-Staneva meet all the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (ZRASRB), its implementing regulations and the relevant regulations of Plovdiv University "Paisii Hilendarski".

The candidate in the competition has presented a significant number of scientific works published after the materials used in the defence of the Doctoral Degree and the procedure for obtaining the academic position of Associate Professor. The candidate's works contain original scientific and applied contributions that have received international recognition, a significant part of which have been published in journals and scientific collections published by international academic publishers. His theoretical developments have practical applicability, some of which are directly oriented towards teaching. The scientific and teaching qualifications of Assoc. Prof. Teofana Dimitrova-Staneva are beyond doubt.

The results achieved by Assoc. Prof. Teofana Dimitrova-Staneva in her teaching and research activities fully comply with the minimum national and additional requirements of the Faculty of Economic and Social Sciences, adopted in connection with the Regulations of Plovdiv University for the application of the Higher Education Act.

After reviewing the materials and scientific works submitted in the competition and considering their significance and the scientific, scientific-applied and applied contributions they contain, I find it reasonable to give my positive assessment and recommend that the Scientific Jury prepare a report-proposal to the Faculty Council of the Faculty of Economic and Social Sciences for the election of Assoc. Prof. Dr. Teofana Dimitrova-Staneva to the academic position of "Professor" at Plovdiv University "Paisii Hilendarski" in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.8. Economics (Marketing).

01.03.2026

Reviewer:

Prof. Dr. Krasimir Marinov