



REVIEW

1. General information

Reviewer: Prof. Evgeni Petrov Stanimirov, Ph.D. – area of higher education 3. Social, economic and legal sciences, professional trend 3.8. Economics, scientific specialty “Marketing”, University of economics – Varna. Ground for writing the review is the decision at the first meeting of the scientific jury, appointed with order № RD-22-44/09.01.2026 and in compliance with the Regulations for DAS at Plovdiv University.

2. Information on the competition

The competition for taking the academic position “professor” was published in SG issue 96 from 11.11.2025, area of higher education 3. Social, economic and legal sciences, professional trend 3.8. Economics (Marketing) at Plovdiv University.

3. Candidate for the competition

In keeping the announced deadline, documents for participating in the competition were submitted by a single candidate – Assoc. Prof. Teofana Valentitnova Dimitrova-Staneva, PhD who was admitted to take part in the competition. The applicant meets the Minimum national requirements for taking the academic position “professor” in professional trend 3.8 “Economics” (on the ground of art. 2b, items 2 and 3 of ADASRB), as well as the additional quantitative requirements of the Faculty of economic and social sciences at Plovdiv University.

4. Data on the candidate

Assoc. Prof. Teofana Valentinova Dimitrova-Staneva, PhD is the only applicant for the competition. By 2024 Teofana Dimitrova acquired EQD “bachelor” (Marketing) and EQD “master” (Economics – Corporate finance) at Plovdiv University. Since 2005 till presently the candidate in the competition has been a lecturer in the Department of “Marketing and international economic relations” in Plovdiv University. In 2013 she acquired ESD “doctor” in area of higher education 3. Social, economic and legal sciences, professional trend 3.8. “Economics”, PhD programme Economics and management (industry) with thesis on the topic “Management of the product mix (the brewing industry as a mode)”. Since 2014 Teofana Dimitrova-Staneva has taken the academic position Associate professor in ET 3.8. Economics (Marketing). In the course of 2015-2023 the candidate in the competition has been Head of the department of “Marketing and international economic relations” in Plovdiv University. Teofana Dimitrova worked as a regional representative in “Abagar finance” AD (2003-2004 г.). Since 2019 she has been independent expert at the National agency of evaluation and accreditation.

The candidate’s areas of scientific interest are: marketing management, brand management, marketing research, marketing of the industrial market, sales management, sustainable consumer behavior, marketing communications and competitiveness of higher schools.

Since 2011 the candidate in the competition has been member of the Union of economists and since 2012 – member of the Union of scientists. One observes that the



candidate is striving to develop her level of competence by attending courses in: upgrading digital skills, digital psychology, trademarks and industrial design, auditing, artificial intelligence in education and others.

Everything mentioned above is a well-grounded proof of Assoc. Prof. doctor Teofana Valentinova Dimitrova-Staneva's intensive work to consistently increase her qualification and an indication for professionalism and purposefulness in her career.

5. Description of the candidate's research work

The presented reference of meeting the minimum national requirements in art. 2b, items 2 and 3 of ADASRB for taking the academic position "professor" in PT 3.3. "Economics", shows twice more cumulative quantitative requirements, formed by the components in section I. National minimum requirements in compliance with ADACRB (art. 2b) and the Regulations for applying it (art. 1a, item 1). The necessary number of points for meeting the national minimum requirements were accumulated as follows:

- Group A: Defended dissertation paper for awarding EQD "doctor" – "Management of the product mix" (the brewing industry as a mode)" (50 p.);

- Group B: Habilitation paper on the topic: „Sustainable consumer behavior: From global evidence to local insights among Generation Z in Bulgaria" (100 p.);

- Group D (200 p. required, the candidate scores 599,16 p.): 2 published monographs which were not submitted as a habilitation paper (200 p.), a published book on the ground of a defended dissertation paper for EQD "doctor" (75 p.); 5 articles and reports in research editions, referenced and indexed in world-known databases with scientific information (75 p.), 13 articles and studies published in non-referenced journals with scientific reviewing or published in edited collective books (81,66 p.); 8 studies published in scientific journals referenced and indexed in world-known databases with scientific information (142,5 p.); 4 studies published in non-referenced magazine with scientific reviewing or published in edited collective books (25 p.);

- Group E (100 p. required, the candidate scores 150 p.): 10 citations in scientific journals, referenced and indexed in world-known databases with scientific information (150 p.);

- Group F (100 p. required, the candidate scores 185 p.): mentorship for PhD students who defended their thesis successfully (40 p.); participation in 5 national research or educational projects (75 p.); management of a national or educational project - (30 p.), published in a university textbook - (40 p.).

In the documents meant for the competition there are attached the necessary references which prove the items declared above about the accomplished minimum national requirements in compliance with art. 2b, items 2 and 3 in ADASRB for taking the academic position "professor".

The research works presented for review are 34 total, out of those: 3 monographs (one of them is a habilitation paper); a book based on a defended research work for acquiring ESD "doctor", 8 studies in Scopus/WoS; 4 studies published in non-referenced journals with scientific review; 5 articles/reports in Scopus/WoS; 9 articles and 4 reports published in non-referenced journals with scientific review. 8 of the presented publications are independent and 26 are written in co-authorship. In 15 publications with co-authors the



candidate takes part as the first co-author. 23 publications are written in English.

Publications in the Scopus database: the Hirsch index is 3 and includes 9 research papers. For 6 of them there are reported 55 citations (apart from those meant for the competition for taking the academic position "associate professor"). 6 of the publications are in Q2, 1 in Q3 and 1 in Q4. The publications in the Web of Science database: the Hirsch index is 3 and includes 9 research publications, 4 of them do not repeat those reported in Scopus.

All publications are subject to reviewing and follow the topic of the announced competition. The review of the presented paper shows a very high degree of concentration and specialization of Assoc. Prof. Teofana Dimitrova, PhD in the field of brand management, marketing management and sustainable consumer behaviour.

In this competition as a habilitation paper the candidate presents the monograph „Sustainable consumer behavior: From global evidence to local insights among Generation Z in Bulgaria“. The author's starting point is that the sustainable consumer behaviour is a key element of the concept of sustainability and has even greater significance in the context of the increasing pressure on natural resources and the need for long-term decisions. The objective of the monograph is to systematize and analyse the scope of reviewed research works on the sustainable consumer behaviour and to test a conceptual research framework reflecting its manifestation among the Z generation in Bulgaria.

The author has carried out a bibliometric analysis showing that the sustainable consumer behaviour has transformed from a fragmented research topic into a well-established and fast developing scientific field, with increasing specialization and thematic coherence.

The candidate's research work is concentrated in a limited number of leading journals and countries. China is dominant in respect to volume of publications, USA and Australia also playing a key role. As for topics, the field of sustainable consumer behaviour is strongly influenced by behavioural models (especially the theory of planned behaviour), with a focus on purchasing intentions and green consumption. The author makes the conclusion that future surveys need to enlarge their geographical scope, emphasize on real behaviour through more complicated research designs and develop more integrated theoretical frameworks.

The systematized review of references identifies four basic trends within the range of sustainable consumer behaviour: behaviour when purchasing green products; pro-ecological behaviour, eco-oriented behaviour and sustainable practices. The most studied determinants among gen Z are the ecological attitude, ecological concern, ecological knowledge, ecological awareness and the accepted green value. The author brings out the potential barriers to sustainable behaviour: economic, psychological, social, cognitive, institutional and structural. The analysis of references stands out two basic motivational mechanisms – an extended theory of planned behaviour and value-oriented approaches.

The empirical study in respect to sustainable behaviour when purchasing clothes among gen Z in Bulgaria confirms most hypotheses, the ecological concern turning out to be the strongest predictor of the buying intention.

One reaches the conclusion that materialism does not exert direct impact but moderates the bond between ecological concern and the buying intention. The theory of



planned behaviour has been confirmed as a valid framework for predicting real behaviour. A conclusion has been made that social media have at the same time a stimulating and weakening effect depending on the level of social pressure and the accepted authenticity.

In conclusion, sustainable consumer behaviour among gen Z is defined by complex interactions between cognitive, value and social factors. The author of the research makes the conclusion that for future studies it is necessary to use more varied methodological approaches, incl. longitude and experimental ones, as well as integrate cultural and sector particularities for a more comprehensive grasp of the phenomenon.

In the monograph, as well as in the remaining author's publications, one is left with the impression of the clear logics of the layout in respect to subject matter. The style of the publications submitted for review is academic; yet, parallel to this – agreeable for reading. This makes Assoc. Prof. doctor Teofana Dimitrova's published research works accessible for use by the business.

To sum up, a conclusion could be made that the references for accomplishing the minimum national requirements in art. 2b, items 2 and 3 from ADASRB for taking the academic position "professor" in PT 3.8 "Economics", as well as in respect to the additional indicators in art. 57a, item 2 in PPADASRB – they prove convincingly that the applicant for the competition has a profile and reliable significance in her professional field.

6. Candidate's contributions in researches

The topics of the candidate's research works demonstrate clear and thorough orientation to issues like brand management, marketing management and sustainable consumer behaviour. The presented publications have scientific value, as well as practical orientation with clearly expressed author's position and point of view. Among the more significant scientific, methodical-and-applied contributions of Assoc. Prof. Dimitrova's contributions one can point out the following:

Scientific contributions:

1. A conceptual framework has been designed for analysing sustainable consumer behaviour by way of synthesizing, grasping critically and expanding the existing theoretical approaches. There are identified and systematized the leading theoretical models, key determinants and barriers, as well as basic behavioural results which contributes for structuring and upgrading the scientific knowledge in the field of sustainable behaviour.

2. Enriched and conceptually upgraded is the marketing theory in higher education (incl. educational branding) through integration of the marketing concept, communication policy, quality management, public image and competitiveness in a unified theoretical framework that complies with the conditions of increased competition and market orientation of the educational system. There are formulated systematized approaches and indicators for strategic management and evaluation of the market positioning of higher schools.

Methodological-and-applied contributions:

1. The author has designed and approbated empirically and integrated methodology studying sustainable consumer behaviour in purchasing clothes among gen Z, which



models and assesses the effects of ecological, social and personalized factors on the purchasing intention and virtual behaviour. The methodology provides a set of tools for a comprehensive analysis of the behavioural mechanisms in the context of sustainable fashion.

2. There are elaborated, tested and validated psychometric models for measuring the consumer behaviour in the context of Bulgaria by way of analysing complex cause-and-effect dependencies between latent constructs. The models take into consideration the cultural-and-specific characteristics of Bulgarian respondents and contribute for increasing the validity and applicability of empirical surveys.

3. There are enlarged the scientific-and-applied aspects of marketing management by designing and integrating analytical and hybrid managerial tools applied and approbated in various economic sectors. Key strategic opportunities and challenges have been identified that support the process of making managerial decisions and the creation of sustainable competitive advantages.

7. Participation in research projects and scientific events

In the documents for the competition there are presented proofs of Assoc. Prof. Dimitrova's membership in editorial boards, publishing boards and participation in conferences. The author reports about membership in editorial boards of 5 national and international research journals: *Balkan scientific insights*, *Research vector on the Balkans*, *Humanitarian Balkan studies*, *Higher Education Research*, *International Journal of Business and Economics Research*. There is registered participation in 7 research projects (6 local and 1 national project). The applicant for the competition heads one of the projects. All projects refer to issues that comply with the competition for the academic position of professor.

8. Teaching activity

Assoc. Prof. Teofana Dimitrova, PhD is a well-established lecturer in the field of marketing management, brand management and marketing research. In the tie period 2020-2021 – 2024-2025 the candidate in the competition had in-class workload of 2266 hours. The extracurricular workload of Assoc. Prof. Dimitrova in the time period 2020-2025 is as follows: consultation hours and correction of course papers (20 hrs); exams (702 hrs); taking part in state exams (158 hrs); participation in commissions for examining PhD students (70 hrs); assigning and checking written assignments for students' self-study (400 hrs); mentoring of doctoral students (180 hrs).

For taking part in the competition Assoc. Prof. Teofana Dimitrova presents 1 textbook/her own textbook in Marketing management and 1 independent manual in Marketing.

A reference has been submitted on designed curricula in the disciplines Marketing management and Marketing research in EQD "bachelor" and in the discipline Brand management in EQD "master".

The applicant for the competition has mentored 3 PhD students (one of them defended a thesis and two were dismissed with the right to defend).

There are no data on staff mobilities as well as on study-trips in foreign universities.



9. Other activities

In the time period 2015-2023 the applicant for the competition used to head the department of "Marketing and international relations" in Plovdiv University. She took part as an academic supervisor and functional expert in 4 projects related to student practice. Teofana Dimitrova carries out consultant and expert activity which involves writing annual reports; mid-term, follow-up and final assessment of municipalities in the Republic of Bulgaria in respect to completing activities in the Plan for integrated development – PIRO 2021-2027. Assoc. Prof. Teofana Dimitrova has submitted certificates for successful completion of courses for higher qualification in the fields: better digital skills, digital psychology, trademarks and industrial design, auditing, artificial intelligence in education and others.

From the presented data one can make the conclusion that the candidate in the competition has administrative experience, as well as enough practice in consultancy and activities with contribution for the development and affirmation of the values of Plovdiv University.

10. Plagiarism

In the presented research works I do not find any plagiarism, incorrect data and/or incorrect citation of someone else's research works.

11. Questions, critical notes and recommendations to the candidate

As a colleague I would kindly recommend Assoc. Prof. Teofana Dimitrova, PhD the following:

1. Her extensive research experience is enough ground to take part in more international editorial boards as a member.
2. The candidate's experience as a consultant allows for more active work for solving particular problems in business, as well as work with more PhD students.
3. The candidate's extensive experience supposes participation in programmes for educational exchange and staff mobility in universities abroad.

12. Conclusion

The findings about the research, publication and teaching activity of Assoc. Prof. doctor Teofana Dimitrova, together with the accomplishment of administrative duties in Plovdiv University mentioned in the review, undoubtedly show compliance with the requirements of ADASRB and the Regulations for applying it in reference to the criteria for taking the academic position "professor". All this gives me enough ground to express a firm positive attitude on the presented competition and suggest the respectable members of the scientific jury to support the candidacy of Assoc. Prof. doctor Teofana Valentinova Dimitrova-Staneva for taking the academic position "professor" in area of higher education 3. Social, economic and legal sciences; professional trend 3.8 Economics (Marketing) in Plovdiv University.



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Signature:

(Prof. E. Stanimirov, PhD)