



STATEMENT

I. General Information

By: Assoc. Prof. Desislava Borislavova Serafimova, PhD, University of Economics – Varna, Department of Management and Administration, Professional Field 3.7 Administration and Management, Scientific Speciality "Social Management"

Regarding: This statement has been issued pursuant to Order No. RD 06-153/15.09.2026 of the Rector of the University of Economics – Varna, in connection with an announced competition for the academic rank of "Associate Professor," and in accordance with a decision of the Faculty Council of the Faculty of Management at the University of Economics – Varna.

II. Details Regarding the Competition

The announced competition is for the academic position of "Associate Professor" in:

- Scientific field: "3. Social, Economic and Legal Sciences"
- Professional area: 3.7. "Administration and Management"
- Scientific speciality: "Social Management (Human Resource Management – Talent Management and Leadership)"
- Department of "Management and Administration," Faculty of "Management" at the University of Economics – Varna

The announcement for the competition was published in the „State Gazette“, Issue 65/17.07.2026

III. Candidate for the Competition and Candidate Details

The sole participant in the competition is Dr Petar Krasimirov Petrov, a full-time faculty member in the Department of Management and Administration at the University of Economics – Varna.

The candidate completed his higher education at the University of Economics – Varna, earning two Bachelor's degrees – in Marketing (2008) and Business Management (2008) – followed by a Master's degree in Management in 2009. In 2019, he was awarded a PhD degree in the professional field of Administration and Management, specializing in Social Management. Since June 2019, he has held the academic position of Chief Assistant Professor.

His professional background also includes administrative and organizational work at the university. Since 2021, he has served as the coordinator of the university's business accelerator. His research interests focus on human resource management, talent management and development, leadership, and the interaction between higher education and the business sector.

Dr Petar Petrov is proficient in English at the C1 level and in German at the A2 level.

IV. Fulfilment of the formal requirements for holding the academic position of "Associate Professor"

A candidate for the academic position of "Associate Professor" must meet the minimum national requirements outlined in Art. 2b, paragraphs 2 and 3 of the Act on the Development of the Academic Staff in the Republic of Bulgaria (ADASRB), as well as the additional quantitative requirements of the

University of Economics – Varna (UE–Varna) pursuant to Art. 2b, paragraph 5 of the ADASRB, and the requirements of Art. 101 of the Regulations for the Development of the Academic Staff at the University of Economics – Varna. A systematization of the formal requirements and the candidate's quantitative performance regarding these requirements is presented in Table 1.

Table 1

Quantitative presentation of the candidate's fulfilment of the formal requirements for holding the academic position of "Associate Professor"

№	Requirements for candidates for the academic position of "Associate Professor"	Min points	Presentation of the candidate in the competition procedure for the academic position of "Associate Professor"	Points
/1/	/2/		/3/	
MINIMUM NATIONAL REQUIREMENTS				
Group A	To hold a "Doctor" educational and scientific degree in the relevant or a related field	50	Dr Petar Petrov holds a PhD degree in "Social Management," evidenced by Diploma No. 122 dated January 30, 2019	50
Group B	Monograph – an independent habilitation work	100	The candidate submitted a sole-authored habilitation work: the monograph 'Talent Management in an Academic Environment', published in 2026 by the University Press of "Science and Economics"	100
Group G	To have presented other original scientific publications – monographs (excluding the habilitation thesis), studies, articles, and papers.	200	Scientific publications separate from the primary habilitation work have been submitted, including a book based on the candidate's doctoral dissertation, articles and conference papers, publications in indexed journals, and individual chapters in edited monographs	319,99
Group D	Citations or reviews in scholarly publications refereed and indexed in Scopus and WoS, or in non-refereed journals subject to scholarly peer review; citations in monographs and edited volumes subject to scholarly peer review.	50	Citations in various categories of scientific publications are declared, along with two instances of academic peer review, which the candidate has included under this criterion	150
Group E	The candidates must have published educational materials, participated in or led international or national projects, and worked with doctoral students.	-	The candidate is a co-author of a textbook for students at the University of Economics – Varna. Participation in international and national research projects is also reported	
Total	MINIMUM NATIONAL REQUIREMENTS	400		619,99
ADDITIONAL QUANTITATIVE REQUIREMENTS OF IU – VARNA				
Group J	Monograph – an independent habilitation work	100	The submitted monograph, titled "Talent Management in an Academic Environment," has been discussed within the primary unit and is accompanied by the required reviews	100
Group Z	Total Group Z	55		60
	Studies, articles, or reports published in scientific journals refereed and indexed in Scopus and WoS (30/n points)	40	Two publications indexed in Scopus or Web of Science, as well as one study in an indexed publication, are presented	45
	Citations in scientific publications refereed and indexed in Scopus and WoS (15 pts.)	15	Citations of the candidate's publications in sources refereed and indexed in Scopus and Web of Science are reported	15
Group I	Participation in a national (15 pts) or international (20 pts) project; leadership of a national (30 pts) or international (40 pts) project	15	The candidate has participated in a national project and the international project TANDEM+, and has held a leadership role on behalf of the UE–Varna in the international project PROMINENCE	75
Art. 101 (2b)	To have held an academic position (assistant, chief assistant) at a higher education institution for at least 2 years.		Since 2019, the candidate has held the position of "Chief Assistant Professor" in the Department of Management and Administration at the UE–Varna. Over the last two	

			academic years, the candidate's teaching workload has included 445 hours for bachelor's degree students and 356 hours for master's degree students.	
Total	ADDITIONAL QUANTITATIVE REQUIREMENTS OF IU – VARNA	170		235

The documents and records submitted by Dr Petar Petrov confirm that he meets both the minimum national requirements and the additional quantitative requirements set by the University of Economics – Varna for the academic position of "Associate Professor". Regarding the minimum national requirements, the candidate has accumulated a total of 619.99 points (against a requirement of 400), while for the additional quantitative requirements of the UE–Varna, he has 235 points (against a minimum requirement of 170).

I view the results in group "G" – about research and publication activity – particularly favourably. The candidate presents 319.99 points against a requirement of 200. The same applies to group "I," which covers participation in and leadership of national and international research and educational projects, where he has 75 points against a requirement of 15. In group "Z," the candidate meets both the requirement for publications in journals indexed and referenced in Scopus and Web of Science (45 points against a minimum of 40) and the requirement for citations in such publications (15 points against a minimum of 15).

Based on the submitted documents and the assessment performed, I conclude that Chief Assistant Professor Dr Petar Petrov fulfils the formal requirements for the academic position of "Associate Professor" within the framework of the announced competition.

V. General description and assessment of the scientific works presented following the defense of the dissertation

5.1. Structural and quantitative characteristics of the scientific publications

Dr Petar Petrov is participating in the competition for the academic position of "Associate Professor" with a body of scientific and educational-methodological work comprising a total of 31 publications, excluding works related to his doctoral dissertation. The submitted publications are structured as follows: 4 monographs (12.9%), 1 study (3.2%), 8 scientific articles (25.8%), 17 scientific papers/conference proceedings (54.8%), and 1 university textbook (3.2%).

Of the submitted works, 12 (38.7%) are authored independently, while 19 (61.3%) are co-authored. According to the official list of publications, their total declared volume amounts to 1,014 standard typewritten pages, consisting of 628 pages of monographs, 25 pages of studies, 153 pages of scientific articles, 189 pages of scientific papers, and 19 pages of educational-methodological material.

The structure of the submitted scientific output demonstrates a combination of independent research and co-authored publications, including works in international scientific journals. I view the inclusion of monographs and publications in journals indexed and abstracted in Scopus and Web of Science positively, as these contribute to the international visibility of the candidate's research results.

5.2. Presentation of a monographic work or equivalent publications in specialized scientific journals

The habilitation thesis by Dr Petar Petrov, titled "Talent Management in an Academic Environment," was published in 2026 by the publishing house at the UE–Varna. The monograph is structured into an introduction, four chapters, a conclusion, appendices, and a bibliography.

This monographic study addresses a topical and significant issue: the possibilities for adapting and applying the concept of talent management within the higher education system. The work is characterized by a coherent research logic that integrates a theoretical conceptualization of talent

management, a comparative analysis of best practices in universities, and an empirical investigation into the conditions and opportunities for developing student talent.

A key scientific merit of the monograph is the proposed conceptual model for talent management in an academic environment, which is based on a systems approach and the interaction between the university, students, and the business sector. I also highly value the empirical foundation of the study, which encompasses surveys involving 965 students, 193 faculty members, and 91 business representatives. Examining the issue from the perspectives of these three stakeholder groups lends additional weight and validity to the conclusions and practical recommendations.

In my view, this monograph constitutes an independent and comprehensive scientific study with both theoretical and practical significance. Its findings contribute to the advancement of knowledge in the field of human resource management and outline opportunities for refining university policies and practices regarding the identification and development of student talent.

5.3. Content characteristics, thematic focus, and assessment of other research works and publications evaluated as a collective body

An analysis of the remaining research works submitted by Dr Petar Petrov for the competition reveals three main thematic areas:

The first area encompasses research in the fields of human resource management, work-related values, motivation, job satisfaction, and talent management. These works examine various aspects of human resource behaviour and development within an organizational environment, including the impact of organizational change and the specific characteristics of management practices.

The second area concerns *leadership, organizational effectiveness, and the management of organizations within a changing business environment*. This research is characterized by a diverse range of issues addressed and a concerted effort to link theoretical frameworks with concrete management practices.

The third area includes publications focused on the *management and development of higher education, innovative educational approaches, cross-cultural adaptation, and the interaction between universities and the business sector*. These works have a distinct applied focus and thematically complement the candidate's habilitation thesis.

Taken together, the submitted publications demonstrate a consistent evolution of Dr Petar Petrov's research interests, with a significant portion directly related to the academic field of the competition. I view the thematic diversity, the integration of theoretical and applied perspectives on the issues studied, and the candidate's participation in collaborative research with both Bulgarian and international authors as positive attributes.

5.4. Citations of the scientific publications submitted for the competition in national and international literature

The citation data provided by Chief Assistant Professor Dr Petar Petrov indicate that the results of his research activities are reflected in both national and international scientific literature. Citations have been identified in scholarly monographs and periodicals, including one instance in a publication indexed in Scopus and Web of Science.

As an additional indicator of the candidate's research activity, two instances of verified peer review for international scientific journals indexed in Scopus and Web of Science can also be noted.

I view the evidence of scholarly impact and the candidate's engagement with the international academic community positively; at the same time, I believe there is potential to further enhance the international visibility and citation rates of his publications.

VI. Evaluation of the candidate's teaching work with students

Chief Assistant Professor Dr Petar Petrov possesses extensive teaching experience at the University of Economics – Varna. According to the records provided for the 2024/2025 and 2025/2026 academic years, the candidate has completed a total of 801 hours of classroom teaching, comprising 445 hours at the bachelor's degree level and 356 hours at the master's degree level. This teaching load consists of 425 hours of lectures and 376 hours of seminars.

His teaching portfolio encompasses subjects such as "Human Resource Management," "Human Resource Management and Leadership," "Intercultural Competence and Leadership," "Economic Psychology," "Research Methods," "Intercultural Aspects in Business," and others. The thematic focus of these courses aligns with the profile of the announced competition and demonstrates the diversity of the candidate's teaching competencies.

I highly value Dr Petar Petrov's commitment to the practical training and professional development of students, including his role as coordinator of the university's business accelerator. His international teaching experience through the *Erasmus+* program, as well as his participation in joint initiatives within the international academic network *Dukenet*, has contributed to the exchange of educational practices and the expansion of his professional competencies. Furthermore, the candidate is a co-author of the university textbook "Human Resource Management," which supports the educational and methodological framework of the instruction provided. Based on the submitted documents, I provide a positive assessment of the teaching activities of Dr Petar Petrov. I consider that his teaching experience, professional qualifications, and commitment to the development of students meet the requirements for the academic position of "Associate Professor."

VII. Identification of the candidate's scientific contributions

Based on an analysis of the scientific works submitted for the competition and the summary of the candidate's contributions, I consider that the primary scientific results of Dr Petar Petrov can be summarized as follows:

1. Scientific contributions

- Theoretical frameworks regarding talent management in an academic environment have been systematized and enriched; a conceptual model has been proposed that accounts for the specificities of higher education and the interactions among key stakeholders.
- Theoretical and methodological aspects of research in the fields of work values, human resource management, and leadership have been expanded.

2. Scientific-applied contributions

- A methodology has been developed and tested for the empirical study of attitudes toward, and readiness for, the implementation of a talent management system within a university environment.
- Based on empirical research, correlations and generalizations have been derived concerning human resource management, organizational behaviour, and leadership.

3. Applied contributions

- Practical guidelines and recommendations have been formulated for the identification, development, and retention of talent, as well as for enhancing the interaction between universities and the business sector.

I view these contributions as the outcome of consistent research activity in the fields of human resource management and leadership. I attribute the greatest scientific significance to the conceptual model developed for talent management in an academic environment and its empirical substantiation. I consider that the presented scientific, applied-scientific, and applied results are significant and align with the thematic focus of the announced competition.

VIII. Participation in scientific projects and scientific forums

The submitted documents demonstrate that Chief Assistant Professor Dr P. Petrov possesses experience in national and international scientific and educational projects. Notable examples include "PROMINENCE – Promoting Mindful Encounters through Intercultural Competence and Experience" (under the Erasmus+ programme) and "TANDEM+" (under the EIT HEI initiative), as well as a national project supported by the "Publics' 22" programme of the National Culture Fund.

The candidate's scholarly activity is further evidenced by his participation in national and international academic forums, including the 18th International Scientific Conference "European Forum of Entrepreneurship 2025" (Prague, 2025) and the national round table "Sustainable Human Resource Management in the Contemporary Economic Reality" (Varna, 2019).

I view Dr P. Petrov's activities positively; they contribute to the expansion of his professional network, the development of his research competencies, and the dissemination of his research findings within both the national and international academic communities.

IX. Plagiarism

Based on my review and analysis of the scientific works submitted by Chief Assistant Professor Dr Petar Petrov for this competition, I have found no evidence of plagiarism or the unauthorized use of the scientific results of others. I am not aware of any instances of plagiarism in the candidate's scientific output that have been established through the proper official procedures.

X. Questions, critical remarks, and recommendations

I have no significant critical remarks regarding the scientific output presented by Chief Assistant Professor Dr Petar Petrov. As a recommendation for his future research activities, I would point to the need to expand his international publication activity and increase the citation rate of his scientific results.

XI. Conclusion

Based on an analysis of the submitted documents, as well as the scientific and pedagogical output and activities of Chief Assistant Professor Dr Petar Petrov, I conclude that the candidate meets both the national minimum requirements and the additional requirements set by the University of Economics – Varna for the academic position of "Associate Professor."

The submitted scholarly works contain scientific, applied-scientific, and practical contributions in the fields of human resource management, talent management, and leadership. The candidate's research activities, professional background, and teaching experience align with the thematic focus of the announced competition.

In light of the above, I provide a positive assessment of the candidacy of Chief Assistant Professor Dr Petar Krasimirov Petrov. I confidently recommend that the esteemed members of the Scientific Jury vote in favour of his appointment to the academic position of "Associate Professor" at the University of Economics – Varna, within Professional Field 3.7 "Administration and Management," and the scientific speciality "Social Management (Human Resource Management – Talent Management and Leadership)."

29.10.2026 r.
Varna

The statement is prepared by:
(Associate Professor D. Serafimova, PhD)

Заличена информация съгласно
ЗЗЛД и регламент (ЕС) 2016/ 679

ACADEMIC EVALUATION

1. General Information

Assoc. Prof. Dr. Dobrin Dobrev;

Basis for preparing this academic evaluation: a decision of the academic jury appointed by Order No. RD 06-153 / 15 September 2016 of the Rector of the University of Economics – Varna.

2. Information on the general topics and their respective fields

Field of higher education 3, "Social Sciences, Economics and Law"; professional field 3.7, "Administration and Management"; academic specialty "Social Management (Human Resource Management – Talent Management and Leadership)"; Faculty of Management, Department of Management and Administration; State Gazette, Issue 65/17 July 2026.

3. Candidate in the Competition

Chief Assistant Professor Dr. Petar Petrov. The candidate meets the minimum national requirements for the academic position of Associate Professor in the field of higher education for which the competition has been announced, pursuant to Article 2b(2) and (3) of the Act on the Development of the Academic Staff in the Republic of Bulgaria. The candidate meets the additional quantitative requirements of the University of Economics – Varna under Article 2b(5) of the same Act. The candidate also meets the requirements of Article 101 of the Regulations for the Development of the Academic Staff at the University of Economics – Varna.

4. Information about the Candidate:

- The candidate has held a doctoral degree in academic specialty number 05.02.20 - "Social Management", since October 2019;
- He was an Adjunct Assistant Professor at the University of Economics – Varna from 2010–2012 and 2017–2019;
- He was an Adjunct Assistant Professor at Varna University of Management from 2018–2020;
- He was an assistant lecturer at the University of Economics – Varna from 2012–2016;
- He worked at "RIVA HOLD" Ltd. from 2008–2011;
- His research interests are in management: human resource management, talent management, leadership, HR information systems, digital entrepreneurship, educational policies, etc.

5. Description of Scholarly Works

The research activities of Chief Assistant Professor Dr. P. Petrov are purposeful and insightful. The following works have been submitted:

- 4 monographs (two co-authored, one of which is indexed in Web of Science);
- 1 scholarly study, co-authored;
- 8 articles (6 co-authored, including one indexed in Web of Science and one in Scopus);
- 17 conference papers in total (8 single-authored).

In terms of content, the publications focus on two principal areas:

- Human resource management – active learning methods, talent, partnership networks, role-playing, motivation, intercultural differences, etc.;
- Management – innovative management tools, leadership, knowledge management, effectiveness, etc.

The monographic studies focus on talent, leadership, intellectual, and human resource management. Some of the publications correspond to the main research theses developed in the monographs.

The candidate's publications comply with Article 112(2) concerning the assessment of the linguistic and stylistic quality of academic works.

6. Identification of Contributions

The contributions of the candidate's research can be classified as scientific and applied scientific contributions. The scientific contributions include:

- An analysis of talent management literature – concepts, approaches, and a proposed original definition of "talent".
- A comprehensive study of talent management, including an international review and good practices.
- An examination of the relationships between work values and human resource management, as well as the effects of organizational change on employee attitudes. Recommendations for overcoming resistance and contemporary approaches to leadership have been systematized.
- A model for developing an innovative partnership network and sustainable university–business interaction, together with mechanisms for communication, engagement and financing, effectiveness criteria, and quantitative and qualitative indicators.

The applied scientific contributions include:

- An original conceptual model for talent management in an academic environment, identifying links between talent management, teaching quality, and research activity.
- An empirical study of job satisfaction, the role of the immediate supervisor, compensation mechanisms, and "atypical relationships" between workload and satisfaction in specific professions.
- An empirical study of the need to establish a university–business cooperation network and of the willingness of lecturers, business organizations, and students to participate actively (forming the basis for the design of the UEBN online platform at the University of Economics – Varna).
- Contemporary tools for improving and assessing leadership competencies, an applied framework for developing global leaders, and identification of leadership trends in modern conditions and multicultural teams.
 - Recommendations for establishing employee support systems – workload balance, allocation of activities in line with objectives, staff appraisal, motivation, remuneration systems, etc. Programs for developing line managers have also been proposed.
- A study of the role and place of Bulgarian community cultural centers, with recommendations for attracting users through communication channels and partnerships.

The candidate has a sufficient number of citations and publications indexed in prestigious databases, ensuring usefulness and recognition.

7. Participation in Research Projects and Academic Forums

Chief Assistant Professor Dr. P. Petrov demonstrates a high level of project activity. He has participated in 11 research projects, four of which were international. He has led two projects, served as an expert in six, a trainer in three, and an implementer in one. The projects are related to his research interests and professional experience:

- sustainable systems for competence building and career development, human resource management, and soft skills;
- sustainable university–business cooperation, curriculum design, and educational mobility;
- entrepreneurship, innovation, regional ecosystems, and start-up initiatives;
- the international master's programme in intercultural business, "Magellan".

The research is related to the subject of the competition.

He has participated in nine training courses. He is a member of:

- the Union of Scientists in Bulgaria;
- the Bulgarian Association for People Management (BAPM);
- the Alumni Association of the University of Economics – Varna.

He participates in organizing committees of academic forums and carries out consulting and expert activities in education, innovation, and human resource management.

8. Teaching Activities

Petar Petrov began his teaching career as a junior assistant lecturer at the University of Economics – Varna in 2010. The principal courses for which he delivers lectures and seminars include:

- Bachelor's degree level – Human Resource Management (in Bulgarian and English), Online Entrepreneurship, Intercultural Competence and Leadership, Entrepreneurial Marketing, Innovation and Digital Transformations, Economic Psychology, Corporate Culture, International Human Resource Management and Quality, etc.
- Master's degree level – Start-up Consulting, Digital Technologies in Education Management, Human Resource Management and Leadership (in English), Intercultural Aspects (in English), Human Resources in International Business, Personnel Management, etc.
- Erasmus Programme (in English) – Talent Management, Online Research Methods, Organizational Behaviour.

His classroom and non-classroom teaching workload is at or above 100%. He participates in developing curricula and course syllabi for the Department of Management and Administration and for degree programs at the University of Economics – Varna.

For the purposes of teaching and the courses he delivers, he has developed his own lecture materials and contributed to the publication of a textbook. Chief Assistant Professor Dr. P. Petrov is an experienced lecturer with proven teaching abilities. His teaching style is clear, demanding, and principled. He maintains professional and respectful relations with colleagues, university partners, and students. He uses modern technologies and teaching methods, encourages student

participation, and combines strong theoretical preparation with innovation and practical experience. He works purposefully with graduating students as a thesis supervisor and reviewer.

Throughout his professional development, Dr. P. Petrov has undertaken international teaching activities, delivering lectures through:

- three Erasmus teaching mobilities – University of Economics in Bratislava, University of Economics in Bucharest, and Aschaffenburg University of Applied Sciences;
- guest lectures at the University of Economics in Katowice (Poland) and Université Savoie Mont Blanc – Annecy (France);
- training sessions and online seminars at foreign educational institutions.

He serves as a trainer at seminars and workshops under various projects. He maintains his teaching expertise through periodic training at universities abroad.

9. Plagiarism

No plagiarism, use of inaccurate data, and/or improper referencing of other scholars' work has been observed in the teaching and research activities of Chief Assistant Professor Dr. Petar Petrov.

Questions or Critical Remarks for the Candidate – None.

10. Conclusion

The candidate has provided comprehensive, sufficient, and verifiable information about his teaching and research achievements. In view of the overall teaching and research activities of Chief Assistant Professor Dr. Petar Petrov in management, human resources, digital technologies, education, talent, partnerships, intercultural differences, etc., I give a positive assessment and recommend that the esteemed members of the academic jury support his candidacy for the academic position of Associate Professor in professional field 3.7, "Administration and Management", academic specialty "Social Management" (Human Resource Management – Talent Management and Leadership), at the University of Economics – Varna.

14 October 2026

Заличена информация съгласно
ЗЗЛД и регламент (ЕС) 2016/ 679
Evaluation
/Assoc. Prof. Dr. D.



OPINION

Вх. № 7220-1951/26.10.2026

on the competition for the academic position of "Associate Professor"
announced by the University of Economics – Varna

1. General Information

- **Prepared by:** Assoc. Prof. Radka Petrova Ivanova, PhD, lecturer in the Department "Management and Administration" at the UE – Varna, Associate Professor in Professional Field 3.7. Administration and Management, Scientific Specialty 05.02.20 Social Management (Innovation Management and Quality Management).
- **Basis for preparing the opinion:** This opinion is prepared based on Order of the Rector of the University of Economics – Varna No. RD-06-153/15.09.2026 regarding the composition of the Scientific Jury for the competition for the academic position "Associate Professor" and a decision of the Scientific Jury taken at the first meeting on 28.09.2026.

2. Information about the Competition

The competition for the academic position "Associate Professor" in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.7. Administration and Management, Scientific specialty "Social Management (Human Resource Management – Talent Management and Leadership)" has been announced for the needs of the Department of Management and Administration by the Faculty "Management" at the University of Economics – Varna and has been announced in State Gazette No. 65/17.07.2026.

3. Candidate in the Competition

The only candidate in the competition is Chief Assist. Prof. Petar Krasimirov Petrov, PhD, lecturer at the Department of Management and Administration at the University of Economics – Varna since 2012.

The candidate fulfills the minimum national requirements for occupying the academic position "Associate Professor" in the professional field of the announced competition. It also exceeds the additional quantitative requirements of the University of Economics – Varna. Fulfills the requirements in Art. 101 of the Regulations for the Development of the Academic Staff of the UE – Varna.

4. Candidate Details

Senior Assistant Professor Dr. Petar Petrov graduated from the University of Economics – Varna in 2008 with a major in Marketing and a minor in Business Administration. He continued his studies at the same university and in 2009 received a Master's degree in Management. In 2019, he obtained a Doctorate in Social Management, Department of Management and Administration at the University of Economics – Varna.

Petar Petrov began his professional development in 2009 as a business planning consultant and client organizer in yacht tourism. He started his teaching career in 2010 as a part-time assistant at the University of Economics – Varna, and since December 2012 he has been a full-time assistant at the Department of Management and Administration of the same university. He became a senior assistant in June 2019. During the period 2018-2020 he also



taught at the University of Management. In addition to being a lecturer, he also holds administrative, including managerial, positions at the University of Economics - Varna - Accreditation Expert at the Management Analyses and Rating Systems Sector (2017-2019), Deputy Director of the Center for Electronic and Distance Learning, and since September 2021 he has been a Business Accelerator Coordinator.

The areas of scientific interest of the Senior Asst. Prof. Dr. Petar Petrov are in the field of the announced competition, namely: human resource management, human resource management information systems, intercultural competencies, leadership, online entrepreneurship, talent management and fully correspond to the scientific specialty of the competition "Social Management (Human Relations Management - Talent Management and Leadership)". All publications of the candidate submitted for participation in the competition are also in full accordance with this scientific specialty.

I would like to share my wonderful personal impressions from my long-term work with Asst. Prof. Dr. Petar Petrov. He is responsible and responsive in his work with colleagues and students. He precisely fulfills the tasks assigned to him of a teaching and administrative nature.

5. Description of Scientific Works

Senior Asst. Prof. Dr. Petar Petrov participated in the academic competition with 31 scientific publications. The required number of points to fulfill the minimum national requirements from the Appendix to Art. 1a, para. 1 of the Regulations for the Implementation of the Academic Staff Development Act in Bulgaria is 400 points, and the actual performance by the candidate is **619.99 points**, complying with the requirements of the Regulations for the Development of Academic Staff and the corresponding quantitative requirements for occupying the academic position of "Associate Professor" at the University Of Economics - Varna.

For his participation in the competition, Senior Asst. Prof. Dr. Petar Petrov presents the following scientific publications:

- **Main habilitation thesis** (independent monograph) with the title "Talent Management in an Academic Environment". The monograph is published in a specialized scientific publication - monographic library "Prof. Tsani Kalyandzhiev" at the "Science and Economics" publishing house at the University of Economics - Varna. It was discussed at a meeting of the primary unit and reviewed by two habilitated academics. The topic of the monographic thesis fully corresponds to the scientific specialty of the academic competition.
- 1 independent monograph and 2 monographs in co-authorship.
- 1 study in co-authorship.
- 8 articles, of which 2 independent and 6 in co-authorship.
- 17 scientific reports of which 8 independent and 9 in co-authorship.
- 1 textbook in co-authorship.

Two of the co-authored articles are indexed in the Scopus database, and the remaining publications are included in the National Reference List of Contemporary Bulgarian Scientific Publications with Scientific Review, as well as in foreign publications. The publications of Senior Asst. Prof. Dr. Petar Petrov show that he can carry out independent scientific research,



as well as work successfully in a team (about 61% of the total number of publications are co-authored).

The scientific works are dedicated to the current economic and management problems and correspond to the scientific specialty of the selection procedure. In terms of quality, they are characterized by thoroughness, analytical thinking, purposefulness, logical structure and style. The publications submitted for the competition do not repeat those for the acquisition of the "Doctorate degree".

6. Identifying Contributions

In the publications of Senior Asst. Prof. Dr. Petar Petrov, significant original contributions are identified. I fully accept the contributions presented by him, summarized in two categories – scientific and scientific-applied contributions in several areas:

- talent management in an academic environment;
- human resources management and work values;
- leadership and intercultural competence;
- entrepreneurship and university-business partnership;
- higher education, e-learning and cultural and educational institutions.

From the report submitted by Senior Asst. Prof. Dr. Petar Petrov for available citations, it can be seen that their declared number is 22, with 1 of them being in the Scopus and Web of Science databases. With 50 points required to fulfill the minimum national requirements for holding the academic position of "Associate Professor", he holds **150 points** from the citations of his scientific works. Currently, there is an h-index of 3 in Google Scholar and an h-index of 1 in Scopus, which is evidence of interest in the candidate's scientific works by other researchers.

7. Participation in Scientific Projects and Scientific Forums

The provided references from Senior Asst. Prof. Dr. Petar Petrov show his project activity. Three participations in national scientific and educational projects are reported:

- PUB-2022-10 "Research, inclusion and expansion of new audiences - building an intercultural and educational bridge between Bulgarian community centers and museums". "Audiences'22" program, National Fund "Culture". Role: Research Expert. Period: 01.02.2023 - 30.04.2023. Result: study + monograph.
- EIT HEI Initiative "Tandem+: Transformation, Acceleration, Networking, Development, Entrepreneurial Education and Mentoring+". Role: Expert. Period: 07/01/2021 - 07/31/2023. Funding organization: European Institute of Innovation and Technology (EIT), EU. Partners - an international consortium. Result: international alliance for entrepreneurial education (Start for Future).
- 2017-1-HU01-KA203-035918 "PROMOTING MINDFUL ENCOUNTERS THROUGH INTERCULTURAL COMPETENCE AND EXPERIENCE" (PROMINENCE). Role: manager and expert from the UE - Varna (coordinator in the institutional team). Period: 01.09.2017 - 31.08.2020. Funding organization: Erasmus+ KA203 Strategic Partnerships (EACEA, EU). International Consortium. Result: digital platform <https://www.prominenceproject.eu/>, new course "Intercultural Competence and Leadership" at UE - Varna.



In addition, Senior Associate Professor Petar Petrov, Ph.D., carries out expert and consulting activities, which also have an educational nature. Evidence was provided for 7 such activities. Their nature corresponds to the direction of the scientific specialty of the selection procedure.

8. Teaching Work

Senior Assistant Professor Dr. Petar Petrov has 26 years of experience as a lecturer at the University of Varna, where he has taught 15 disciplines in the Bachelor's and 11 disciplines in the Master's programs, some of which are in English. He teaches 5 disciplines to foreign students under the Erasmus program at the University of Economics - Varna and at Varna University of Management. The successful teaching work of Senior Assistant Professor Dr. Petar Petrov is evidenced by the graduates who successfully defended their theses under his supervision (56 students) in the Bachelor's and Master's programs, as well as the reviews prepared (48). He participated as an academic mentor in PROJECT BG05M20P001-2.002-0001 of the Ministry of Education and Science "Student Practices", funded by the Operational Programme "Science and Education for Smart Growth". The serious commitment of Senior Assistant Professor deserves to be highly appreciated. His devotion to the international intensive programs for students, in which he participates as a mentor and accompanies them, must be highly evaluated. For the period March 2023 - May 2026, he took part in:

- Dukenet Spring Mark strat Challenge 2023 at the University of Kassel (Germany) – March 2023
- GoLiteToLead Intensive Programme at the University of Debrecen (Hungary) – May 2023
- Prominence IP at the University of Economics in Bratislava (Slovakia) – November 2023
- Dukenet Winter Mark strat 2024 at the University of Bucharest (Romania) – January 2024
- GoLiteToLead Intensive Programme at the University of Debrecen (Hungary) – April 2024
- Organizer of Prominence IP at UE - Varna (Bulgaria) - November 2024
- Cross-Cultural Management and Psychological Safety at Newton University Prague (Czech Republic) – February 2025
- Dukenet Markstrat Marketing Simulation Game at CEU Cardenal Herrera University, Valencia (Spain) – May 2025
- Prominence IP at the University of Economics in Bratislava (Slovakia) – November 2025
- Leadership & Global Entrepreneurship in a World of AI at Newton University Prague (Czech Republic) – February 2026
- Organizer of UEVA Sustainability Challenge at UE - Varna (Bulgaria) - March 2026
- Organizer of Dukenet Spring Marketing Simulation 2026 at UE - Varna (Bulgaria) - May 2026
- Global Master School – Doing Business in Europe at Technical University Aschaffenburg (Germany) – May 2026.



Sr. Asst. Prof. Dr. Petar Petrov has implemented three mobilities for the purpose of teaching under the Erasmus+ program, as well as being a lecturer in various trainings for teachers, including jointly with foreign universities.

Sr. Asst. Prof. Dr. Petar Petrov also lead a practical seminar for doctoral students and young scientists on the topic "Techniques of writing research papers" at the University of Economics - Varna (June 13-17, 2022). He has also participated as a lecturer in the qualification "Human Resources Management" at the Vocational Training College at the University of Varna (discipline "Information Systems for Human Resources Management") since 2019, as well as lecturer in the qualification "Pedagogy" at the Vocational Training College at the University of Varna (disciplines "Support and Development of Educational Institutions" and "Competency Approach and Innovations in Education") since 2022.

I highly appreciate the fact that Senior Asst. Prof. Dr. Petar Petrov also works towards improving his own competencies and qualifications. Proof of this is the reported participations in specializations and teacher training programs.

9. Plagiarism

In the scientific works of Ch. Assistant Professor Petar Petrov have not been proven any plagiarism according to the law. The applicant has provided a declaration of originality.

10. Questions and Critical Notes

Recommendation:

I recommend that the candidate continue to build on the development of his research activities in the areas of: human resource management, including information systems, talent management, leadership, online research, digital entrepreneurship, educational policies and practices, including the preparation of educational literature in the specified areas.

11. Conclusion

Considering the documents provided and my personal impressions of the work of Senior Assistant Professor Dr. Petar Petrov, I dare to assert that he has all the necessary achievements in the scientific, educational and administrative work of the university, which are necessary to hold the academic position of "Associate Professor".

On the basis of the established fulfillment of the Minimum National Requirements for occupying the academic position of "Associate Professor" and the additional quantitative requirements for occupying this position at the University of Economics – Varna, I declare my positive opinion and propose to the esteemed members of the Scientific Jury to vote FOR occupying the academic position of "Associate Professor" in professional field 3.7. Administration and Management, Scientific specialty "Social Management (Human Resource Management – Talent Management and Leadership)" by the candidate in the competition Chief. Assist. Prof. Petyr Krasimirov Petrov, PhD.

Заличена информация съгласно
ЗЗЛД и регламент (ЕС) 2016/ 679

October 26, 2026
Varna

Prepared by opinion: ...
(Assos. Prof. Dr. Radka P. Ivanova)

OPPINION

1. General Information

Prepared by: Assoc. Prof. Irena Emilova Lyubenova, PhD, Scientific Specialization – "Social Management", Faculty of Management and Marketing, Department of Management, D. A. Tsenov Academy of Economics – Svishtov

Grounds for the opinion: This opinion has been prepared regarding the competition for the academic position of "Associate Professor" in professional field 3.7. "Administration and Management", scientific specialization "Social Management (Human Resource Management – Talent Management and Leadership)" at the University of Economics (UE) – Varna.

I am participating in the Scientific Jury for the competition pursuant to Order No. RD 06-153/September 15, 2026, of the Rector of UE – Varna. The opinion has been prepared in accordance with the decision of the Scientific Jury taken at its first meeting held on September 28, 2026.

2. Information on the Competition

The competition was announced in the State Gazette, Issue No. 65/July 17, 2026, for the academic position of "Associate Professor" in Higher Education Area 3. Social, Economic and Legal Sciences; Professional Field 3.7. "Administration and Management", Scientific Specialization "Social Management (Human Resource Management – Talent Management and Leadership)" for the needs of the Department of Management and Administration, Faculty of Management at the University of Economics – Varna.

3. Candidate in the Competition

Only one candidate is participating in the competition for the academic position of "Associate Professor": **Chief Assistant Professor Petar Krasimirov**

Petrov, PhD, full-time lecturer in the Department of Management and Administration at the Faculty of Management, UE – Varna.

The required minimum number of points under the Minimum National Requirements pursuant to Art. 2b, Para. 2 and 3 of the Development of Academic Staff in the Republic of Bulgaria Act (DASRBA) has been achieved.

The compliance with the quantitative requirements for holding the academic position of "Associate Professor" at the University of Economics – Varna, as specified in the Regulations for the Development of the Academic Staff at UE – Varna pursuant to Art. 2b, Para. 5 of the DASRBA, has also been fulfilled.

Chief Assistant Professor Petar Krasimirov Petrov, PhD, exceeds the minimum national requirements for the academic position of "Associate Professor" in Higher Education Area 3. Social, Economic and Legal Sciences, in which the competition has been announced. He also meets the additional quantitative requirements of UE – Varna pursuant to Art. 2b, Para. 5 of the Development of Academic Staff in the Republic of Bulgaria Act (DASRBA) and satisfies the criteria set out in Art. 101 of the Regulations for the Development of the Academic Staff at UE – Varna.

4. Data on the Candidate

Chief Assistant Professor Petar Krasimirov Petrov, PhD, graduated from the University of Economics – Varna in 2008 with Bachelor's degrees in "Marketing" and "Business Administration". In 2009, he obtained a Master's degree in "Management" at the University of Economics – Varna.

In the period from April 2008 to July 2011, he worked as a "Customer Relations Organizer" at "Riva Hold" Ltd., Varna. From July 2009 to October 2009, he worked as a "Consultant" at the "Partnership for Marketing Development" Association, Varna. From December 2010 to June 2012, he was a Part-time Assistant Professor in the Department of Management and Administration at the University of Economics – Varna. From December 2012 to December 2016, he held the academic position of "Assistant Professor" in the Department of Management and Administration. In the period from February 2017 to May 2019, he was a Part-time Assistant Professor at the University of Economics – Varna, and from January 2018

to May 2020, he was also a Part-time Assistant Professor at the Varna University of Management. In 2019, he acquired the educational and scientific degree of "Doctor" (PhD) in the scientific specialization "Social Management" (Diploma No. 122/January 30, 2019) with a doctoral dissertation titled: *"The Relation 'Work Values – Attitudes Towards Human Resource Management Activities' (The Case of Airport Operators)"*. From June 2019 to the present, he has held the academic position of "Chief Assistant Professor" in the Department of Management and Administration at the University of Economics – Varna.

At the University of Economics – Varna, Chief Assistant Professor Petar Petrov, PhD, has held the following positions: "Deputy Director of the Center for Electronic and Distance Learning" in the period December 2014 – August 2021; "Accreditation Expert" in the Management Analysis and Rating Systems Department from January 2017 to May 2019; and "Business Accelerator Coordinator" from September 2021 to the present.

Chief Assistant Professor Petar Petrov, PhD, is a member of the Union of Scientists in Bulgaria; Member of the Bulgarian Association for People Management (BAPM); Member of the Alumni Association of the University of Economics – Varna.

Throughout his professional development, the candidate has participated in numerous training courses, qualification initiatives, and international programs aimed at the continuous enhancement of his professional and academic competencies, including in the areas of teaching and research, communication skills, innovative educational technologies, international business, strategic management, and quality management.

5. Description of the Scientific Works

The candidate meets the requirement under Art. 24, Para. 1, Item 3 of the DASRBA regarding the submission of a published monographic work. Chief Assistant Professor Petar Krasimirov Petrov, PhD, has published a monographic work titled: "Talent Management in an Academic Environment" (301 pp.), which was discussed at meetings of the Department of Management and Administration at UE – Varna, peer-reviewed by two reviewers, and published by a specialized

academic publishing house – "Prof. Tsani Kalyandzhiev" Library, "Science and Economy" University Publishing House, Varna.

Chief Assistant Professor Petar Krasimirov Petrov, PhD, meets the minimum national requirements in Area 3. "Social, Economic and Legal Sciences", pursuant to Art. 2b, Para. 2 and 3 of the DASRBA and the Regulations for the Application of the DASRBA (Appendix to Art. 1a, Para. 1).

Of the submitted publications, 3 publications (co-authored) are published in scientific journals indexed and refereed in world-renowned databases of scientific information (Scopus and Web of Science).

All publications are well-structured, written in an academic and professional yet accessible and clear style. The authenticity of the works and the candidate's personal contribution are indisputable. The publications submitted for review are fully relevant to the subject matter, scope, and scientific specialization, which gives me reason to highly appreciate the candidate's scientific output and its compliance with the requirements for holding the academic position of "Associate Professor".

Chief Assistant Professor Petar Krasimirov Petrov, PhD, has submitted a declaration of originality of the scientific works.

6. Identification of Contributions

Chief Assistant Professor Petar Krasimirov Petrov, PhD, has submitted a "Report on Scientific and Scientifically Applied Contributions". They are a true reflection of his publications, and I accept them as formulated by the candidate.

I consider that the scientific fields whose knowledge has been enriched and further developed are primarily related to talent management in an academic environment, human resource management, leadership, and intercultural competence.

Within these domains, theoretical frameworks have been expanded and new practical approaches have been added, enabling a deeper understanding of organizational processes. In this way, a more comprehensive and modern perspective on management as both a science and a practice are achieved. I note that understandings in the field of entrepreneurship and university–business partnership have been enhanced, as well as in the field of higher education, e-learning, and

cultural and educational institutions: In this sense, the relationship between individual behavior and overall organizational outcomes is articulated more clearly, allowing for better planning, more effective leadership, and more successful achievement of goals. Thus, knowledge of human resource management becomes an essential foundation for modern management, which is not limited solely to structures and strategies, but places the individual at the center of the managerial process.

7. Evaluation of Citations

From the presented citation report, it is established that Chief Assistant Professor Petar Krasimirov Petrov, PhD, has been cited as follows: in scientific journals indexed and refereed in Scopus and Web of Science – 3 citations of 15 points each (45 points) – (Group D-11 – 45 pts); in peer-reviewed monographs and collective volumes as follows: in 2 monographs – 2 citations of 10 points each (20 points) – (Group D-12 – 20 pts); citations in non-refereed peer-reviewed journals: 17 citations of 5 points each – 85 points – (Group D-13 – 85 pts). Total points under Group D amount to 150 points. In conclusion, it can be stated that the citation requirements (Group D – minimum 50 pts) are significantly exceeded.

8. Participation in Scientific Projects and Scientific Forums

The candidate has participated in numerous projects, including an international project. From the submitted documents concerning project participation after the defense of the doctoral dissertation, it is evident that his involvement spans various positions and has yielded distinct outcomes. The additional requirements of the Regulations for the Development of the Academic Staff at UE – Varna regarding mandatory projects have been fulfilled. The following can be highlighted: *Participation in a National Scientific or Educational Project*: PUB-2022-10 "Research, Inclusion, and Expansion of New Audiences – Building an Intercultural and Educational Bridge Between Bulgarian Chitalishta and Museums". Program "Audiences '22", National Culture Fund. Role: Research Expert. Result: Study + Monograph; *Participation in an International Scientific or Educational Project*: EIT HEI Initiative "Tandem+: Transformation, Acceleration, Networking, Development,

Entrepreneurial Education and Mentoring+". Role: Expert. Funding Organization: European Institute of Innovation and Technology (EIT), EU. Partners: International consortium. Result: International alliance for entrepreneurial education (Start for Future); *Leadership of an International Scientific or Educational Project*: 2017-1-HU01-KA203-035918 "PROMOTING MINDFUL ENCOUNTERS THROUGH INTERCULTURAL COMPETENCE AND EXPERIENCE" (PROMINENCE). Role: Project Manager and Expert on behalf of UE – Varna (Coordinator of the institutional team). Funding Organization: Erasmus+ KA203 Strategic Partnerships (EACEA, EU). Partners: International consortium. Result: Digital platform <https://www.prominenceproject.eu/>, new course unit "Intercultural Competence and Leadership" at UE – Varna.

Chief Assistant Professor Petar Krasimirov Petrov, PhD, actively participates in national and international scientific forums, where reports on the subject matter of the competition have been presented.

9. Teaching Activity

From the attached workload reports for the Bachelor's and Master's degree levels of **Chief Assistant Professor Petar Krasimirov Petrov, PhD**, for the academic years 2024/2025 – 2025/2026, prepared by the "Educational Activity and Students" Department at UE – Varna, an intensive engagement of the candidate in the educational process is evident. The candidate meets the requirements of the Regulations for the Application of the Development of Academic Staff Act (RADASA) at UE – Varna and the requirement of Art. 24, Para. 1, Item 2 of the DASRBA regarding the required length of academic service.

The documents provided by the candidate concerning developed and taught lecture courses show that he participates in both Bachelor's and Master's degree levels of instruction, including courses developed in English. The course units are supported by one textbook (co-authored).

The provided reference documents testify to the candidate's substantial experience in academic teaching and his active work with students.

10. Plagiarism

I do not ascertain any presence of plagiarism, inaccurate data, and/or improper citation of external scientific works.

11. Questions and Critical Remarks to the Candidate

I do not ascertain any significant weaknesses, and I have no critical remarks regarding the materials submitted for participation in the competition.

My recommendations are directed toward maintaining and sustainably preserving the achieved high level of publication activity, as well as continuing the demonstrated professional dedication and commitment to the University of Economics – Varna.

12. Conclusion

The submitted documents, the overview of publications, and the data from the attached reports for the competition, presented by the candidate **Chief Assistant Professor Petar Krasimirov Petrov, PhD**, for occupying the academic position of "Associate Professor" in Professional Field: 3.7. Administration and Management, Scientific Specialization: "Social Management (Human Resource Management – Talent Management and Leadership)", fully comply with the requirements of the DASRBA, the Regulations for the Application of the DASRBA, and the Regulations for the Development of the Academic Staff at UE – Varna for occupying the academic position of "Associate Professor".

All of this gives me reason to issue a decisive positive evaluation and to vote "**FOR**" awarding the academic position of "Associate Professor" in the scientific specialization "Social Management", and to recommend that the esteemed members of the Scientific Jury support this decision.

October 19, 2026
Svishtov

Prepared the opinion:

(Assoc. Prof. Irena Emilova, PhD)

Заличена информация съгласно
ЗЗЛД и регламент (ЕС) 2016/ 679



OPINION

Regarding the procedure for filling the academic position of "associate professor" in professional field 3.7, Administration and Management, scientific specialty "Social Management (Human Resource Management – Talent Management and Leadership)"

General Information

Prepared the opinion: Prof. Dr. Velislava Nikolaeva, VFU "Chernorizets Hrabar"

Basis for Preparing the Opinion: Decision of the academic jury appointed by Order of the Rector of the University of Economics – Varna No. RD 06-153/September 15, 2026, and decision of the Faculty Council of the Faculty of Management, Minutes No. 37 of September 9, 2026

Candidate's Name: PETAR KRASIMIROV PETROV

Information about the competition: The competition for the academic position of "associate professor" in professional field 3.7. Administration and Management, scientific specialty "Social Management (Human Resource Management – Talent Management and Leadership)," has been announced in the State Gazette, Issue 65, dated July 17, 2026.

Candidate in the competition: The sole candidate in the competition announced for the academic position of "associate professor" is Petar Petrov. A review of the documents submitted as part of the competition procedure shows that he more than meets:

- the regulatory requirements in the field of higher education in which the competition was announced, pursuant to Article 2b, paragraphs 2 and 3 of the Law on the Development of the Academic Staff in the Republic of Bulgaria (LDASRB) and Article 101 of the Regulations on the Development of Academic Staff at the University of Economics – Varna ;
- the additional quantitative requirements of the University of Economics – Varna under Article 2b, paragraph 5 of the Law on the Development of Academic Staff in the Republic of Bulgaria..

Candidate Information: Candidate Petar Petrov earned his doctoral degree in the professional field 3.7. Administration and Management, in the scientific specialty "Social Management," at the University of Economics – Varna, where he also completed his master's degree (specializing in "Management") and his bachelor's degree (specializing in "Business Administration" and "Marketing").

It is noteworthy that throughout nearly his entire professional career, he has held teaching positions, engaged in research, and, concurrently, held several undoubtedly responsible administrative positions, most of which were at the University of Economics – Varna.

In addition to the higher education degrees listed above (bachelor's, master's, and doctorate), Petar Petrov has participated in a number of training programs leading to postgraduate qualifications, such as: foreign language proficiency training (3), training as an internal auditor of quality management systems in accordance with the requirements of ISO 9001:2015 and ISO 19011:2011, and training to improve communication, presentation, practical, and teaching skills (5).

The number of courses he has taught throughout his professional career is also impressive; most of these were taught in English at the bachelor's and master's levels. Senior Assistant Professor Dr. Petrov



also has experience in teacher training: he has taught at foreign universities as a visiting lecturer, served on various examination committees, has supervised bachelor's and master's theses, and has served as a mentor and tutor to students, which, together with his other professional commitments and interests, establishes him as a highly competent, qualified, and responsible specialist.

He is fluent in English (C1 level) and German (A2 level).

Description of the Research Papers

The candidate's stated research interests are in the fields of human resource management, talent management, leadership, human resource management information systems, the design and implementation of online surveys, digital entrepreneurship, and educational policies and practices. All of the training programs listed in which he has participated as a trainee, as well as those in which he has served as an instructor, are directly related to the areas of research interest he has specified.

To participate in the announced competition for the academic position of "associate professor," Petar Petrov submits a list of 36 publications (document 4-08.03.16FM) related to his overall publishing activity, including scientific articles – 10; (7 of which are co-authored); scientific reports – 21; (11 of which are not co-authored); textbooks – 1 (1 co-authored); monographs and studies – 4 (3 co-authored).

Of these, 20 publications appeared in peer-reviewed and indexed journals; of these, 1 publication is in Web of Science and 2 are in Scopus. Thirteen of these publications are in a foreign language. Thirty-one of the publications are directly related to the announced competitive selection process and have not been submitted to other procedures to date. (Document 4-08.03.16FM, Table 1)

Although only one monograph is listed in Section C of the submitted scientometric report, the candidate declares four monographs – two authored independently and two co-authored. I assume this is due to the additional requirements of the University of Economics – Varna. In the competitive selection process, he also submitted one study (co-authored), 8 articles (6 co-authored), 17 conference papers (9 co-authored), and 1 co-authored textbook, which, according to the Law on the Development of Academic Staff, is not required for appointment to the academic position of "associate professor."

The report on the scientometric indicators of candidate Petar Petrov for the academic position of "associate professor" shows that he exceeds the minimum requirements by more than 50 percent, which, in light of his overall performance, confirms his indisputable qualities as a researcher.

Section	Required number of points	Total points scored
A	50	50
B	-	
C	100	100
D	200	319,99
E	50	150
Total	400	619,99
Additional Indicators for the University of Economics-Varna (Law on the Development of Academic Staff in the Republic of Bulgaria, Article 2b, Paragraph 5), amended by Group "I" of the Academic Council – June 26, 2025		
Zh	100	100
Z	55	90
I	15	80
Total	170	270



As can be seen from the report, the candidate also meets the additional requirements of the University of Economics – Varna, pursuant to Article 2b, paragraph 5 of the Law on the Academic Staff of Bulgarian Higher Education Institutions.

The total volume of Senior Assistant Professor Dr. Petar Petrov's scholarly output is 1,014 pages. Of these, 613 are entirely independent publications, while 401 are part of various collaborative works. The total number of independent publications is 12, and the number of co-authored publications is 19. This is understandable, given that the candidate currently holds the position of "senior assistant professor."

The monograph submitted as part of the competitive procedure is in full compliance with the requirements of Article 112(2) of the Regulations on the Development of Academic Staff at the University of Economics – Varna and with the requirements of the Regulations on the Implementation of the Law on the Development of Academic Staff in the Republic of Bulgaria. "Talent Management in an Academic Environment" (2026) is a comprehensive study combining in-depth theoretical analysis, an international review of best practices, and an original empirical study at the University of Economics – Varna (involving 965 students, 193 faculty members, and 91 business representatives). The study developed an original conceptual model for student talent management that integrates identification, development, collaboration with employers, and academic and career support.

Particularly noteworthy are: his publication on "Hidden Champions of Bulgaria" (Springer, 2026) and the recommendations he formulated for universities, governments, and financial institutions to support niche leaders; The independent monograph in which Petar Petrov examines the relationship between work values and attitudes toward human resource management in an organizational context (using "Fraport Twin Star Airport Management" AD as a case study), as well as his study of the impact of organizational changes on attitudes toward HRM activities and job satisfaction; His contribution to a collective monograph, which presents a three-stage study of 229 respondents on the role of community centers in contemporary society and the potential for partnerships with museums; His research on the challenges and ongoing processes in a multicultural environment; The establishment of partnership networks between universities and businesses; The specifics of entrepreneurship and leadership.

All of the presented publications are of significant scientific value. They are meticulously and accurately researched. The scientific work is written in a high-quality academic style, and the presented publications fully correspond to the theme of the announced competition.

Identifying Contributions

In the scholarly work submitted for the competition, the candidate demonstrates in-depth theoretical knowledge, supported by a well-argued applied focus. I agree that his contributions can be summarized in the five main areas he himself has identified:

1. Talent Management in an Academic Environment (leading contribution)

A major theoretical contribution is the conceptual model developed for talent management in universities, which integrates students, faculty, and business, as well as the author's proposed definition of "talent." A critical analysis of contemporary schools of thought in the field of talent management has been conducted.

A significant applied contribution is the comprehensive methodology for assessing readiness for talent management – developed and validated in practice – based on an empirical study at the University of Economics – Varna. Specific recommendations for creating a "talent portfolio" as a tool for tracking student development have been synthesized and systematized.

2. Human Resource Management and Work Values in the Workplace

Theoretical contribution: Theoretical knowledge regarding the relationship between specific HR practices (recruitment, evaluation, retention) and work values has been expanded. The impact of organizational changes on employee attitudes has been examined.



Applied contribution: Based on an international empirical study (Nigeria), key predictors of job satisfaction were identified, namely: workload, compensation, and support from supervisors, and the relationship between staff motivation and compensation and evaluation systems was examined.

3. Leadership and Intercultural Competence

Theoretical contribution: Contemporary approaches to leadership as a phenomenon have been synthesized and analyzed. It is also important to note the analysis of metrics for intercultural differences (Hofstede, GLOBE, etc.).

Applied contribution: Hypotheses regarding the influence of leadership styles on team effectiveness have been tested, and a framework for developing global leaders has been developed. The study of factors influencing student adaptation in a multicultural environment is an indisputable contribution. I also consider the formulated guidelines for optimizing policies on international assignments (expatriates) to be a contribution.

4. Entrepreneurship and "University-Business" Partnerships

Theoretical and applied contribution: The theory of leadership has been expanded to include insights on niche leadership by applying the concept of "hidden champions" in a national context, and a comparative international analysis of Bulgarian "hidden champions" has been conducted. A model for building a partnership network between business and the university has also been developed. On this basis, a functioning online platform (UEBN) for cooperation between the university and business has been created.

5. Higher Education, E-Learning, and Cultural Institutions

The following applied contributions are particularly notable: Various interactive methods for e-learning have been researched and systematized. Applied models for a simulated market environment using role-playing games in marketing education have been developed. A conceptual model for KPIs in higher education institutions has been proposed. An empirical analysis of the role of community centers has been conducted, and recommendations have been formulated for attracting new audiences to them (theoretical and applied contribution).

From the information provided – Documents 9 and 11, as well as the content of the publications themselves – it is evident that the scholarly output of Senior Assistant Professor Dr. Petar Petrov is of interest to the scientific community. His publications have been cited in prestigious journals, including those with an impact factor, as well as in monographs and articles indexed in global databases. The documented citations in national and international publications, including monographs and textbooks, confirm the broad recognition and practical value of his research in the fields of leadership, human resource management, and education.

In summary: The contributions and recognition of the candidate's scholarly output in the competitive selection process for the academic position of "associate professor" are distinctly interdisciplinary in nature (research at the intersection of human resource management, leadership, entrepreneurship, and education). The candidate's international visibility and strong practical orientation are clearly demonstrated through models, platforms, and tools that have been developed and tested in real-world work environments.

Participation in research projects and scientific conferences

In the creative résumé submitted, the candidate lists participation in 12 national and international research projects, the most recent of which was completed at the end of 2025. This demonstrates his interest as a researcher and scholar with clearly defined interests in the field of human resources, specifically: intercultural differences, the social and cultural adaptation of employees and students in an international environment, soft skills and platforms for improving employability, training in intercultural competence, and various training courses on conducting online surveys. The candidate has also participated in projects funded by the "Culture" Fund, which align with his research interests.



He is a member of the Union of Scientists – Varna, the Bulgarian Association for People Management (BAUH), and the Alumni Association of the University of Economics – Varna.

His expertise is recognized and valued not only as a researcher and participant in scientific research projects, but also as an expert in his capacity as coordinator of the business accelerator at the University of Economics – Varna – a position he currently holds – as well as Deputy Director of the Center for E-Learning and Distance Education.

Teaching Experience

The candidate currently teaches 4 courses at the Bachelor's level and 7 at the Master's level. As evident from the academic CV provided, the candidate is responsible for the entire classroom workload for these courses, which is indisputable proof that he meets and exceeds the requirements for teaching workload. His total classroom teaching load for the 2024/2025 academic year was 348 hours, and for the 2025/2026 academic year, 801 hours. It is noteworthy that, as a faculty member, he has taught a significant number of courses: a total of 17 undergraduate courses, 11 graduate courses, 4 courses under the "Erasmus" program for international students, and 1 course at the Higher School of Management.

Given the total number of courses taught and his other professional commitments, his dedication to student education, as well as his research and applied research work, is impressive – a total of 56 research supervisions and 48 reviews of bachelor's and master's theses, participation in numerous international and national projects, and various other teaching, mentoring, and expert activities (he has accompanied students from the University of Economics – Varna on international training programs 13 times; he has served as a judge on the jury at various educational and applied events on 3 occasions, and has been a tutor and instructor for undergraduate and doctoral students). This also demonstrates the candidate's willingness to support and assist in the development of young professionals, including in their research activities.

Petar Petrov has also served as a lecturer in four different international training programs on topics related to the competitive selection process for the academic position of "associate professor" and in line with his teaching and administrative responsibilities.

Senior Assistant Professor Dr. Petar Petrov has participated in three teaching mobility programs under the "Erasmus+" program and has served as a guest lecturer at three foreign universities – two in Poland and one in France.

In addition, he is a lecturer at the Center for Professional Development at the University of Economics – Varna, where he teaches two courses; he has also served as a trainer in seminars and workshops for various projects, including those for faculty members and doctoral students at the University of Economics – Varna.

The candidate for the academic position of "associate professor" has also participated in the development of nine curricula for bachelor's degree programs and nine curricula for master's degree programs.

Authorship of the Submitted Texts

I accept the submitted texts as the candidate's own work. Citations are correctly attributed. No plagiarism was found.

Questions, Comments, and Recommendations

I recommend that Dr. Petrov direct his future research efforts toward publishing independent articles in journals with a high impact factor (Scopus/WoS), as well as increasing the number of his independent publications, which would further enhance his visibility within the scientific community.

This recommendation of mine is intended solely as constructive feedback and in no way calls into question the candidate's indisputable qualities. It is intended solely to support his future professional and academic development.



Question: In the context of your research on talent management in an academic setting, what do you consider to be the greatest challenge facing Bulgarian universities in implementing a functional system for identifying and developing talent – a lack of funding, the lack of a clear connection to the business sector, or the problems arising from the academic staff? How would you rank them?

Conclusion

In light of everything stated thus far, I strongly urge the members of the distinguished jury to support the appointment to the academic position of "associate professor" in professional field 3.7. Administration and Management, scientific specialty "Social Management (Human Resource Management – Talent Management and Leadership)," for Petar Krasimirov Petrov, in the competition announced herein.

The grounds for this support are:

- The established full alignment of the candidate's submitted scholarly output and teaching activities with the requirements of the announced competition.
- Dr. Petrov's indisputable contribution to the theory and practice of talent management and leadership, demonstrated by his submitted major monograph and his publications in Scopus/WoS.
- The clear exceeding of the quantitative and qualitative indicators set by the Law on the Development of Academic Staff and the Regulations for the Development of the Academic Staff at the University of Economics – Varna.
- His significant and long-standing teaching, expert, and administrative work, primarily at the University of Economics – Varna.

Prepared by: **Velislava Nikolaeva Kostova**
(Prof. Dr. Velislava Nikolaeva)

Digitally signed by
- Nikolaeva
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