



OPINION

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

1. General Information

Prepared by: Prof. Tanka Vasileva Milkova, PhD, lecturer in the Department of "Statistics and Applied Mathematics" at the UE-Varna, Professor in Professional Field 3.8. Economics.

Basis for preparing the opinion: This opinion is prepared based on Order of the Rector of the UE-Varna No. RD 06-125 / 02.07.2026 regarding the composition of the Scientific Jury for the competition for the academic position of "Associate Professor" and a decision of the Scientific Jury taken at the first meeting on 17.07.2026.

2. Information about the Competition

The competition for the academic position of "Associate Professor" in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.8. "Economics", scientific specialty "Economics and Management (Competitiveness and Sustainability of Trade)" has been announced for the needs of the Department of Economics and Management of Trade and Services by the Faculty of Economics at the UE-Varna and has been announced in State Gazette No. 44 / 14.05.2026.

3. Candidate in the Competition

The only candidate in the competition is Chief Assist. Prof. Yulia Nikolaevna Hristova, PhD, lecturer at the Department of Economics and Management of Trade and Services at the UE-Varna since 2011.

The candidate in the competition fulfills the minimum national requirements for occupying the academic position of "Associate Professor" in the professional field 3.8. "Economics" and significantly exceeds the additional quantitative requirements of the UE-Varna. Fulfills the requirements in Art. 101 of the Regulations for the Development of the Academic Staff of the University.



4. Information about the Candidate

Julia Hristova has obtained degrees "Bachelor" (specialty "Economics of Trade"), "Master" (specialty "Commercial Business") and "Doctor" in Economics and Management (Trade) from the UE-Varna. Her professional development began in 2010 as a part-time lecturer and PhD student at the Department of Economics and Management of Trade and Services (then Economics and Management of Trade). Since 2011 she has held the academic position of Assistant Professor, and since 2015 she has been Chief Assistant Professor at the Department. In the period 2017 – 2019, Julia Hristova was an associate at the Center for Quality of Education at the UE-Varna.

The scientific interests of Chief Assist. Prof. Julia Hristova, PhD are related to the competitiveness and sustainable development of commercial business, the transformation of trade in the context of digitalization and omnichannel business models, car markets and competitive environment in the automotive sector, recommercialization and circular economy in trade, consumer behavior and sustainable consumption, management and development of commercial enterprises. They fully correspond to the scientific specialty of the competition and are clearly visible in the submitted publications.

From the documents submitted for participation in the competition, it becomes clear that Chief Assist. Prof. Julia Hristova, PhD is very actively involved in the educational, scientific and administrative activities at the UE-Varna.

5. Description of Scientific Publications

For her participation in the competition, Chief Assist. Prof. Julia Hristova, PhD presents the following publications:

- main habitation publication (single-authored monograph) entitled "Recommerce in the Context of the Circular Economy". The monograph is published in a specialized scientific journal - monographic library "Prof. Tsani Kalyandzhiev" at the Science and Economics Publishing House at the University of Economics - Varna. It was reviewed by two habilitated persons; it was discussed at a meeting of the primary unit. The topic of the monograph is relevant and significant for the modern economy, the research is at the necessary high scientific level, original contributions can be drawn and I believe that it fully corresponds to the scientific specialty of the competition;
- one single-authored monograph on the topic "Competitiveness of New Car Commercial Enterprises in Bulgaria" based on a defended dissertation;



- two participations in collective monographs;
- four studies, of which three are single-authored and one is co-authored;
- four articles, of which three are single-authored and one is co-authored;
- nine papers, of which six are single-authored and three are co-authored.

Four of the publications have been published in scientific journals, refereed and indexed in Scopus and Web of Science.

The scientific publications of Chief Assist. Prof. Julia Hristova, PhD are dedicated to current economic problems that fully correspond to the scientific specialty of the competition. They are written in a high scientific style, they are structured logically, the goals of the research have been achieved. The publications are built based on established scientific methodologies, and where necessary, author's ones are proposed. In-depth economic analyses and conclusions are offered.

I believe that the scientific developments of the candidate in the competition can be evaluated very highly not only in quantitative terms, but also in qualitative terms.

6. Identification of Contributions

In the publications of Chief Assist. Prof. Julia Hristova, PhD, essential original contributing moments are identified. I accept and fully confirm the contributions presented by her, divided into two groups – theoretical-methodological and scientific-applied contributions. All of them are aimed at current economic problems and fully correspond to the scientific specialty of the competition. In its most general form, they are related to: enriching the concepts of competitiveness in the context of digitalization and a transforming competitive environment; expanding the concept of recommercialisation as a tool of the circular economy; derivation of the author's methodology for the study of the secondary commodity market and consumer attitudes towards sustainable trade; carrying out empirical research on the Bulgarian market of cars and life insurance services in order to derive specific guidelines and tools for generating competitive advantages; exploring some possibilities for extending the life cycle of products and forming sustainable consumption patterns.

Chief Assist. Prof. Julia Hristova, PhD presents a reference and evidence for 22 citations, 19 of which are in publications in the Scopus / Web of Science databases, which is evidence of the interest in her scientific publications on the part of other researchers. There are currently h-index 3 in Google Scholar and h-index 1 in Scopus.



7. Participation in Scientific Projects and Scientific Forums

Based on the presented by Chief Assist. Prof. Julia Hristova, PhD reports, it can be argued that she has an active and diverse project activity. Participation in five scientific and applied projects has been reported. All of them are on topics that directly correspond to the scientific specialty of the competition for the academic position of "Associate Professor".

For the active participation of Chief Assist. Prof. Julia Hristova, PhD in scientific forums testify to the presented scientific publications in the part of reports.

With that said, I highly appreciate the project activity of the candidate in the competition.

8. Teaching Work

Chief Assist. Prof. Julia Hristova, PhD has over 15 years of teaching experience and has conducted classes in over 10 different academic disciplines in Bachelor's and Master's degrees. She has participated in the development of many of the curricula of the disciplines. She has conducted a scientific guide for the development of diploma theses of 22 students and has written 20 reviews. She has supported the work of students in the preparation and participation in an annual student scientific conference organized by the Department of Economics and Management of Trade and Services. She has regularly organized meetings and public lectures for students with representatives of practice.

Chief Assist. Prof. Julia Hristova, PhD is a co-author of one textbook and two teaching aids, which are related to the scientific specialty of the competition and can also be considered as a contribution of the candidate in terms of enriching the content of the studied literature.

My general impression is that Chief Assist. Prof. Julia Hristova, PhD works very actively and dedicated in terms of fulfilling her teaching commitments.

In addition, she pays attention to improving her own competencies and qualifications, as evidenced by the reported participation in various specializations and trainings.

9. Plagiarism

I have not found plagiarism in the scientific publications of Chief Assist. Prof. Julia Hristova, PhD. The references to other scientific publications are correct and I believe that the publications are her own work.



10. Questions and Critical Remarks

I have no questions and critical remarks to the candidate. I hope that she will continue to deepen his research work in the field of his scientific interests.

11. Conclusion

My acquaintance with the documents provided by Chief Assist. Prof. Julia Hristova, PhD have grounds to assert that she has all the necessary achievements in the scientific, educational and administrative work of the university, which are necessary to occupy the academic position of Associate Professor.

On the basis of the established overfulfillment 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 by the candidate in the competition Chief Assist. Prof. Julia Nikolaevna Hristova, PhD.

24.08.2026

Varna

Заличена информация съгласно
33ЛД и регламент (ЕС) 2016/ 679

Prepared by:

Prof. Tanka Milkova, PhD



STATEMENT

From: Assoc. Prof. Dr. Violeta Borisova Galabova,
Department of Trade Economics, UNWE
professional field 3.8 "Economics",
Scientific specialty "Economics and Management" (Trade)

Subject: Competition for the academic position of "Associate Professor" in professional field 3.8 "Economics", scientific specialty "Economics and Management (Competitiveness and Sustainability of Trade)", published in State Gazette, issue 44/14.05.2026 by the University of Economics – Varna.

The statement was prepared in accordance with the requirements of Art. 4, para. 8 of the Academic Staff Development Act and Art. 107, para. 2 of the Regulations on the Development of the Academic Staff at the University of Economics Varna, in connection with a decision of the scientific jury, appointed by order No. RD 06-125/02.07.2026 of the Rector of the University of Economics - Varna, to conduct a competition for the academic position of "associate professor".

1. Competition Information

The competition for the academic position of "Associate Professor" is announced in the field of higher education 3 "Social, Economic and Legal Sciences", Professional field 3.8. "Economics", scientific specialty "Economics and Management (Competitiveness and Sustainability of Trade)" for the needs of the Faculty of Economics of the University of Varna, Department of "Economics and Management of Trade and Services". The competition is published in State Gazette, issue 44/14.05.2026.

2. Brief Information about the Candidate

One candidate has submitted documents for participation in the competition: Senior Assistant Professor Dr. Yulia Nikolaevna Hristova from the Department of Economics and Management of Trade and Services, University of Varna. The documents and materials submitted by the candidate are in accordance with the requirements of Academic Staff Development Act, its implementing regulations and the regulations for the development of the academic staff of the University of Varna.

Chief Asst. Dr. Yulia Hristova meets the minimum national requirements for occupying the academic position "associate professor" in the professional field of the announced competition. The reference - declaration under Art. 2b, para. 2 and 3 of the Academic Staff Development Act certifies 467.5 points out of 400 required. The candidate also meets the additional quantitative requirements of the University of Economics Varna. According to the provided reference - declaration of quantitative requirements for occupying an academic position of "associate professor" at the University of Varna on the basis of Art. 2b, para. 5 of the Academic Staff Development Act for competitions announced after 01.01.2026, with a



required 190 points, the candidate scores many times more - 587.5 points. The candidate also meets the requirements in Art. 101 of the Regulations for the Development of the Academic Staff at the University of Varna.

3. Candidate Details

Senior Assistant Professor Dr. Yulia Hristova holds a Bachelor of Economics, majoring in "Trade Economics" and a Master of Economics, majoring in "Trade Business" from the Department of Economics and Management of Commerce and Services, University of Varna. In 2014, she defended her doctoral dissertation and is a doctor in the scientific specialty "Economics and Management" (Trade).

Since 2010, she has been developing a consistent academic career in the field of economics and trade management, and since 2015 she has held the academic position of "Senior Assistant" in the Department of Economics and Management of Trade and Services. Her creative biography includes 31 scientific and applied science publications, including monographs, studies, articles, reports, textbooks and teaching aids.

4. Overview of Submitted Scientific Works

The provided reference for scientific publications shows a total of 31 publications (including publications related to the dissertation work) with a total volume of 1159 pages. In the competition for associate professor, 24 scientific works with a total volume of 1051 pages are listed. Of the 24 works for the competition, 14 are independent (612 pages), and 10 are co-authored (439 pages).

The scientific works for the competition are distributed as follows: one independent monograph, 3 monographic books or book chapters (one is independent and two are co-authored), 4 studies (three of them are independent and one is co-authored), 4 scientific articles (three are independent and one is co-authored), 9 scientific reports (6 are independent and three are co-authored), 3 textbooks and teaching aids in co-authorship.

The specified quantitative characteristics of the publications indicate a significant scientific product of the candidate in the competition, as well as consistency in scientific research.

In terms of content, the research activity of Senior Asst. Prof. Dr. Yulia Hristova is aimed at the competitiveness and sustainable development of commercial business, digital transformation and omnichannel business models, consumer behavior and sustainable consumption, recommercialization and the circular economy, as well as the development and management of commercial enterprises. The text in scientific works is academically correct and consistent with modern commercial terminology. The linking of theoretical statements and models with empirical research to shed light on specific problems of commercial business is particularly valuable. Significant evidence of the high scientific level of the research carried out is also the presence of publications in referenced and indexed in international scientific



databases. Senior Asst. Prof. Dr. Yulia Hristova has a total of 4 publications Scopus and/or Web of Science and 13 publications included in the National Reference List of NACID.

The most significant place in the presented scientific production is occupied by the habilitation work "Recommercialization in the context of the circular economy". This is an independent study dedicated to a current direction in the commercial business with growing importance for society and specific to consumers, both from the point of view of their expectations for satisfying needs, and from the point of view of socially responsible consumption. The monograph is characterized by a significant literature review on the topic, offers a conceptual model for studying the determinants of purchase intention on the secondary market, contains empirical research, which significantly develops commercial science in the scope of the secondary market in methodological terms. The monograph was discussed in the Department of "Economics and Management of Trade and Services" at the University of Economics - Varna., was reviewed by two habilitation persons and was published in a specialized scientific publishing house - the Institute "Science and Economics" of the University of Economics - Varna..

The scientific publications presented by Senior Assistant Professor Dr. Yulia Hristova fully meet the requirements of the Academic Staff Development Act, its implementing regulations, as well as Art. 101, item 3 and Art. 112, para. 2 of the Regulations for the Development of the Academic Staff of the University of Economics - Varna. They form a profile of a scientific researcher with a focus on the problems of competitiveness and sustainability of modern commercial business.

5. Identification of contributions

The presented materials provide grounds to summarize contributions in the following main areas:

First direction: Circular economy and recommercialization: contributions are identified in relation to:

1. Development of the concept of a circular economy with the introduction of recommercialization as a significant determinant and driver in the implementation of the concept;
2. Research into the factor influences in generating the intention to purchase second-hand goods and deriving a conceptual model for studying the determinants of the intention to purchase on the secondary market;
3. Development of a toolkit for researching the secondary commodity market.

Second direction: Competitiveness in trade: contributions are identified in relation to:

4. Synthesis of theoretical and methodological statements of competitiveness in trade, enrichment of the theory by taking into account digitalization as a factor for linking competitiveness with the sustainable development of trade;
5. Researching the competitiveness of the specific markets of new cars and life insurance products and the opportunities for generating competitive advantages;

Third direction: Digitalization in trade:



6. Research on the impact of digital technologies on the competitive structure of retail, e-commerce and the competitive environment.

Senior Associate Professor Yulia Hristova has provided evidence of a total of 22 citations of her works. The open citation report presents significant international recognition and resonance of the scientific publications, evidence of which is that the majority (19 in number) of the citations are in refereed and indexed international scientific databases.

6. Participation in scientific projects and scientific forums

Five research projects covering the period 2011–2023 are indicated. The results of the projects include empirical research, analysis of the competitive environment, research on the social and economic effects of digitalization by region, and a study of consumer attitudes. These results show that Senior Assistant Professor Dr. Yulia Hristova possesses the qualities of a researcher and the ability to work on applied scientific problems with practical significance for the commercial sector.

Senior Assistant Professor Dr. Yulia Hristova reports active organizational and expert work in the academic environment - participation in working groups for accreditation, self-assessment and quality management, as well as membership in faculty and university structures.

7. Teaching Work

For the academic years 2021/2022 and 2025/2026, Senior Assistant Professor Dr. Yulia Hristova carries out a total of 699 hours of classroom work in the bachelor's degree program and 48 hours in the master's degree program. The subjects taught are from the curriculum of the Department of Economics of Trade and Services and are related to various aspects of commercial science and specifically: Financial Management in Trade, Investment and Financial Management, Sales Management, Sales Management and Advertising, Commercial Management, Trade in Services, Introduction to Trade, Fundamentals of Trade, Marketing Research, Marketing Research in an Omnichannel Environment, Competitiveness of Commercial Business.

A significant achievement can also be noted as the active work with the community at the student and doctoral level. Senior Assistant Professor Dr. Yulia Hristova was the scientific supervisor of a doctoral student, participated in a project to support dissertation work, annually supports the preparation and participation of students in the scientific conference "Trade 2030", as well as provides scientific supervision of master's theses.

In connection with her teaching work, Senior Assistant Professor Dr. Yulia Hristova has also contributed to the development and updating of curricula and the writing of three textbooks and teaching aids.



8. Plagiarism

In the publications submitted for review, there is no proven plagiarism, use of incorrect data and/or incorrect reference to other people's scientific works.

9. Questions, critical remarks to the candidate

The submitted scientific papers do not raise any significant critical remarks. They demonstrate the consistency, thoroughness and research skills of the candidate for participation in the competition.

I recommend that Senior Assistant Professor Dr. Yulia Hristova deepen her research into the topic of sustainability and recommercialization in trade and their determination by the generational specifics of consumers.

10. Conclusion:

Based on the above-mentioned qualities and an overall assessment of the research and teaching activities, the fulfillment of the minimum national and institutional requirements and the established scientific contributions of the candidate in the competition, I confirm that he meets the conditions of the Academic Staff Development Act, its implementing regulations, and the Regulations for the Development of the Academic Staff at the University of Economics Varna. The candidate possesses the necessary research and teaching qualities to occupy the academic position of "associate professor".

All this gives me reason to give my **positive assessment** and I strongly recommend that the Faculty Council of the Faculty of Economics at the University of Economics - Varna vote to elect Senior Assistant Professor Dr. Yulia Hristova to the academic position of "Associate Professor" in the professional field 3.8 "Economics", scientific specialty "Economics and Management (Competitiveness and Sustainability of Trade)".

20.08. 2026

Signature: _____

Assoc. Prof. Dr. Violeta

Galabova

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

OPINION

by a member of the scientific jury for a competition announced by the University of Economics - Varna for the academic position of "Associate Professor"

1. General information

Prepared by: Assoc. Prof. Teodora Georgieva Filipova, PhD, Department of "Commercial Business" at "D. A. Tsenov" Academy of Economics - Svishtov, scientific specialty "Economics and Management (Trade)"

Grounds for preparing the opinion: decision of the scientific jury, appointed by order of the Rector of the University of Varna No. RD 06-125/02.07.2026.

2. **Information about the competition** – the competition is announced in the field of higher education 3. Social, economic and legal sciences; professional field 3.8. Economics; scientific specialty "Economics and Management (Competitiveness and Sustainability of Trade)"; Faculty of Economics; Department "Economics and Management of Trade and Services"; announced in the State Gazette No. 44/14.05.2026.

3. **Candidate in the competition** – the only candidate who submitted documents for participation in the announced competition is **Head Assistant Professor Yulia Nikolaevna Hristova, PhD**, who meets the Minimum National Requirements for holding the academic position of "Associate Professor" in the professional field (based on Art. 2b, para. 2 and 3 of the Law on the Development of Academic Staff in the Republic of Bulgaria); the quantitative requirements of the University of Varna (based on Art. 26, para. 5 of the Law on the Development of Academic Staff in the Republic of Bulgaria) and Art. 101 of the Regulations for the Development of the Academic Staff at the University of Varna.

Table 1. Points of Head Assist. Prof. Yulia Hristova, PhD, according to the MNR

Group of indicators	MNR	Points scored by the candidate
A - Dissertation for the award of the educational and scientific degree "doctor"	50	50
B - Habilitation thesis - monograph	100	100
D - Published book based on a defended dissertation for the award of the educational and scientific degree "doctor" Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes Studies published in scientific journals, referenced and indexed in world-renowned databases of scientific information (Scopus or Web of Science). Published chapter of a collective monograph.	200	227.5
E - Citations in scientific publications, monographs, collective volumes, referenced and indexed in world-renowned databases of scientific information (Scopus or Web of Science)	50	60
TOTAL	400	437.5

In accordance with the internal regulations of the University of Varna, the candidate has submitted a report on the implementation of additional indicators for competitions announced after 01.01.2026, which shows the following information:

Table 2. Points of Head Assistant Yulia Hristova, PhD,
according to the additional requirements for occupying the position of Associate
Professor at the Economic University of Varna

Group	Indicator	Required minimum	Declared by the candidate
G	Monograph – independent habilitation thesis (100 points)	100	100
H	Articles and reports published in scientific journals, refereed and indexed in Scopus and Web of Science (30/n points)	40	-
	Studies published in scientific journals, refereed and indexed in Scopus and Web of Science (45/n points)		157.5
	Citations in scientific publications, referenced and indexed in Scopus and Web of Science (15 points)	19	285
And	Participation in a national scientific or educational project (15 points)	15/35	15
	Participation in an international scientific or educational project (20 points)		-
	Management of a national scientific or educational project (30 points)		30
	Management of an international scientific or educational project (40 points)		-

The analysis of tables 1 and 2 undoubtedly proves the fulfillment of both the MNR and the additional indicators of the Economic University of Varna for the appointment of academic position "Associate Professor" by Head Assistant Professor Yulia Hristova, PhD.

4. Candidate data – Head Assistant Professor Yulia Hristova, PhD, holds the educational and scientific degree "Doctor" since 2014 with a dissertation topic "Research on the competitiveness of new car trading enterprises in Bulgaria". The candidate's consistency in researching the topic of competitiveness both for acquiring a scientific degree and for advancement to an academic position is impressive. This fact testifies to the comprehensiveness of individual aspects of the issue.

Yulia Hristova's education is related to commercial knowledge. She completed secondary education at the Old Presbyterian High School of Economics - Veliko Tarnovo with a degree in "Economics, Management and Finance of Trade"; she graduated with a Bachelor's and Master's degree from the University of Economics - Varna ("Economics of Trade" and "Commercial Business"); Doctor of Economics ("Economics and Management (Trade)").

Professionally, Yulia Hristova worked as a part-time lecturer in the period 2010 - 2011, but since October 2011 she has been an Assistant Professor under the Main Employment Contract at the Department of Economics and Trade Management. She was promoted to the academic position of "Head Assistant" in 2015. She performed expert work as an associate at the Center for Quality Education from 2017 to 2019.

She is also involved in the University as a member of the Center for Electronic and Distance Learning. The candidate's scientific interests are: competitiveness and sustainable development of commercial business; transformation of trade in the conditions of digitalization and omnichannel business models; car markets and competitive environment in the automotive sector; recommercialization and circular economy in trade; consumer behavior and sustainable consumption; management and development of commercial enterprises.

5. Description of the scientific works – in the competition, Head Assistant Professor Yulia Hristova, PhD, participated with 24 publications, spread over 1,051 pages, including:

Table 3. Quantitative characteristics of publications
on Head Assistant Yulia Hristova, PhD

No.	Type of scientific publication	Independent		Co-authored		Total	
		<i>number</i>	<i>pages</i>	<i>number</i>	<i>pages</i>	<i>number</i>	<i>pages</i>
1	Monograph	2	465	2	34	4	499
2	Studios	3	59	1	16	4	75
3	Scientific article	3	34	1	5	4	39
4	Scientific report	6	54	3	12	9	66
5	Textbooks and teaching aids	-	-	3	372	3	372
Total		14	612	10	439	24	1,051

In accordance with the regulations of Art. 101, item 3 of the Regulations for the development of the academic staff at the University of Economics - Varna, Head Assistant Professor Yulia Hristova, PhD presents an independent monographic work "Recommercialization in the context of the circular economy", published in the University Publishing House "Science and Economics", Library "Tsani Kalyandzhiev", book 110. The manuscript meets the requirements for similar type of research and is dedicated to current issues. The author demonstrates the ability to analyze theoretical and empirical resources using appropriate methodology and tools. The attached protocol of the primary unit makes it clear that the work was discussed and the decision to publish is positive. Reviewers are habilitated persons, namely: Prof. Evgeni Stanimirov, PhD and Prof. Velina Kazandzhieva, PhD. The list of publications shows another independent monograph and participation in two joint ones. Other main publications are three independent and one study in co-authorship; three independent and one joint article; nine reports, six of which are independent.

In terms of structure and content, all publications are developed at a high academic, scientific and applied level. The research topics are subject to the announced competition and analyze contemporary aspects of trade, the competitiveness of commercial enterprises, digitalization and the sustainability of commercial activity.

6. Identification of contributions – the candidate has formulated five points of contribution, categorized as follows:

Theoretical and methodological contributions

Contribution 1. The theoretical and methodological statements on competitiveness in trade have been enriched and further developed through a synthesis of the market-based, resource-based and dynamic approaches, and its organic connection with sustainability in the conditions of digitalization and a transforming competitive environment has been deduced.

Evidence of this contribution is provided by publications such as: a published book based on a defended doctoral dissertation; publications in "Economic Studies" and other specialized publications.

Contribution 2. Recommercialization as an independent economic phenomenon and strategic tool of the circular economy has been expanded, and its economic, environmental and social significance for increasing resource efficiency, extending the life cycle of goods and forming sustainable consumption patterns has been theoretically refined.

The candidate's contribution is mainly contained in the published monograph for participation in the competition as a habilitation thesis. In addition, the results of the research have been published in specialized scientific publications.

Contribution 3. The author's methodology for researching the secondary goods market and consumer attitudes towards sustainable trade has been adapted and empirically validated, integrating economic and behavioral determinants and allowing for the identification of factors shaping the demand and development of trade in second-hand goods in a national and European context.

To reach this point of contribution, the candidate produces publications, such as: monographic work, studies and articles.

Scientific and applied contributions

Contribution 4. An empirical study of competitiveness and its key determinants has been carried out, both in general for trade as an economic activity and in particular for the market of new cars and life insurance products in Bulgaria and the EU, and specific guidelines and tools for generating competitive advantages have been derived.

I accept this contribution because it stems from a series of studies that began with the acquisition of the ESD "doctor" and continued throughout the following years of academic growth.

Contribution 5. Consumer attitudes towards the purchase of second-hand goods have been empirically researched and validated, and a toolkit for analyzing the secondary market has been applied, highlighting the role of economic, environmental and social factors in the development of recommercialization as a mechanism for extending the life cycle of products and forming sustainable consumption patterns in Bulgaria and the EU countries.

The validation of the indicated research findings and the proof of theses has been achieved through publications, such as: habilitation thesis, studies and articles with the necessary depth of research.

I accept the contributions formulated in this way, which enrich both the theory and practice of the problems investigated by the candidate.

The candidate's citations amount to 60 points, which according to the minimum national requirements are sufficient (with 50 points required). The references are duly formatted and testify to the interest shown by other researchers in the author's studies.

7. Participation in scientific projects and scientific forums – Head Assistant Professor Yulia Hristova, PhD participates in one and is the leader of one project, which provide her with 45 points, according to the methodology for assessing the candidate. They are thematically focused on the scientific specialty for which the competition is announced. Publications on the selected topic are established from the reference, namely: research related to the impact of digitalization on the development of trade; importance of trade in life insurance products. The indicated scientific forums are prestigious and are a suitable basis for disseminating research results.

The candidate in the competition is invited to perform expert activities at the University of Varna. Participation in committees for the development of accreditation reports; activities under the Quality Management System; in state examination committees in the Bachelor's and Master's Examination Boards; in the Council for Electronic and Distance Learning at the Center for Electronic and Distance Learning; academic mentoring on a project, etc. are reported.

Publications in global databases (Scopus and Web of Science) - both independent and collaborative - have been reported, providing more than the required number of points.

8. Teaching work – Head Assistant Professor Yulia Hristova, PhD presents a report prepared by the Department of "Academic Activities and Students", from which the hours of classroom employment are visible. In recent years, she has been both the titleholder of disciplines in lecture courses and the head of seminar classes. She participates in the development of curricula for disciplines led by her. All of them are related to commercial topics and meet the profile of the competition, some of which are: "Fundamentals of Trade", "Competition and Competitiveness", "Sales Management", "Trade in Services", etc. She is the head of the mandatory practical training of students after the 3rd year of the specialty "Economics and Trade" from 2014 to the present. To help prepare students, she participates in the development of textbooks (in co-authorship) with a certain number of chapters and a total volume of 372 pages. The content of the resources is related to the disciplines "Fundamentals of Commercial Business" (two different editions and a different team of authors) and "Competition and Competitiveness".

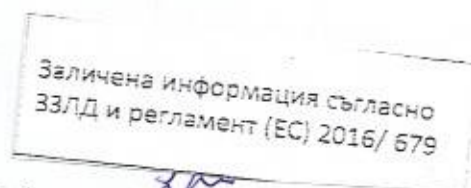
The candidate reports supervision of a full-time doctoral student, who was dismissed with the right to defend; participation in the establishment of a student club "Trade"; tutoring of students; supervision of diploma theses; initiative in organizing student trainings with representatives from practice. All this testifies to active departmental activity and commitment to the work of the primary unit.

9. **Plagiarism** – I am not aware of any evidence of plagiarism by the candidate, Head Assistant Professor, Yulia Hristova, PhD. I believe that she correctly uses literary sources and refers to them in the established manner of citation.

10. **Questions, critical remarks** to the candidate – I have no remarks to make to the candidate for the academic position of "Associate Professor". My recommendation is that she continue to persistently research scientific and applied topics relevant to our time, to popularize the results in global databases, and to grow academically and professionally.

11. **Conclusion** – considering the documents provided for the preparation of the opinion, I can conclude that my opinion is entirely positive. The candidate fulfills the requirements for holding the academic position of "Associate Professor" according to the national provisions in the Act on the Development of the Academic Staff in the Republic of Bulgaria and the requirements of the internal regulations of the University of Economics – Varna. I will vote with conviction **"YES"** for holding the academic position of "Associate Professor" by **Head Assistant Professor Yulia Nikolaevna Hristova, PhD** in the field of higher education 3. Social, economic and legal sciences, professional direction 3.8. Economics, Scientific specialty "Economics and Management (Competitiveness and Sustainability of Trade)".

08/20/2026



Prepared the opinion: ...
(Assoc. Prof. Teodora Filipova, PhD)



REVIEW

ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ ВАРНА

Вх. № 7220-1494/21.08.2026

By: *Assoc. Prof. Borislav Atanasov Atanasov, PhD*

Department of Economics of Trade, UNWE;

Professional field 3.8. Economics,

Scientific specialty: "Economics and Management (prices and pricing, consumer behaviour)"

Regarding: A competition for the position of **associate professor** in the area of higher education 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific specialty "Economics and Management (trade competitiveness and sustainability)" in the University of Economics-Varna

1. Information about the competition

The competition for the academic position of associate professor was organised by the the University of Economics-Varna for the needs of the Department of Economics and Management of Commerce and Services at the Faculty of Economics of the University of Economics-Varna and was announced in the State Gazette, No. 44 of 14.05.2026.

I participate in the scientific jury for the competition in accordance with Order № RD 06-125/02.07.2026 of the Rector of the University of Economics-Varna. This review was prepared based on the decision of the scientific jury taken at its meeting on 17th July 2026.

2. Information about the candidates in the competition

The only candidate in this competition is Chief Assistant Professor Dr Yulia Nikolaevna Hristova. She is a lecturer from the Department of Economics and Management of Commerce and Services at the University of Economics-Varna. Yulia Hristova was born in 1985. She finished the Old Presbyterian High School of Economics in Veliko Tarnovo in 2004 as a specialist in trade economics, management and finances. In 2008, she received a bachelor's degree in Economics of Trade at the University of Economics - Varna, and in 2009 - a master's degree in Trade Business at the University of Economics - Varna. In 2014, she became a philosophy doctor by defending her doctoral thesis entitled "Research on the Competitiveness of New Car Trading Enterprises in Bulgaria". The perseverance in completing the above-mentioned individual educational degrees and the acquired doctoral degree speak of the interest of Chief Assistant Professor Dr. Yulia Hristova in commercial science and practice. In the period 25/02/2010 – 31/05/2011 she was a part-time assistant professor in the Department of Economics and Management of Commerce and Services at the University of Economics-Varna. In October 2011 she became a full-time assistant professor and in April 2015 – a full-



time chief assistant professor in the Department of Economics and Management of Commerce and Services at the University of Economics-Varna.

3. Fulfillment of the requirements for holding the academic position of associate professor

The submitted Certificate-declaration for fulfillment of the national minimum requirements for holding the academic position of associate professor in the area of higher education 3. Social, economic and legal sciences, according to Art. 2b, para. 2 and 3 of the Act on the Development of the Academic Staff in the Republic of Bulgaria (ADASRB), shows that Chief Assistant Professor Dr. Yulia Hristova meets the minimum national requirements for holding the academic position of associate professor. In addition, the submitted Certificate-declaration for fulfillment of the quantitative requirements for holding the academic position of associate professor at the University of Economics-Varna makes it evident that on the basis of Art. 2b, para. 5 of ADASRB, Chief Assistant Professor Dr. Yulia Hristova meets the requirements in Art. 101 of the Regulations for the Development of the Academic Staff at the University of Economics-Varna.

For participation in the competition, Chief Assistant Professor Dr. Yulia Hristova has presented **24 scientific publications (authored and co-authored), and they differ from the ones presented for the acquisition of her doctoral degree.** Based on the presented evidence of the candidate's scientific works, the following summary can be made representing a general recapitulation of the publications by individual types and groups as follows:

- **Monographs – 4**, of which 2 individual and 2 in co-authorship;
- **Studies – 4**, of which 3 individual and 1 in co-authorship. **Three of them – 2 of the individual and 1 of the co-authored ones – were published in scientific journals indexed in world databases with scientific information (Scopus);**
- **Scientific articles – 4**, of which 3 individual ones and 1 in co-authorship;
- **Scientific papers** published in peer-reviewed, non-indexed scientific conference proceedings or in edited collective volumes – **9**, of which 6 individual and 3 co-authored ones;
- **Textbooks and study manuals – 3**, in co-authorship.

The reference for the open citations of the scientific publications of Chief Assistant Professor Dr. Yulia Hristova impresses with the number of citations in scientific journals indexed in world databases with scientific information (Scopus) – 19 citations, as well as 3 citations found in monographs and peer-reviewed collective volumes with scientific review.

In accordance with the national minimum requirements, in accordance with the Act on the Development of the Academic Staff in the Republic of Bulgaria (ADASRB) (Art. 2b), and the Regulations for its implementation (Art. 1a, para.1), the candidates for the academic position



of associate professor in the professional fields in scientific area 3. Social, economic and legal sciences must have a minimum of 400 points. Chief Assistant Professor Dr. Yulia Hristova has fulfilled the national minimum requirements as follows:

- Indicators from group A – Holding a doctoral degree – 50 points out of 50 points required;
- Indicators from group B – Published individual monograph (habilitation work) – 100 points out of 100 points required;
- Indicators from group G – 227,5 points out of 200 points required;
- Indicators from group D (citations) – 60 points out of 50 points required.

The total score is 437,5 points out of 400 points required.

The fulfillment of the additional requirements of the University of Economics-Varna is evidenced by the submitted reference-declaration in accordance with the ADASRB (art. 2b, para. 5) and the Regulations for its implementation (art. 1a, paras. 2-3). Chief Assistant Professor Dr. Yulia Hristova has fulfilled the additional requirements of the University of Economics-Varna as follows:

- The total score for group J is 100 points out of 100 points required;
- The total score for group Z is 442,5 points out of 55 points required;
- The total score for group I is 45 points out of 15 points required.

The total score is 587,5 points out of 170 points required.

The total score for both groups of requirements - I and II - is 1025 points.

4. General characteristics and contributions of the presented scientific works

In this competition, Chief Assistant Professor Dr. Yulia Hristova has presented a published habilitation monograph entitled **“Recommerce in the context of the circular economy”**, Science and Economics Publishing Press, University of Economics-Varna, 2025, ISBN 978-954-21-1213-6. The structure of the work involves an introduction, five chapters and a conclusion. The monograph is focused on a topical and significant issue which is why it is a genuine scientific study of important practical impact. **The monograph is meaningful and has a number of scientific and applied scientific contributions:**

- The monographic study is focused on the analysis and systematisation of circular economy, recommercialisation, and the determinants of the consumer intention to buy second-hand goods;
- An innovative methodology has been proposed and a comparative analysis of the trade in second-hand goods by EU country has been conducted;
- An original author's model has been developed to study consumer behaviour when purchasing second-hand goods;
- The monographic work identifies and outlines the main problems, challenges and prospects related to the development of recommercialisation in the context of trade in second-hand goods.



With regard to the other works presented for participation in this competition, the following scientific and applied scientific contributions are acknowledged:

- The theoretical and methodological views on competitiveness in trade have been further developed and enriched through a synthesis of the market-based, resource-based and dynamic approaches, and its organic connection with sustainability in the conditions of digitalisation and a transforming competitive environment has been deduced;
- Competitiveness and its key determinants have been empirically studied (both for trade as an economic activity in general and for the market of new cars and life insurance products in Bulgaria and the EU, in particular), and guidelines and tools for achieving competitive advantages have been identified;
- Emphasis is laid on the economic, environmental and social factors for the development of recommercialisation, as well as on the opportunities for extending the life cycle of products and forming sustainable consumption patterns in Bulgaria and the EU countries.

Chief Assistant Professor Dr. Yulia Hristova demonstrates correct referencing and use of other people's scientific works. According to the established procedure, no plagiarism is proven in the candidate's scientific works.

5. Participation in scientific projects and fora

Chief Assistant Professor Dr. Yulia Hristova participates in scientific and educational projects actively. **She is a member of a scientific and applied research team** of a project entitled "Impact of trade digitalisation on the economic development of Bulgaria and the regions", 2018-2020. **She is the head of a scientific team** doing research under the project "Effects of consumer positioning of life insurance companies in Bulgaria, 2018-2019". **She participates as an academic mentor** in practical training under the Student Internships project. **She was a member of the organising committees** of the international scientific conferences "Trade 4.0 - Science, Practice and Education" and "Trade 5.0 - Digitalisation and/or Humanisation".

6. Teaching activities

The candidate in the competition has a varied teaching experience. Chief Assistant Professor Dr. Yulia Hristova has given both lectures and seminars (individually and within a team):

- **for the bachelor's degree programmes** in the following courses: "Trade Management", "Financial Management of Trade", "Sales Management", "Introduction into Trade", "Competition and Competitiveness";
- **for the master's degree programmes** in the following courses: "Marketing Research in an Omnichannel Environment" and "Competitiveness of the Trade Business".



She co-authored the textbook "Fundamentals of the Trade Business" (2017) and the study manuals "Fundamentals of the Trade Business" (2023) and "Competition and Competitiveness" (2016).

Along with this, she is also the head of the compulsory practical training of students after their 3rd year of study. The report on the candidate's teaching load in the bachelor's degree programmes for the academic year 2021/2022 reports a total classroom load of 330 hours (lectures and exercises), and for the academic year 2025/2026, 369 hours (lectures and exercises) were reported. Regarding the teaching load in the master's degree programmes for the academic year 2021/2022, a total classroom load of 30 hours (lectures and exercises) was reported, and for the academic year 2025/2026, 18 hours (lectures and exercises) were reported.

Chief Assistant Professor Dr. Yulia Hristova co-authored the following syllabi: "Trade Fundamentals", "Competition and Competitiveness", "Sales Management", "Trade in Services", "Trade Business Competitiveness", "Marketing Research in an Omnichannel Environment", "Omnichannel Trade Business", "Investment and Financial Management".

Chief Assistant Professor Dr. Yulia Hristova has supervised the work of 1 full-time doctoral student and 22 graduates, and has reviewed 20 theses. She has been tutoring students doing their bachelor's and master's degrees. She took part in the foundation of the students' club "Trade" at the Department of Economics and Management of Trade, and has actively assisted students with regard to the student scientific conferences "Trade 2020" and "Trade 2030". She regularly organises meetings and public lectures of experts from the real business with students from different forms of education in the specialties "Economics and Trade" and "Omnichannel Trade Business".

7. **Questions and critical remarks** – I have no critical remarks.

8. Conclusion

The above gives me reason to conclude that **Chief Assistant Profesor Dr. Yulia Nikolaevna Hristova meets all general and specific requirements** (enshrined in the Act on the Development of the Academic Staff in the Republic of Bulgaria; the Regulations for the Implementation of this Act; the Regulations for the Development of the Academic Staff at the University of Economics-Varna) for holding the position of **ASSOCIATE PROFESSOR** in professional field 3.8 Economics, scientific specialty "ECONOMICS AND MANAGEMENT" (trade competitiveness and sustainability). I have enough reasons to confidently support a decision to elect **Chief Assistant Profesor Dr. Yulia Hristova to the academic position of Associate Professor**, for which I will vote **positively**.

20/08/2026

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

Assoc. Prof. Dr. Borislav Atanasov



Bx. № PA20-1556/28.08.2026r

STATEMENT

on a competition for the academic position of "Associate Professor" in the professional field 3.8 Economics, academic specialty "Economics and Management (Competitiveness and Sustainability of Trade)", announced in the State Gazette No. 44 / 14.05.2026

1. General Information

• **Prepared by:** Associate Professor Denka Yordanova Zlateva, PhD, lecturer at the Department of Commodity Science, Associate Professor in the professional field 3.8 Economics

• **Grounds for preparing the statement:** The statement has been prepared on the basis of Rector's Order No. RD 06-125 / 02.07.2026 of the University of Economics – Varna and a decision made at the first meeting of the Scientific Jury held on 17.07.2026.

2. Information about the Competition. The competition for the academic position of "Associate Professor" in the higher education area 3. Social, Economic and Legal Sciences, professional field 3.8 Economics, academic specialty "Economics and Management (Competitiveness and Sustainability of Trade)" was announced for the needs of the Department of Economics and Management of Trade and Services at the Faculty of Economics of the University of Economics – Varna. The announcement for the competition was published in the State Gazette No. 44 / 14.05.2026.

3. Candidate in the Competition. The sole candidate in the announced competition is Chief Assistant Professor Yulia Nikolaevna Hristova, PhD, a lecturer at the Department of Economics and Management of Trade and Services at the University of Economics – Varna since 2011. The candidate meets the minimum national requirements for occupying the academic position of "Associate Professor" in the area of higher education and the professional field in which the competition has been announced. Furthermore, the candidate meets (and even significantly exceeds) the additional quantitative requirements of the University of Economics – Varna pursuant to Art. 2b, (5) of the Act on Development of the Academic Staff in the Republic of Bulgaria (ADASRB).

The candidate fulfills all requirements of Art. 101 of the Regulations for the Development of the Academic Staff at the University of Economics – Varna.

4. Candidate Data. The candidate in the announced competition, Yulia Nikolaevna Hristova, graduated with a Bachelor's degree in "Economics of Trade" from the University of Economics – Varna in 2008. In the following year, she obtained a Master's degree, graduating in "Commercial Business". Since 2011, she has held the academic position of "Assistant Professor" at the Department of Economics and Management of Trade. In 2014, she acquired the educational and scientific degree of "Doctor" (PhD) after defending a dissertation on the topic "Study of the Competitiveness of New Car Trade Enterprises in Bulgaria".

The candidate's scientific interests lie within the scope of the announced competition and are related to: competitiveness and sustainable development of the commercial business; transformation of trade under the conditions of digitalization and omnichannel business models; car markets and competitive environment in the automotive sector; recommercialization and circular economy in trade; consumer behavior and sustainable consumption; management and development of commercial enterprises.

Yulia Hristova was an associate at the Career Development Center (CDC) at the University of Economics – Varna in the period 2017 – 2019. She is a member of the "Economic Sciences" section of the Union of Scientists in Varna, as well as the Scientific and Technical Society (STS) "Economics and Management of Trade", UE-Varna, branch of the Federation of Scientific and Technical Unions (FNTS) – Varna. She has participated in various specializations and training programs, as a result of which she has acquired additional professional qualifications.

5. Description of Scientific Works. In the competition for the academic position of "Associate Professor", Chief Assistant Professor Yulia Hristova, PhD, participates with scientific work comprising 24 titles, including:

- ✓ An independent monographic work (280 pages) titled "Recommercialization in the Context of the Circular Economy", published in 2025. The monograph examines recommercialization as a strategic component of the circular economy and as an independent commercial activity of growing importance for sustainable development. Under the conditions of a deepening environmental, resource, and social crisis caused by the dominant linear "take-make-use-dispose" model, the author argues the need for transitioning to an economic system based on extending product lifecycles, reuse, waste reduction, and more efficient resource utilization. The monographic work fully satisfies the requirements of Art. 112 (2) of the Regulations for the Development of the Academic Staff at the University of Economics – Varna.

- ✓ An independent monograph based on the defended dissertation for the award of the educational and scientific degree of "Doctor" (185 pages) titled "Competitiveness of New Car Trade Enterprises in Bulgaria", published in 2025. The study analyzes the competitive structure of the automotive market in Bulgaria, including the influence of market forces, strategic groups, and the positioning of leading enterprises. By applying quantitative and qualitative methods, including surveys among consumers and managers, the competitive positions of companies are assessed, and sustainable sources of competitive advantage are identified.

- ✓ Two participations in collective monographs.
- ✓ Four studies, including 3 independent and 1 co-authored.
- ✓ Four articles, of which 3 are independent and 1 is co-authored.
- ✓ Nine conference papers, including 6 independent and 3 co-authored.
- ✓ Participation in one textbook and 2 teaching manuals.

In terms of content, the publications of Chief Assistant Professor Yulia Hristova, PhD, are dedicated to topical economic issues that fully correspond to the academic specialty of the competition. The main body of the scientific output is related to the study of the competitiveness and sustainable development of the commercial business, the impact of digital technologies on

the competitive structure of trade, the trends and challenges facing the second-hand goods market, and the prospects for developing the competitiveness of the automotive sector in Bulgaria.

The candidate's publications are characterized by depth, competence, and analytical rigor. Notably, the predominant part of them (by number) are independent, which demonstrates the candidate's ability to identify problems and conduct independent scientific research on them, while simultaneously proving the autonomy of the candidate's scientific achievements and contributions.

Four of the publications (16.6%) with which the candidate participates in the competition are in journals indexed in Scopus or Web of Science.

As evident from the attached documents, the candidate meets the minimum national requirements for occupying the academic position of "Associate Professor" in the professional field 3.8 Economics: under the indicators of Group A, she declares the required points for a defended dissertation for the award of the educational and scientific degree of "Doctor"; under the indicators of Group B – 100 points from a published independent monographic work; under the indicators of Group Г, 227.5 points are declared (with 200 required), and under the indicators of Group Д, the candidate declares 60 points (with 50 required).

The candidate also meets the additional quantitative requirements of the University of Economics – Varna pursuant to Art. 2b, (5) of the Act on Development of the Academic Staff in the Republic of Bulgaria (ADASRB).

6. Identification of Contributions in the Candidate's Research Work.

The candidate's publications contain contributions of varying degrees of significance for science and business practice, which can be categorized into two main directions, namely:

- **Contributions of a theoretical and methodological nature:**

The candidate has contributed to the theoretical and methodological enrichment and further development of the concept of competitiveness in the retail and wholesale sector, based on a synthesis between market-oriented, resource-based, and dynamic approaches. In some of the publications, the interdependence between competitiveness and the sustainable development of commercial structures is scientifically justified in the context of digital transformation and a dynamically changing competitive environment.

Another important contribution of the author is the expansion of the concept of recommercialization as an independent strategic tool of the circular economy, theoretically refining its three-dimensional significance: economic, environmental, and social, for optimizing resource efficiency, extending product lifecycles, and shaping sustainable consumption models.

A methodology developed by the author, adapted, and empirically tested for studying the secondary commodity market and consumer attitudes towards sustainable trade, integrates economic and behavioral determinants and allows for the identification of the main factors shaping demand and the development of the second-hand goods trade in both national and European contexts.

- **Contributions of a scientific and applied nature:** An empirical study has been conducted on competitiveness and its key determinants, both generally for trade as an economic

activity and specifically for the market of new cars and life insurance products in Bulgaria and the EU. The results of the study serve to derive concrete measures and tools for building competitive advantages.

Consumer attitudes towards the purchase of second-hand goods have been empirically investigated and validated, and an analytical toolkit has been applied to the secondary market. The role of economic, environmental, and social factors in the development of recommercialization has been outlined as a mechanism for extending product lifecycles and shaping sustainable consumption models in Bulgaria and the EU countries.

In summary, it can be noted that the candidate's scientific results contribute to the advancement of research in the field of competitiveness and sustainable development of the commercial business; the transformation of trade under the conditions of digitalization; recommercialization and the circular economy in trade; consumer behavior and sustainable consumption, while simultaneously offering solutions with practical applicability.

Assessment of the Candidate's Citations. In the attached reference list of identified citations, 22 citations of 3 publications by the author are noted, with 19 of these citations being in journals indexed in Scopus. This demonstrates that the author's scientific publications and the results achieved are well-recognized within the scientific community. All of the cited publications are independent. Currently, Chief Assistant Professor Yulia Hristova, has an h-index of 3 in Google Scholar.

With 50 points required under the minimum national requirements for occupying the academic position of "Associate Professor" in the professional field 3.8 Economics, the candidate reports 60 points.

7. Participation in Scientific Projects and Scientific Forums. Chief Assistant Professor Yulia Hristova, PhD, reports participation in 3 projects: one participation as a team member in a scientific and applied research project, one participation as a project manager for supporting the development of the empirical part of a doctoral dissertation, and one participation in a project for financing a scientific event organized by the Department of Economics and Management of Trade and Services. All projects have been successfully completed and focus on topics that correspond to the academic specialty of the announced competition.

The candidate has been a member of the organizing committees for the International Scientific Conference on the occasion of the 65th anniversary of the founding of the Department of Economics and Management of Trade and the 70th anniversary of the establishment of the "Economics and Trade" major, held in 2018, and the International Scientific Conference dedicated to the 70th anniversary of the establishment of the Department of Economics and Management of Trade and Services and the 75th anniversary of the beginning of education in the "Economics and Trade" major, held in 2023.

The 9 conference papers presented in the list of publications further testify to the active participation of Chief Assistant Professor Yulia Hristova, PhD, in scientific forums.

8. Teaching Activity. Chief Assistant Professor Yulia Hristova has over 15 years of teaching experience at the University of Economics – Varna (as a part-time assistant and a lecturer under a primary employment contract, having held the academic positions of "Assistant Professor" and "Chief Assistant Professor"). She conducts lectures and seminars for students in

both educational and qualification degrees (Bachelor's and Master's), in both full-time and distance learning formats. The courses she teaches include: "Fundamentals of Trade", "Enterprise Economics", "Competition and Competitiveness", "Sales Management", "Competitiveness of Commercial Business", "Introduction to Trade", "Trade in Services", "Marketing Research in an Omnichannel Environment", "Investment and Financial Management", "Commercial Management", and "Sales Management and Advertising". Furthermore, she conducts lectures and seminars for the course "Specialized Seminar" and serves as the supervisor for the mandatory practical training of students majoring in "Economics and Trade".

According to the attached reference sheets for the two academic years (2021/22 and 2025/26), she has completed a total of 699 hours in the Bachelor's degree (181 hours of lectures and 518 hours of seminars) and 48 hours in the Master's degree (21 hours of lectures and 27 hours of seminars).

She has participated in the development of curriculum syllabi for 7 courses included in the academic curricula for students majoring in "Economics and Trade" and "Business Economics" in the Bachelor's degree, as well as "Global Commercial Business" and "Omnichannel Commercial Business" in the Master's degree. She has co-authored one textbook and two teaching manuals. She served as an academic mentor under the "Student Practices – Phase 1" project under Operational Programme BG 05M20OP001-2.002-0001 "Science and Education for Smart Growth" 2014–2020 in 2016 and 2018, and she has supervised and reviewed a significant number of diploma theses. This demonstrates a sustained commitment to the development of the educational process within the department.

It is particularly positive that Chief Assistant Professor Yulia Hristova, PhD, makes efforts to engage students' interest by connecting theory with practice through real-world examples and topical case studies, as well as by organizing meetings with guest lecturers and practitioners who provide a valuable perspective on the actual working environment and make the acquired knowledge more useful for the learners.

She served as the scientific supervisor for one full-time doctoral student, enrolled in the PhD program on 01.09.2016, for the period during which Art. 9 (3) of the Act on Development of the Academic Staff in the Republic of Bulgaria (ADASRB) allowed the scientific supervision of doctoral students to be assigned to a person holding a "Doctor" (PhD) degree with proven scientific achievements or practical experience.

I highly appreciate the fact that over the years, Chief Assistant Professor Yulia Hristova has worked towards enhancing her own competencies and qualifications, which is evidenced by her participation in 6 different specializations and training programs.

9. Plagiarism. Familiarization with the publications submitted for participation in the competition provides grounds to assert that, as of the date of preparation of this statement, no evidence of plagiarism has been found, and no reports of copyright infringement of other researchers or incorrect citation of other scientific works have been established.

10. Questions and Critical Remarks to the Candidate. I have no critical remarks to the candidate, but I would like to offer the following recommendations:

To make efforts towards developing independent textbooks and teaching manuals for the courses she teaches;

To continue publishing in journals abstracted and indexed in global databases (such as Scopus and Web of Science) with the aim of widely popularizing the results of her research work.

11. Conclusion. Based on the assessment of the scientific production, the theoretical-methodological and scientific-applied contributions, the presented citation data, and the teaching activity, I consider that Chief Assistant Professor Yulia Hristova, PhD, meets both the minimum national requirements for occupying the academic position of "Associate Professor" and the quantitative requirements for occupying this academic position at the University of Economics – Varna pursuant to Art. 2b, (5) of the Act on Development of the Academic Staff in the Republic of Bulgaria (ADASRB).

All of this gives me grounds to express my POSITIVE EVALUATION of the candidate and to confidently propose that the members of the Scientific Jury support the election of Chief Assistant Professor Yulia Nikolaevna Hristova to the academic position of "Associate Professor" in the professional field 3.8 Economics, academic specialty "Economics and Management (Competitiveness and Sustainability of Trade)".

28.08.2026

Varna

Prepared the statement:

(Associate Professor Denka Zlateva, PhD)

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