

Written by: Prof. Lyubcho Vamezov, PhD, D. A. Tsenov Academy of Economics,
Department of Industrial Business and Entrepreneurship

Regarding: evaluation of a candidate in a competition for the academic position of "Associate Professor" in a professional field 3.8. Economics, scientific specialty "Innovation Management"

Grounds for providing of the review: Decision of the Faculty Council of the Faculty of Economics (Protocol No. 27/28.04.2022), order No. RD06-82/05.05.2022 of the Vice-Rector of the University of Economics - Varna for the appointment of the composition of the Scientific Jury and decision of the Scientific Jury at its first meeting on 07.06.2022.

1. Competition data

The competition for the academic position of "Associate Professor" is in the professional field 3.8 Economics, scientific specialty "Innovation Management", for the needs of the Department of "Industrial Business and Logistics". It was announced by decision of the Faculty Council of the Faculty of Economics (Protocol No. 27/28.04.2022). The competition announcement was published in the State Gazette, issue 27/05.04.2022.

2. Candidate in the competition

Plamen Marinov Pavlov is the only candidate in the announced competition for the academic position of "Associate Professor" in professional field 3.8. Economics, scientific specialty "Innovation Management" for the needs of the Department of "Industrial Business and Logistics".

It is clear from the documents and materials provided to me that Plamen Pavlov was admitted to participate in the announced competition for the academic position of "Associate Professor" at the Department of "Industrial Business and Logistics" at the EU - Varna. It meets the requirements specified in Art. 62 of the "Regulations for the Development of the Academic Staff at UE - Varna" (RDASUEV) for admission to participation in a competition for the academic position of "Associate Professor", as well as the quantitative requirements specified in Appendix 1 of the same Regulations.

Plamen Pavlov completed his secondary education in 1998 (Dimitar Ganev Technical School of Electrical Engineering, Varna, diploma no. 017733/1988; reg. no. 4282/382). He was accepted as a student at the University of Economics - Varna in 1991, specialty of "Economics and Industrial Management". He completed his higher education in 1995 (diploma No. VD 95 0020371, industrial economist). Doctoral student at the University of Economics - Varna (1996 – 1999). He has worked on a main employment contract at the Department of "Industrial Business and Logistics" at UE - Varna successively as an assistant (1999 - 2003), senior assistant (2003 - 2011) and chief assistant (2011 - until now). In the meantime (1999 – 2009) he worked as a part-time lecturer at the New Bulgarian University, Varna.

Trained in:

- University of Minnesota, Hubert H. Humphrey Institute (specialist in Environmental Business Management, Diploma No. 010-96);
- University of Economics - Varna, (banker-economist, Diploma No. 4568, Banking);
- University of Economics - Varna (innovation management specialist, Diploma No. VD 950020371-105);
- University of Economics - Varna, Free Faculty (Legal Affairs Consultant; Certificate No. 157/1994).

He participated in the research project "Regional Innovation Strategy of the North-Eastern Planning Region of Bulgaria (NE-BG-RIS) under the VI Framework Program of the EU, direction "Research and Innovation", coordinated by the Regional Agency for Entrepreneurship and Innovation - Varna, 2007 year.

He was a member of the Association of Professors of Economics and Management in Industry (2010 - 2018) and of the STA (2003 - 2016). He speaks Russian and English.

The candidate Plamen Marinov Pavlov defended his doctoral dissertation on the topic "Innovations in the Bulgarian industrial enterprises (based on the Varna region) on 30.09.2011 and obtained the educational and scientific degree "doctor" in 2012 (Diploma 003/30.01.2012). According to the announced competition, he submitted a published monographic work, which does not repeat the one for the acquisition of the educational and scientific degree "doctor" and fully meets the requirements of Art. 71 (2) of the RDASUEV.

3. Quantitative and meaningful characteristics of the presented scientific works

Plamen Pavlov participated in the competition as the author of 20 publications, including:

- √ monographs (without dissertation work for awarding the educational and scientific degree "doctor") - 1 pc., with a volume of 148 standard typewritten pages;
- √ studies - 1 pc., with a volume of 43 pages;
- √ articles - 7 pcs., with a total volume of 111 pages;
- √ scientific reports – 7 pcs., with a total volume of 61 pages;
- √ textbooks and teaching aids - 4 pcs. (all co-authored), with a total volume of 119 pages.

The total volume of the scientific production of the candidate is 482 standard pages. Scientific publications do not repeat those presented for the acquisition of the educational and scientific degree "doctor". Co-authored textbooks are undoubtedly a certificate of the candidate's ability to work in a team.

From the provided Reference on the fulfillment of the minimum national requirements for occupying the academic position "Associate Professor" in the field of higher education 3. Social, economic and legal sciences, it is clear that the candidate meets the requirements. So, for example, the candidate has the required 50 points for indicator group "A" (defended dissertation work). According to group of indicators "B", an independent monograph published in 2021 was presented (100 points), and according to group of indicators "D", with the necessary 200 points, Plamen Pavlov declared 230 points.

Plamen Pavlov's publications are mainly focused in the field of innovation policy and strategy, innovations and problems related to their management. This fact shows the consistency and purposefulness of the scientific research of the candidate. Plamen Pavlov's publications are on current economic and management issues related to or arising from the management of innovations and the implementation of innovation policy. They are distinguished by a good knowledge of the issues, use of a rich research tools, thoroughness and analyticalness, argumentation of theses and conclusions, scientific correctness and the possibility of practical applicability. Plamen Pavlov's orientation towards insufficiently researched and developed problems (for example, mechanisms for stimulating innovations, trade in eco-credits and innovations, etc.) deserves admiration. A large part of Pavlov's publications have found a place in authoritative publications (Library "Prof. Tsani Kalyandzhiev", magazine "Narodnostopanski archiv", Yearbook of IU - Varna, magazine "Izvestia", etc.).

It is important to note that almost all of the applicant's publications are closely related to the scientific specialty for which the current competition is announced:

√ in publ. 2.1, 8.6 and 9.7 the innovation activity and innovation strategies of the enterprises from the industrial sector in Varna region were studied, a number of important conclusions were formulated and measures were proposed that should be taken by the state, the municipalities and the managers of the individual enterprises, to increase the company's competitiveness;

√ in publ. 14.5 some of the main reasons for the low innovativeness of the Bulgarian industry have been identified and, on this basis, recommendations have been made to overcome difficulties regarding innovation in enterprises;

√ in publ. 5.3 the various alternatives for financing the innovation activity of Bulgarian companies are considered, their peculiarities and characteristics are pointed out and guidelines are proposed for increasing the possibilities of access to financing of innovations and innovation activity in Bulgarian enterprises;

√ publ. 3.1, 4.2, 10.1, 11.2 and 15.6 examine innovation policies, the different levers, models and specific incentives for innovation and research and development (R&D) in the five leading countries in the world, in Africa, Latin America and SEAO and based on analyses and conclusions contain recommendations for improving Bulgaria's innovation policy;

√ in publ. 7.5 the dynamics and trends in the inventive activity realised by our and foreign applicants have been analysed and, on this basis, conclusions useful for the business have been drawn;

√ in publ. 16.7 an important problem for the entire society related to environmental pollution is considered, and the author offers an option that could act in a double positive aspect, improving the environmental compatibility of the entire economy on the one hand, and increasing its innovation on the other.

A central place in the candidate's scientific production is occupied by the monographic work "Innovation Policy and Innovation Stimulation". This is undoubtedly an interesting read, an up-to-date, well-structured, original and valuable scientific study. The monograph was discussed at a meeting of the Department of "Industrial Business and Logistics" (Protocol No. 4/16.12.2020), at which it received a high assessment of its scientific value. His results unequivocally show that there is a positive correlation between R&D spending (in all its

dimensions – as absolute amount, percentage of GDP, per capita, etc.) that each country (economy) makes and its level of competitiveness.

Innovation, innovation policy, its place in the country's economic policy, the incentives it includes, etc. are discussed in chapter one of the monograph. Attention is paid to the different generations of innovation policies, direct and indirect measures, financing problems, etc. In the second and third chapters, an overview of the innovation policies of the leading countries in the world and of the Balkan countries, as well as countries, continental or regional leaders in the field of innovation (according to the Global Innovation Index 2019), is reviewed. Summaries and conclusions are drawn about these policies. Admiring the efforts made by the author and confirming the scientific value (theoretical, mainly) of the mentioned three parts of the monographic work, I believe that contributions, especially those of a scientific-applied nature, should be sought in the last part of the study, and especially in item 4.2. "Directions for improving the innovation policy of Bulgaria". Starting from the understanding that "all separate mechanisms and incentives must be applied in the context of the specific vision for the development of the entire economy", Plamen Pavlov suggests that the state should focus on: creating a favourable environment for large private investors financing innovative projects; introduction of tax concessions (including the easing of the insurance burden) related to the income taxation of highly qualified personnel (Bulgarian and foreign) engaged in research and other innovation activities; renewal of the National Innovation Strategy of the Republic of Bulgaria, taking into account the changes that have occurred in the country, Europe and the world in the last more than 15 years and providing specific resources for its implementation; introducing a national program like "innovation vouchers" to stimulate both small and medium-sized businesses and research organisations to create deep long-term links between the real economy on the one hand and scientific and educational institutions on the other; more fully benefiting from EU membership, not only in terms of the common market, but also in terms of opportunities for cooperation with other interested scientific organizations, innovative companies and independent inventors, especially in areas where Bulgaria lags behind world excellence; supporting and benefiting from the EU customs policy in terms of maintaining zero duties on imported machinery, equipment and materials necessary for conducting R&D; improving the legislation in the field of public-private partnerships to ease the procedures for creating technology parks and business incubators.

In conclusion, Plamen Pavlov's publications prove his scientific fruitfulness, innovation, high competence and specific knowledge in the fields of innovation policy, innovation strategy, intellectual property and innovation management.

Conclusion: The scientific research work of Plamen Pavlov in quantitative and qualitative terms corresponds to the requirements of RDASUEV for occupying the academic position "Associate Professor".

4. Quantitative and qualitative assessment of the teaching activity

In order to prepare a quantitative and qualitative evaluation of the teaching activity, the candidate has submitted documents and evidence necessary for participation in the announced competition for the academic position of "Associate Professor". For example, from reports issued by the head of the Department of "Educational Activity and Students" and by the Director of the Master's Education Center it is clear that the total workload of Plamen Marinov Pavlov for the last two academic years (2020/2021 and 2021/2022) is evenly distributed. In the bachelor's degree, it is respectively 237 and 216 academic hours, and in the master's degree - 39 academic hours per year.

Plamen Pavlov leads lectures/seminars on the academic courses:

- "Innovation Management";
- "Work Organization and Personnel Management";
- "Human Resources Management";
- "Production and Labor Organization";
- "Corporate Intellectual Property Management";
- "Economics of Enterprise";
- "Investment and Innovation Management";
- "Entrepreneurship".

It should be noted that two of the academic courses ("Innovation Management" and "Corporate Intellectual Property Management") led by the candidate for Associate Professor are directly related to the scientific specialty for which the competition is announced - "Innovation Management".

To ensure part of his teaching activity Plamen Pavlov, has developed in co-authorship 4 pcs. textbooks ("Economics of Enterprise", "Industrial Technologies and Technological Strategies", "Labor Organization in Industry" and "Corporate Intellectual Property

Management"), providing the education of students of various specialties in "bachelor" and "master" degrees.

The candidate has carried out scientific supervision of dozens of graduates who have successfully defended their diplomas in "Bachelor" and "Master" degrees.

Conclusion: The teaching activity of Plamen Pavlov, corresponds quantitatively and qualitatively to the requirements of RDASUEV for occupying the academic position of "Associate Professor".

5. Scientific and scientific-applied achievements and contributions of the candidate

The main contributions in the candidate's scientific publications can be expressed in the following directions:

Contributions of a theoretical-scientific nature, finding expression in enriching the theory in the fields of innovation strategy and policy, innovations and their management:

✓ enrichment of knowledge about innovation, innovation strategy and innovation activity of business entities (publ. 1.1; 2.1; 3.1; 4.2; 5.3; 8.6; 9.7; 10.1; 11.2; 14.5; 15.6; 16.7);

✓ the components of the national innovation policy are presented and the place of the latter in the overall economic policy of the state is clarified (publ. 1.1; 3.1; 4.2; 10.1; 11.2; 15.6);

✓ the essential characteristics of the restructuring of the enterprise from an economic point of view and the opportunities it provides for implementing organizational change are brought out (publ. 6.4; 13.4);

✓ a methodological framework was developed for research and assessment of innovation activity in industrial enterprises, with the possibility of adaptation in different economic sectors (publ. 2.1).

Contributions of a practical-applied nature, expressed in a number of the author's ideas for increasing the innovation potential and innovation activity of Bulgarian enterprises, for financing their innovation activity, as well as ideas for improving Bulgaria's innovation policy:

✓ the main difficulties and problems faced by the "maritime industry" as a structure-determining one for the Varna region, as well as opportunities to overcome them (publ. 12.3);

✓ the characteristics of innovation activity in Bulgarian industrial enterprises were investigated, and the main problems that prevent companies from innovating were identified (publ. 2.1; 8.6; 9.7; 14.5);

√ alternative possibilities for financing the innovative activity of Bulgarian industrial enterprises are outlined in the context of Bulgaria's membership in the EU (publ. 5.3; 16.7);

√ guidelines for improving Bulgaria's innovation policy have been identified through the prism of comparing it with the innovation policies of a number of leading countries in this field (publ. 1.1; 3.1; 4.2; 10.1; 11.2; 15.6);

√ derived and reasoned recommendations for increasing inventive activity in Bulgaria, with a view to improving the innovation potential of the Bulgarian economy (publ. 7.5);

√ adapted opportunities and guidelines for improving innovativeness in Bulgarian enterprises are proposed, based on the successful experience of the practice of a number of developed countries in Europe and the world (publ. 1.1; 2.1; 3.1; 4.2; 8.6; 9.7; 10.1; 11.2; 14.5; 15.6; 16.7);

√ developed methodical and didactic materials related to the training of students of various specialties and degrees of education (publ. 17.1; 18.2; 19.3; 20.4).

6. Candidate's Citations

From the attached Report on the implementation of the minimum national requirements for the occupation of the academic position of "Associate Professor" in the field of higher education 3. Social, economic and legal sciences, it is clear that a significant part of the scientific publications of Plamen Pavlov are cited by other authors (Bulgarian and foreign), and according to group "D" indicators with the collected 110 points, he far exceeds the required 50 points. This is sufficient reason to conclude that Plamen Pavlov is well-known in scientific circles and his scientific results in the fields of innovation policy and innovation management are recognized by his colleagues both from the UE - Varna and from other universities in our country and abroad.

7. Critical notes, questions and recommendations

I do not find any significant weaknesses in the candidate's scientific output. There is some repetition of texts in different publications, but this is understandable and to some extent inevitable. Considering the expert potential, knowledge and experience of the candidate, I believe that his participation in scientific research and other projects is insufficient. Already as an assistant, he was attracted by more experienced and respected colleagues (B. Blagoev, V. Stanev, R. Shineva) as a co-author of some of the textbooks published by the department. Since a significant part of Pavlov's texts in the mentioned textbooks need updating, after the

habilitation he can use the same approach and lend a hand to young colleagues in developing new or updating existing textbooks and study aids.

I kindly make the following recommendations:

- to update the content of the topics in the textbooks in which he participates as a co-author and to issue a textbook on Innovation Management;
- not to "close" his scientific interests only in the field of innovation, but to use his potential and boldly enter other fields of economic and management science;
- to publish his scientific works in renowned foreign publications;
- to engage in scientific supervision of PhD students;
- to use his accumulated experience and knowledge to initiate and lead research and other projects.

8. Summary conclusion and opinion

Taking into account the indisputable achievements in the teaching activity of the candidate, his professional qualities, expert potential and academic reputation, I dare say that he meets the requirements specified in the "Regulations for the development of the academic staff at UE-Varna" for occupying the academic position of "Associate Professor". Therefore, with complete conviction, I declare my positive vote and recommend to the respected scientific jury to propose to the Faculty Council of the Faculty of Economics to approve Plamen Marinov Pavlov as an "Associate Professor" in the scientific specialty "Innovation Management".

Svishtov
02.08.2022

Reviewer:

(Prof. L. Varamezov, PhD)

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



ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ - ВАРНА

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ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ ВАРНА

REVIEW

Вх. № PX20-910/04.08.2022

by Prof. Evgen Petrov Stanimirov, PhD - area of higher education: 3. Social, economic and legal sciences, professional field: 3.8. Economics, scientific specialty: Marketing, University of Economics - Varna

Re: competition for the academic position "associate professor" in professional field: 3.8. Economics, scientific specialty: Innovations Management for the needs of the Industrial Business and Logistics department at the University of Economics-Varna

1. Information on the competition

The competition announced in SG No. 27/05.04.2022 concerns the award of the academic position "associate professor" in: area of higher education 3. Social, economic and legal sciences, professional field: 3.8. Economics, scientific specialty: Innovation Management. I am part of the scientific jury of the competition in accordance with Order No. RD-06-82/05.05.2022 of the Vice-Rector for Scientific Research and Staff Development at UE -Varna. The review was prepared according to the decision taken at the meeting of the scientific jury held on June 7, 2022.

2. Information on the candidates taking part in the competition

Chief Assistant Professor Plamen Pavlov, Ph.D, is the only candidate in the competition. Plamen Pavlov was awarded a Master's degree in Economics and Industrial Management in 1995 by the Varna University of Economics. In 2011 he was awarded a PhD degree in Economics and Management (Industry), professional field 3.8 Economics.

Since 1999 the candidate in the competition has successively passed through the academic positions of assistant, senior assistant professor and chief assistant professor at UE-Varna. In the period from 1999 to 2009, he also worked as a part-time assistant at the NBU (Varna branch).

Data on the candidate's additional qualifications are presented. In the period 1993-1996, he successfully completed training at the Center for Postgraduate Qualification and the Free Faculty at UE-Varna in the following areas: environmental business management, banking, innovation management, legal affairs consultant.

He is an active member of the Association of Lecturers of Economics and Industry Management. From 2003 to 2016, he was also a member of the Scientific and Technical Unions. What has been stated so far demonstrates Plamen Pavlov's desire to continuously improve his qualifications.

Since 2000 the candidate has been actively involved in business, holding managerial positions at the Investment Company Triland JSC (executive director and member of the Board of Directors), Sealand Holding JSC (member of the Board of Directors), Trade and investment company Bella Trade OOD (manager), Footwear factory Bella OOD, Chamber of Commerce - Varna (chairman of the Control Board), Consulting company Konsulter OOD (manager), Trade and investment company Eurocorp OOD (manager).



Plamen Pavlov's areas of scientific interest are: innovation, innovation policy, economics and enterprise restructuring. He is a member of the Faculty Council of the Faculty of Economics and a member of the Academic Council of UE-Varna.

What has been stated so far unequivocally shows that the candidate stands out with his high qualifications, a wide range of professional interests and solid practical experience.

3. Fulfillment of the requirements for occupying the academic position

The submitted certificate of fulfillment of the minimum national requirements under Art. 2b, para. 2 and 3 of the Academic Staff Development Act of the Republic of Bulgaria (ASDARB) for occupying the academic position "associate professor" in professional field 3.8 Economics shows the fulfillment of the cumulative quantitative requirements formed by the components under the section "National Minimum Requirements" according to the Academic Staff Development Act of the Republic of Bulgaria (Article 2b) and the Rules for its Application (Art. 1a, paragraph 1).

The required number of points to fulfill the national minimum requirements is 400, and the actual fulfillment is 490 points, accumulated as follows:

- Defended dissertation work for the award of the PhD degree on the topic: "Innovations in Bulgarian industrial enterprises (based on the Varna region)" (50 points);
- Habilitation thesis on the topic: "Innovation policy and driving innovation" (100 points);
- Published book on the basis of the defended dissertation work for the award of the PhD degree on the topic: "Innovations in Bulgarian industrial enterprises (based on the Varna region)" (75 points);
- 14 articles and papers published in non-referenced peer-reviewed journals or published in edited collective volumes (140 points);
- A study published in non-referenced peer-reviewed journals (15 points);
- 7 citations in monographs and collective peer-reviewed studies (70 points);
- Citations in non-referenced peer-reviewed journals.

The candidate in the competition has participated in a project for the development of a "Regional Innovation Strategy of the North-Eastern Planning Region of Bulgaria under the VI Framework Program of the EU, direction "Research and Innovation".

The activity of Chief Assistant Plamen Pavlov, PhD in seven organizations, occupying the positions: manager, executive director, member of the Board of Directors, chairman of the Control Board, is an additional argument under Art. 57a, para. 2, item 2b of the Rules for the Application of the Academic Staff Development Act of the Republic of Bulgaria.

The fulfillment of the quantitative requirements for occupying an academic position at UE-Varna on the basis of Art. 2b, para. 5 of the Academic Staff Development Act of the Republic of Bulgaria, listed in the Regulations for the Development of the Academic Staff at UE-Varna is as follows: if 30 points are required for scientific papers and 80 points are required for scientific articles and studies, the candidate is awarded 70 points and 85 points respectively.



The references for the implementation of the minimum national requirements under Art. 2b, paras 2 and 3 of the Academic Staff Development Act of the Republic of Bulgaria for occupying the academic position "associate professor" in professional field 3.8 Economics, as well as for the additional indicators under Art. 57a, para. 2 of the Rules for the Application of the Academic Staff Development Act of the Republic of Bulgaria convincingly prove that the candidate in the competition has a profile and prominence in his field, which have been appreciated both by colleagues (given the coverage of scientific and teaching standards) and by the business (given his participation in management positions in 7 companies and organizations).

3. Evaluation of the teaching activity

Chief Assistant Plamen Pavlov, PhD is an established lecturer in Innovation Management, Labor Organization and Personnel Management, Human Resource Management, Production and Labor Organization, Corporate Intellectual Property Management, Enterprise Economics, Entrepreneurship, Investment and Innovation Management, etc.

He is involved as an author in the publication of 4 textbooks in the following areas: Management of corporate intellectual property, Industrial technologies and technological strategies, Organization of labor in industry, Enterprise economics.

His active work with the students is along the lines of: (1) delivered lectures and seminars. In the last two years alone, the candidate in the competition has taught 453 classes in the Bachelor degree programmes (309 classes in lectures and 144 classes in seminars), as well as 78 classes in the Master degree programmes (38 classes in lectures and 40 classes in seminars); (2) extracurricular activities, e.g. visits to companies, conducting practical training for students; (3) supervision of over 80 graduate students.

All this shows that the candidate in the competition has the necessary teaching experience and degree of preparation for occupying the academic position of "associate professor".

4. General characteristics of the presented scientific work/publications

Twenty publications were submitted for review, of which: 1 single-author monograph (148 pages); 1 single-author study (43 pages); 7 single-author articles (111 pages), two of which in the English language; 7 single-author papers (61 pages), one of which is published abroad; 4 co-authored textbooks (119 pages). The total number of standard pages of the publications submitted for the purposes of the competition are 482. All publications are subject to review and refer to the topic of the announced competition.

The review of the presented works shows a high degree of concentration and specialization of Chief Assistant Plamen Pavlov, PhD in the field of: (1) Innovations (innovation policies and strategies, innovation activity, incentive mechanisms); (2) Condition and restructuring of enterprises; (3) Management of intellectual property (including patent activity). The emphasis in the publications is on the search for practical and applicable effects of the research.

It is noteworthy that only 20% (of the total number of publications) and 25% (of the



volume in standard pages) are co-authored.

The monograph "Innovation Policy and the Driving of Innovation" examines the main levers, models and incentives for innovation in 54 countries on six continents. This gives the author a reason to formulate his own conclusions in relation to the innovation policy.

A novel aspect in the habilitation work is the departure from the classic focus of research in the field of innovation, which is usually centered around specific policies of a country or only of a certain region. It is indisputable that, on a European and global level, indicators are calculated and large databases are maintained for various elements and incentives in relation to the innovation policies of individual countries. However, these data serve rather as a basis for subsequent reasoning.

The author of the monographic work significantly expands the scope of the study of useful practices, which can become a starting point for a subsequent study of the innovation policies of this country. The main levers, models and concrete drivers of innovation are synthesized and analyzed in the study, and on this basis, conclusions are drawn and motivated proposals are made for improving Bulgaria's innovation policy.

The structure of the work in four chapters allows the author to present the theoretical aspects of the innovation policy, to analyze the innovation policies of the selected 54 countries, to summarize the main characteristics of the different innovation policies (compared to the Bulgarian one) and to define guidelines for optimization of the Bulgarian innovation policy.

One of the main conclusions of the study is that for an economy to be strong and innovative, it is not necessary to have a huge raw material base or to be among the largest in the world. What is paramount is that the country should have the right policy and strategy for innovative development, that appropriate fiscal incentives are applied and that innovation is a recognized priority for the entire society. The strongest economies globally are usually leaders in terms of innovation and invention activity as well. However, it is not a question of direct intervention of the state in supporting innovation, but rather - to what extent and in what form the state should intervene and encourage the innovative technical, product, technological, managerial and organizational processes in order for the economy to be more innovative and more competitive.

5. Assessment of scientific and scientific-applied contributions

Scientific and scientific-applied results of a contributing nature can be identified in the publications submitted for review. The topic of the scientific work shows a clear and in-depth orientation of the author to issues related to: innovation, innovation policy, economy and enterprise restructuring.

The author demonstrates the ability to report, analyze and integrate various theoretical statements and, on this basis, to interpret the obtained results with subsequent conclusions. The publications have a clearly expressed author's position with a practical focus.

Among the more significant scientific, methodological and scientific-applied contributions of the candidate in the competition, the following can be mentioned:



1. The theoretical statements and interpretations in the field of innovation, innovation strategies and innovation activity have been enriched, and the author's contribution can be sought mainly in the direction of their economic role and types.

2. The characteristics of restructuring of the enterprise from an economic point of view and the opportunities it provides for the realization of the organizational change are derived.

3. A methodological framework for evaluating innovation activity in industrial enterprises with the possibility of adaptation in different sectors is proposed and substantiated.

4. Based on a study of the characteristics of innovation activity in Bulgarian industrial enterprises, the main obstacles to innovation activity have been identified and guidelines for improving the innovation potential and alternative possibilities for financing innovative practices have been proposed.

6. Critical notes and recommendations

The facts presented so far support the claim of the professional competence of Chief Assistant Professor Plamen Pavlov, PhD.

1. The serious research and expert experience of our colleague is a reason to recommend that he be included as a member of editorial boards.

2. It is noticeable that a small part of the candidate's publications are co-authored (only the textbooks). My recommendation is that he works in larger research and interdisciplinary teams with colleagues from other universities in the future, which would be a basis for know-how transfer.

3. The review of the reference for the fulfillment of the quantitative requirements for occupying the academic position "associate professor" shows that more active work should be done in the direction of publication in scientific journals that are referenced and indexed in world-renowned databases. The recommendation under item 2 would contribute to the publication of studies and chapters in collective monographs, which in turn would increase visibility and citability.

4. The candidate's serious practical experience should entail sharing this experience in university textbooks and teaching aids.

5. In the future, it would be interesting for our colleague to focus his efforts on researching the strength and direction of dependence between the degree of economic development, on the one hand, and the strength and effectiveness of innovation policies and innovation activity, on the other hand. I mean that many funds are channeled in the direction of stimulating innovation activity (eg in the field of digitization), but the beneficial effect of this is not evaluated, thus no clear idea can be obtained as to the effectiveness of such investments.

6. Conclusion

The findings related to the research, publication, teaching and practical activities of Chief Assistant Professor Plamen Marinov Pavlov, PhD, unequivocally demonstrate compliance with the ASDARB requirements for occupying the academic position of



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"associate professor". This gives me reason to express a categorically positive attitude with regard to the competition and to suggest to the respected members of the scientific jury to support the candidacy of Chief Assistant Professor Plamen Marinov Pavlov, Ph.D, for taking the academic position of "associate professor" in professional field 3.8. Economics, scientific specialty: Innovation Management at the University of Economics - Varna.

August 4, 2022
Varna

Signature:
(Prof. Evgeni Petrov ~~Stanimirov~~, PhD)

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