

POSITION

by competition for the academic position of Associate Professor

by professional direction 3.8. Economy, scientific specialty "Innovation Management", published in the "State Gazette" no. 27/05.04/2022 with a term of 2 months with a single participant assistant professor Plamen Marinov Pavlov, PhD

by Assoc. Prof. Ilian Ivanov Minkov, PhD from University of Economics - Varna, member of the scientific jury for the announced competition based on the order of the Vice-Rector for Research and Professional Development of University of Economics - Varna №. RD-06-82/05.05.2022 and from its first meeting on 07.06.2022

1. Competition information

The competition for the occupation of the academic position Associate Professor in the area of higher education 3. Social, economic and legal sciences, by professional direction 3.8. Economics, scientific specialty - Innovation Management has been announced by the University of Economics - Varna for the needs of the Department of Industrial Business and Logistics at the Faculty of Economics with a term of 2 months from its promulgation in the State Gazette. According to it, before the deadline, there are submitted documents from Chief assistant professor Plamen Marinov Pavlov, PhD. He is the only candidate in this competition.

According to the announced competition, the necessary study load in the discipline Innovation Management has been provided.

2. Brief information about the candidate in the competition

Chief Assist. Prof. Plamen Pavlov completed his secondary education in the city of Varna in 1988. In 1995, he obtained the Economist of Industry degree majoring in Economics and Industrial Management at the University of Economics - Varna. He received a PhD in the scientific specialty Economics and Management (Industry) on 30.09.2011 on the basis of a defended dissertation work on "Innovations in Bulgarian industrial enterprises (based on the Varna region)". Since 1999, the candidate has been a full-time lecturer at the Department of Industrial Business and Logistics at IU-Varna.

The rich practical experience of the candidate for "associate professor" is impressive. He was a manager and member of the board of directors of various commercial companies, as well as chairman of the control board of the Chamber of Commerce - Varna. This allows him to carry out an extremely practically oriented learning process with high added value for students.

3. Brief description of the submitted scientific work / publications

The main part of the research work and scientific publications of Pavlov, PhD are focused on the purview of the announced competition - innovation management. In this thematic area are also the publications on the dissertation work (5 issues), which are not peer-reviewed. The scientific papers submitted for participation in the competition for "associate professor" cover 20

publications in a total volume of 482 standard pages independent participation. The structure of the publications is as follows:

Total number of publications: 20 with a total volume of 482 pages.

From them:

- monographs – 1 with a volume of 148 pages.
- scientific studies – 1 with a volume of 43 pages.
- scientific articles – 7 with a volume of 111 pages.
- scientific reports – 7 with a volume of 61 pages.
- textbooks and teaching aids – 4 with a volume of 119 pages.

The presented scientific work have been published in established and authoritative indexed publications such as Prof. Tsani Kalyandzhiev monographic library of UE-Varna, Yearbook of UE-Varna, Izvestiya Journal of Varna University of Economics, Economic Archive, etc., which is a convincing indicator of their high quality as well. Dr. Pavlov's publications focus on a number of theoretical, methodological and applied issues of innovation, and innovation policies and strategies at the national and company level, being distinguished by the topicality of the considered problems, a high degree of depth of their research and a highly prominent position of the author. I believe that the results obtained in them have a high potential for application and stimulation of the innovation activity of enterprises from various sectors of the economy in the Republic of Bulgaria. The high level of Dr. Plamen Pavlov's scientific publications is also evidenced by the 18 citations of his publications by Bulgarian and foreign scientists.

The publication, having the character of a habilitation thesis, is the monographic study "Innovation policy and incentivizing innovation". It is a large-scale scientific study of the innovation policies of 54 countries, including the first 40 who are leaders in the area of innovation. I believe that the monograph is an original scientific work, with outlined author positions and applied contributions, which have significant potential to contribute to the improvement of Bulgaria's innovation policy and the growth of the national economy.

The presented facts and evidence in the submitted documents testify that the candidate Chief Assist. Prof. Plamen Pavlov PhD, fulfills the minimum national requirements (according to art. 2b, par. 2 and 3 of ZRASRB) and the quantitative requirements in University of Economics - Varna (according to Art. 65, par. 1, item 16 of PRAS in IU- Varna) for holding the academic position of "Associate Professor" in the area of higher education 3. Social, economic and legal sciences.

4. General assessment of teaching activity

Assistant professor Plamen Pavlov, PhD has extensive experience as a lecturer at University of Economics - Varna. He led independently or participated in the teaching staff of many disciplines, including: "Innovation Management", "Organization of labor and Personnel Management", "Enterprise Economy", "Special Seminary" and etc. in bachelor's degree, and "Human Resources Management", "Organization of manufacturing and labor", "Management of investments and innovations", "Management of corporate intellectual property", etc. in master's

degree. His total classroom workload for the period 2020/2022 is 453 hours in the bachelor's degree (309 hours of lectures and 144 hours of exercises) and 78 hours in the master's degree (38 hours of lectures and 40 hours of exercises).

He has co-authored 4 textbooks for the needs of the educational process in the disciplines:

1. "Management of corporate intellectual property" (2016) - independently developed topics 5, 8, 11, 13 and 15;
2. "Industrial technologies and technological strategies" (2014) - independently developed chapter 6;
3. "Organization of labor in industry" (2008) - independently developed chapters 9, 10 and 11;
4. "Enterprise Economy" (2001) - independently developed paragraphs 6.1, 6.2, 6.3 and 6.4, as well as 8.3 in co-authorship.

The candidate has also participated in the development of numerous curricula for disciplines in both ACS.

What has been stated so far testifies to the presence of serious experience and a high degree of preparation of the candidate for "Associate Professor" Plamen Pavlov in the area of educational and teaching activities.

5. Synthesis of the essential scientific and applied contributions of the applicant

In Dr. Pavlov's publications a several number of scientific and scientific-applied contributions are being outlined. The key scientific contributions enrich the theoretical foundations of innovation in the economy, the most important of which are:

1. Further development of theoretical statements in the purview of innovation, innovation policies and strategies, and innovation activity, including essence, role, types, etc.
2. Outline the place of the national innovation policy within the economic policy of the state and its role in increasing the international competitiveness of the national economy.
3. Development of methodological frameworks for analysis and assessment of the level of innovation of industrial enterprises with opportunities for adaptation in various sectors of the economy.

Scientific and applied contributions include:

1. Study of the characteristics of innovation activity in Bulgarian industrial enterprises, identification of the principal problems, as well as possibilities for overcoming them, including and for financing innovation activity, based on adapting the successful experience of a number of developed countries from Europe and the world.
2. Derivation of guidelines for improving the innovation policy of the Republic of Bulgaria, based on researched good practices in the leading countries in terms of innovation.
3. Analyzing the inventive activity in Bulgaria and offering recommendations for its increase, with a view to improving the innovation potential and competitiveness of the national economy.
4. Diagnosing the main problems facing the development of the "maritime industry" in the Varna region, as well as specific opportunities to overcome them.

6. Key critical notes and recommendations

Despite the indisputably high quality of the publications of the candidate for “associate professor”, at this stage there is a lack of publications in scientific journals, referenced and indexed in world-renowned databases with scientific information (Scopus or Web of Science). Due to the above-mentioned note, I would allow myself to recommend to Dr. Pavlov in his future scientific activity to focus on publishing in such journals, which will contribute to raising the prestige of the Department and the institution to which he belongs.

7. Personal impressions

In addition to the professional ones, I also have very good personal impressions from Associate Professor Plamen Pavlov as a long-time colleague from the Department of Industrial Business and Logistics. In our joint work, he shows a high sense of responsibility, is committed and dedicated to the activities of the department, responsive and always ready to provide support, correct and ethical in his relations with colleagues.

8. Conclusion:

The analysis made in the opinion on the competition for the qualification, scientific and teaching activity of Chief Assistant Prof. Plamen Marinov Pavlov, PhD shows compatibility with Art. 24 of ZRASRB, art. 53 of PPZRASRB and Art. 62 of the PRAS in University of Economics - Varna for occupying the academic position “Associate Professor”. All this gives me reason to suggest to the members of the Scientific Jury to elect Assistant Prof. Plamen Marinov Pavlov, PhD for the academic position of “Associate Professor” in the area of higher education 3. Social, economic and legal sciences, by professional direction 3.8. Economics, scientific specialty - Innovation Management

6. July 2022 / Varna

Signature:

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

/Assoc. Prof. Ilian Minkov, PhD/



ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ – ВАРНА

СЕРТИФИЦИРАНА СИСТЕМА ЗА УПРАВЛЕНИЕ НА КАЧЕСТВОТО ISO 9001:2015

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ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ ВАРНА

Вх. № PA20-864/22.07.2022

OPINION

by Prof. Dr. Stoyan Andreev Stoyanov Department of "Business, Investments, Real Estate" at the University of Economics - Varna

Regarding: competition for "associate professor" in professional direction 3.8 Economics, scientific specialty "Innovation Management" at the University of Economics - Varna.

Grounds for presenting the opinion: participation in the composition of the scientific jury for the competition for the academic position of "associate professor" according to Order No. RD-06-82/05.05.2022 of Deputy. The Rector of the Scientific Research Institute of the University of Economics - Varna and from the first meeting of the scientific jury held on 06/07/2022.

1. Information about the announced competition

The competition has been announced by the University of Economics - Varna for the needs of the Department of "Industrial Business and Logistics" according to Order No. RD-06-82/05.05.2022, ZRASRB and the Rules for the terms and conditions for acquiring scientific degrees and for holding academic positions, and was published in the State Gazette no. 27 of 04/05/2022

2. Information about the candidate in the competition

Ch. Dr. Plamen Marinov Pavlov, assistant professor, is a full-time lecturer at the "Industrial Business and Logistics" department at IU - Varna and is the only candidate for the competition. He completed his secondary education at the "Dimitar Ganev" Electronics Technical School in Varna in the period 1984-1988, acquiring the specialty "Electrical Technician". He graduated his higher education in 1995 at the University of Varna.



He also has specializations in "Banking" and Innovation Management. Enrolled in doctoral studies at the same university and in 2012 obtained an OHC "doctor" in the scientific specialty "Economics and Management (Industry)". The topic of the defended dissertation is "Innovations in Bulgarian industrial enterprises (based on the Varna region)".

Ch. Associate Professor Dr. Plamen Pavlov accumulates a lot of practical experience in various business structures as a result of his personal skills, such as his ability to work with different types of specialists and contractors. The qualities of Ch. Associate Professor Dr. Plamen Pavlov was noticed by the management of the "Industrial Business and Logistics" department and was invited as a full-time assistant soon after completing his doctorate. We should also note his presence, as a part-time teacher, at the NBU in the period 1999-2009. In this regard, I should briefly mention the organizations through which the candidate passed. Plamen Pavlov, Ph.D., in his economic development. These are: Trading and Investment Company "Eurocorp"; Consulting company "Consulter"; "Chamber of Commerce - Varna"; Shoe factory "Bella" OOD and others.

He sees that in his development the candidate is constantly striving for innovation management. It is no coincidence that he chose the title of his doctorate and the set of disciplines that he leads in the bachelor's and master's degrees, as a full-time teacher at the Varna University of Economics.

3. Presentation of scientific works after the last procedure

For participation in the competition ch. Associate Professor Dr. Plamen Pavlov presents 20 publications, mostly in specialized publications, the independent ones of which have a volume of 363 pages, and the co-authored ones 119. It should be noted that his monographs and studies are independent, which I appreciate very much. A significant part of the publications, nearly 30%, are in English. The list also includes titles published in refereed and indexed scientific publications (Scopus). The absolute amount of publications with which the candidate participated in international conferences is high.

The main work with which ch. Associate Professor Plamen Pavlov is an independently published monograph with the title "Innovation Policy and Stimulation of Innovations", and the purpose of the monographic work is to examine the main levers, models and



concrete incentives for the development of innovations in general. At the end of the development, the author offers specific guidelines for improving the innovation policy in Bulgaria in order to increase the level of innovativeness of the economy and improve the standard of living.

This kind of proposals are very relevant and used in the modern management of economies and could greatly support the practical efforts in the development of farms. Obviously, the author has noticed the economic potential of innovation.

Ch. assistant professor Dr. Plamen Pavlov also participated in studies on the topic "Innovation activity in the industrial enterprises of the Varna region for the period 2009 - 2013". assessment of the state of innovation activity, indicating the need for adequate actions by the state, municipalities and management teams of enterprises. The author's main thesis is the need for synchronicity in the implementation and management of innovations.

Other works of Ch. Dr. Plamen Pavlov with which he introduced himself in his publication activity, but it is more important to note that in them he examines current and significant issues related to the proper management of the innovation process in economic entities in order to achieve the desired effect. The candidate's good theoretical preparation, as well as his ability to identify problems, find practically oriented proposals for them and skillfully argue them, are noticeable in the works.

My assessment of the quality of scientific production, based on what has been said so far, is positive. An argument for this is the attached reference, from the publications, as well as the apparent concentration of the author on the problems of innovation.

4.Evaluation of educational - teaching work

As a member of the faculty, Ch. Dr. Plamen Pavlov, assistant professor, participates in the education of bachelor's and master's degree students. The provided reference shows that in the 2020 - 2021 and 2021 - 2022 academic years at the Bachelor's College of Education, he has 216 and 453 study hours, respectively, and leads lectures and exercises in the disciplines: "Innovation Management", "Work Organization and Personnel Management ", "Economics of the enterprise", "Special seminar" and others. in OCS "Bachelor" and "Labor Management", "Investment and Innovation



Management", "Labor Organization and Personnel Management", "Economics of the Enterprise", "Special Seminar" and others. in OCS "Bachelor" and "Labor Management", "Investment and Innovation Management", "Production and Labor Organization", etc. in OCS "master". For the needs of the educational process, he co-authored 4 textbooks and many curricula in the disciplines he led.

The evaluations of the teaching activity of ch. Associate Professor Dr. Plamen Pavlov are high and are the result of his persistence in enriching theoretical knowledge and research, as well as in constant contact with various business structures. Unconditionally, this leads to the high quality of the material taught by him and keeps students interested in the learning process.

Given the above, it can be summarized that Ch. Associate Professor Dr. Plamen Pavlov is a teacher with the necessary qualities in the field of innovation. The practical experience and the educational and teaching activity give rise to persuasiveness in preparation for occupying the academic position of "associate professor" according to the announced competition.

5. Identification of scientific contributions

I accept, and analyze in writing, in my opinion the contributions described in the reference by the candidate. There are 4 scientific contributions, and 6 scientific-applied contributions, namely:

1. Further development of the theoretical statements in the field of innovations, innovation policies and strategies, and innovation activity, including essence, role, types, etc.
2. Outline the place of the national innovation policy within the economic policy of the state and its role in increasing the international competitiveness of the national economy.
3. Development of methodological frameworks for analysis and assessment of the level of innovation of industrial enterprises with opportunities for adaptation in various sectors of the economy.



Scientific and applied contributions include:

1. Study of the characteristics of innovation activity in Bulgarian industrial enterprises, identification of the main problems, as well as opportunities to overcome them, including and for financing innovation activity, based on adapting the successful experience of a number of developed countries from Europe and the world.
2. Derivation of guidelines for improving the innovation policy of the Republic of Bulgaria, based on researched good practices in the leading countries in terms of innovation.
3. Analyzing the inventive activity in Bulgaria and offering recommendations for its increase, with a view to improving the innovation potential and competitiveness of the national economy.
4. Diagnosing the main problems facing the development of the maritime sector industry in the Varna region, as well as specific opportunities to overcome them.

I find the indicated contributions in the various author publications.

Undoubtedly, they enrich the theoretical foundations of innovations in the economy.

6. Recommendations

I have the following recommendations for the candidate's teaching and research activities:

- to continue to work actively on its publication activity and to publish in refereed and indexed editions, which will contribute to the development of the research direction at Varna University of Economics;
- in its teaching activity, to increase the preparation of students, emphasizing on improving their skills in order to bring them closer, to a fuller extent, to the real conditions of business.



7. Personal impressions

I know Ch. Associate Professor Dr. Plamen Pavlov since he entered the University of Economics - Varna. Over the years, on various occasions, I became familiar with his extracurricular activities. I can definitely point out that in his person I recognize a responsible and consistent in his work teacher and management staff.

8. Conclusion

After the given examples and the evaluations made for the scientific, teaching and research activities of the candidate, I believe that he meets the requirements of the RASRB and the criteria of the IU - Varna for occupying the academic position of "associate professor". All this gives me reason to propose to the respected scientific jury to give a positive assessment and propose to the Faculty Council of the Faculty of Economics of the IU - Varna to select and confirm ch. Dr. Plamen Marinov Pavlov, assistant professor, for the academic position of "associate professor" in the scientific specialty "Innovation Management" at IU - Varna.

19.07.2022

Varna

Prepared the opinion

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

OPINION

By competition for the academic position "Associate professor"

By professional direction 3.8. Economics,

Scientific specialty Economics and management (Management of Innovations),

Issued at „Bulgarian official gazette" Vol. 27/05.04.2022 expired in 2 months

With single participant chief assist. Dr. Plamen Marinov Pavlov

By Assoc. Prof. Dr. Yordan Hristov Ivanov from UE-Varna,

Member of Scientific jury for the announced competition on the basis of an order of Vice-Rector for Research and Professional Development of EU-Varna № ПД-06-82 from 05.05.2022 r. and first meeting of jury from 07.06.2022.

The competition for the occupation of the academic position "associate professor" by professional direction 3.8. Economics, scientific specialty Economics and Management (Management of Innovations) has been announced by the University of Economics - Varna for the needs of the "Industrial Business and Logistics" department at the Faculty of Economics with a term of 2 months from its promulgation in the Bulgarian Official Gazette. According to it, before the deadline, there are submitted documents from Ch. Assist. Prof. Dr. Plamen Marinov Pavlov. He is the only candidate in this competition. According to the announced competition, the necessary study load in the discipline "Management of Innovations" has been provided.

Chief Assist. Prof. Dr. Plamen Pavlov was born in Varna in 1969. In 1995, he graduated from "EU - Varna", majoring in "Economics and Industrial Management". In the meantime, during the period 1993-1995, at the Free Faculty and CVE of "EU - Varna" he completed "Innovation Management" and "Banking". In 1995-1996, under an international program between the University of Economics - Varna and the University of Minnesota, Hubert Humphrey Institute - USA, he studied and defended his thesis on "Environmental Business Management". He speaks English and Russian. Since 1996, he has been a doctoral student at "EU - Varna", and from 1999 until today, he has been successively an

assistant, senior assistant and chief assistant. In 2011, he obtained a doctorate in economics.

The main part of Dr. Plamen Pavlov's research work and scientific publications are focused on the areas of: innovation management, human resources management and labor organization. In relation to the first mentioned area, there are publications on the dissertation work (4 issues), which are not peer-reviewed. The scientific works submitted for participation in the competition for "docent" cover 20 publications in a total volume of 492 standard pages independent participation. The structure of the posts is as follows:

Total number of publications: 20 with a total volume of 492 pages.

From them:

- monographs – 1 with a volume of 148 pages.
- scientific studies – 1 with a volume of 43 pages.
- scientific articles – 7 with a volume of 117 pages.
- scientific reports – 7 with a volume of 54 pages.
- textbooks and study aids – 4 with a volume of 130 pages.

The submitted works meet the required quantitative criteria for the academic position of "associate professor" according to the LDASRB, RALDASRB and the Rules for the terms and conditions for acquiring scientific degrees and occupying academic positions at EU-Varna. At the same time, they were published in well-established and authoritative publications such as "Prof. Tsani Kalyandzhiev" monographic library, Yearbook of EU-Varna, "Izvestia na EU-Varna" magazine, "Economics archive" magazine, etc., which is a convincing indicator and for their quality. Dr. Pavlov's publications are distinguished by the topicality and importance of the problems under consideration and a high degree of thoroughness of their research. They focus on areas of scientific knowledge, the research and enrichment of which helps to increase the competitiveness of companies in Bulgaria - for example, research on innovation activity and strategies for innovation and development of Bulgarian enterprises, patent activity and others related to the modern management of innovations in business subjects. The high level of Dr.

Pavlov's scientific publications is evidenced by the thirteen citations of his publications by authoritative Bulgarian scientists.

The research activity of Dr. Pavlov leads as a result to certain scientific achievements and their corresponding contributing moments. I believe that the latter can be summarized as follows:

1. Enrichment of theoretical statements regarding innovations and innovation policies at the regional and state level.

2. Development of the theoretical and methodological aspects of the innovation activity of business organizations.

3. Researches the possibilities for financing and stimulating the innovative activity of companies. .

4. Analyzes and evaluates the possibilities for restructuring the enterprises in order to increase their efficiency.

The publication, having the character of a habilitation work, is the monograph "Innovation policy and innovation stimulation". I believe that it represents an original scientific study, with outlined author positions and scientific contributions that contribute to the development of theoretical and methodological concepts in the field of innovation policy of business organizations. Regarding Dr. Pavlov's future research and publication activity, I can recommend that he direct his publications to indexed and refereed editions, including and abroad

The teaching work of ch.assist.prof. Dr. Plamen Pavlov, assistant professor at the University of Varna. Conducts lectures on the disciplines, including: "Innovation Management", "Labor Organization and Personnel Management", "Economics of the Enterprise" in OKS "Bachelor", "Management of Human Resources", "Management of Corporate Intellectual property", "Industrial Economy" in OKS "master". He has co-authored 4 textbooks for the needs of the educational process in the taught disciplines.

A good impression is also made by the active participation of the candidate for the scientific position "associate professor" in various initiatives of the "Industrial Business and Logistics" department, as well as his rich practical

experience with diverse business activities and projects. The latter contributes a lot to the practical orientation and enrichment of the teaching material taught by him.

In addition to the professional ones, I also have very good personal impressions from Ch. Associate Professor Plamen Pavlov as a colleague from the "Industrial Business and Logistics" department. In our joint work, he shows a high sense of responsibility, is committed and dedicated to the activities of the department, responsive and always ready to provide support, and ethical in his relations with colleagues.

Conclusion:

The analysis made in the opinion on the competition for the qualification, scientific, teaching and other activities of ch. Assistant Professor Dr. Plamen Marinov Pavlov shows that Art. 24 of LDASRB art. 53 of the , RALDASRB and the Rules for the terms and conditions for acquiring scientific degrees and holding academic positions at IU-Varna for holding the academic position of "Associate Professor". All this gives me reason to suggest to the members of the scientific jury to choose Ch. Assistant Professor Plamen Marinov Pavlov, Ph.D., to occupy the academic position of "associate professor" in professional direction 3.8. Economics, scientific specialty Economics and Management (Innovation Management).

01.08.2022 г.

Varna

Sign:

/Assoc. Prof. Dr. Yordan Ivanov/

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

REVIEW

Regarding: competition for the academic position of "Associate Professor"

by professional direction 3.8. Economy,
scientific specialty "Innovation Management,"
published in the "State Gazette" *SG*. № 27 / 05.04.2022 with a term of 2 months
with a single candidate Dr. Plamen Marinov Pavlov, assistant professor

By Prof. Dr. Radko Asenov Radev from UNWE - Sofia,
member of the scientific jury for the announced competition based on the order of
the Vice-rector of Research and Professional Development, No. 06-82/05.05.2022
and from the decision taken at the jury's first meeting, held on **June 7, 2022**.

7. Contest details

The competition is for the occupation of the academic position of "associate professor" in the field of higher education 3. Social, economic and legal sciences, professional direction 3.8. Economics, specialty "Innovation Management." The University of Economics – Varna (UE-Varna) has announced the competition for the needs of the department "Industrial Business and Logistics," Faculty of Economics. The competition deadline was two months from its promulgation in the "State Gazette." Dr. Plamen Marinov Pavlov is the only candidate who submitted his documents on time. According to the announced competition, the necessary study load is provided.

8. Personal characteristics of the candidate

Assistant Professor Plamen Pavlov completed his secondary education in Varna in 1988. In 1995, he obtained a master's degree from UE-Varna, majoring in "Economics and Industrial Management." Over the years, the candidate has acquired additional specialties, including Banking, Environmental business management, and Innovation management. He received his doctorate in scientific specialty 05.02.18 - "Economics and Management (Industry)" with diploma No. 003/30.01.2012. The dissertation theme is *"Innovations in Bulgarian industrial Enterprises (Based on the Varna Region)"*. The candidate acquires all his educational degrees at UE-Varna. In 1999 he became a full-time teacher in the position of "assistant" at UE-Varna. During

2003-2011, he held the "senior assistant" position. Since 2011 he has been occupying the scientific position of "chief assistant." From 1999 to 2009, he was also a part-time teacher at the New Bulgarian University, DLC - Varna. The candidate has taught courses directly or indirectly related to the specialty for which the competition has been announced. These disciplines are "Innovation Management," "Corporate Intellectual Property Management", "Investment and Innovation Management", and "Entrepreneurship." Under the candidate's guidance, more than 80 students competed their bachelor and master degrees. The applicant's rich practical experience makes a very good impression. Dr. Plamen Pavlov has held managerial positions in several companies with headquarters in Varna. The latter contributes greatly to the practical orientation and enrichment of his courses.

9. Quantitative and qualitative characteristics of the presented scientific publications

The scientific publications focus mainly on innovation management, intellectual property, industrial technologies, and related strategies.

3.1. Provided scientific works for participation in the contest

By their essence and content, the candidate's publications are within the scope of the scientific direction and on the subject of the so-announced specialty "Innovation management." The scientific works submitted for participation in the "associate professor" competition cover 20 publications with 482 standard pages of his scientific production. They cover the requirements of the Regulations For The Development Of The Academic Staff Of Varna University Of Economics (RDAS of UE-Varna) and the Law On The Development Of The Academic Staff Of The Republic Of Bulgaria(LDASRB)

- 6) *Monograph or equivalent publications* (in the field of the competition)
- - 1 with a volume of 148 pages.
- 7) *Scientific studies by art. 71 (5), 2 of the RDAS of UE-Varna* - 1 publication with a volume of 43 pages.
- 8) *Scientific articles by art. 71 (5), 2 of the RDAS of UE-Varna - Varna* - 7 with a volume of 111 pages.
- 9) *Scientific reports by art. 71 (5), 2 of the RDAS of UE-Varna* – 7 with 61 pages.

- 10) *Textbooks and study books helped by art. 71 (5), 1 of the RDAS of UE-Varna - Varna* - participation in co-authorship in 4 textbooks with a total volume of 119 pages.

Studies and articles with which the candidate participated in the competition were published in well-established and authoritative national editions in the economics and management field: *Yearbook of UE-Varna, European Scientific E-Journal* ", " *Izvestiya* " of the University of Economics - Varna, *National Economic Archive, Svishtov*. The presented reports are from national (five) and international (two) forums in Bulgaria.

3.2. Fulfillment of quantitative requirements

The submitted works meet the required quantitative criteria to hold the academic position of "associate professor" according to the LDASRB and the RDAS of UE-Varna.

- *First, group "A" from the requirements evidence that the candidate has successfully defended a dissertation for his doctorate on the topic: "Innovations in Bulgarian industrial enterprises (based on Varna region)."- 50 points.*
- *Second, the indicator "B" meets the requirement- an independent monograph (habilitation thesis) on the topic "Innovation policy and innovation stimulation" was published - with 100 points.*
- *Third, by a group of indicators "C," the candidate collects 230 points, including: 1) published book based on dissertation work (75 points); 2) articles and reports published in non-refereed magazines (14 issues, 140 points); 3) studies published in non - refereed magazines (1 item, 15 points),*
- *Fourth, the group of indicators "D" forms 110 points totally, of which: 1) Citations in monographs and collective volumes with scientific review - 7 issues (10 points); 2) Citations in non-refereed journals with scientific review – 8 issues (40 points).*

3.3. General assessment of the quality and relevance of scientific productions

Except in quantitative terms, the candidate's publications are related to the topic of the announced competition. They are distinguished by the relevance and importance of the considered problems related to innovation management, having a

high degree of depth. Innovations are a classic function of entrepreneurship and a major problem area of strategic management. They are the intersection between administrative and entrepreneurial management. The topicality of the innovations has been growing, especially for the last two decades. The innovations are determining factor both for the formation of sustainable competitive advantages and a key competence that expresses the ability of the business to adapt to the conditions of the VUCA environment. The candidate's publications have been acknowledged, with fifteen citations identified.

10.A general assessment of the teaching experience

During his many years of experience at UE-Varna, Dr. Plamen Pavlov acquired rich and varied teaching experience. He has led lectures on numerous disciplines, including: " Innovation Management ", "Investment and Innovation Management", "Entrepreneurship", "Corporate Intellectual Property Management", "Enterprise Economics", "Human Resource Management," and others. The total classroom study load of the candidate for 2020-2022 is 531, of which 453 hours in the Bachelor's degree program and 78 hours in the Master's degree program. He has co-authored four textbooks for the needs of the educational process in the taught disciplines.

11.Scientific and scientific-applied contributions

Based on the scientific production submitted for evaluation, a number of scientific and scientific-applied contributions can be summarized.

- 8) The theoretical statements in the field of innovation, innovation strategies and innovation activity in enterprises have been enriched, including in relation to their essence, economic role and types.
- 9) The place of the national innovation policy in the overall economic policy of the state and specifically in the field of industry is brought out.
- 10) A methodological framework for research and assessment of innovation activity in industrial enterprises is proposed.
- 11) The characteristics of the innovation activity in the Bulgarian industrial enterprises were studied, and the main problem areas were identified.
- 12) Alternative possibilities for financing the innovative activity of Bulgarian industrial enterprises in the context of Bulgaria's membership in the UE are outlined.

13) Innovative activity in Bulgaria was analyzed, based on which recommendations were made for its increase to improve the innovation potential of the Bulgarian economy.

14) Adapted opportunities and guidelines for improving innovation in Bulgarian enterprises are proposed based on the successful experience of the practice of a number of developed countries in Europe and the world.

The submitted habilitation work/monograph "Innovation Policy and Innovation Stimulation" meets the requirements set forth in art. 72 (2), 1-4 of RDAS of UE-Varna. It represents original scientific research and outlines the author's positions and specific scientific contributions to developing theoretical and methodological concepts in innovation policy and stimulation.

12. Critical notes, questions and recommendations

The candidate should activate his participation in national and international projects. Regarding his research and publication activity, Plamen Pavlov should focus his efforts on publishing in indexed editions in global databases.

Conclusion:

The candidate for the academic position of "associate professor" Dr. Plamen Marinov Pavlov is a skilled researcher and teacher. He has rich experience, knowledge and competencies. The presented publications contain original contributions. They are significant from a scientific and practical point of view. The reviewed publications, the identified contributions and the presented documentation are evidence that the candidate meets the minimum national requirements for the occupation of the academic position "associate professor /docent", according to the requirements of art. 24 of LDASRB, art. 53 of The regulations for the application of LDASRB and RDAS of UE-Varna. **This gives me a reason to propose Plamen Marinov Pavlov (assistant professor) to be elected to the academic position of "associate professor" by professional direction. 8. Economics, scientific specialty "Innovation Management."**

08/04/2022

Sofia city

Signature:

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

/ Assoc. Dr. Radko Radev/



To the Chairman of the Scientific Jury for holding the competition for the academic position "Associate professor" in

Educational field 3.8. Economics, scientific special "Management of innovations", for the needs of the University of Economics - Varna, published in the Official Gazette, No. 27 of 04/05/2022.

SCIENTIFIC REVIEW

by: Prof. Dr. Milen Baltov,

1. Pursuant to the Order of the Vice-Rector for NIDRC of the University of Economics - Varna No. RD-06-82/05.05.2022 and the decision of the Scientific Jury in its first meeting /Protocol No. 1 of 07.06.2022/ and on the basis of the Law on the Development of the Academic Staff of the Republic of Bulgaria, the Regulations for the Implementation of the ZRASRB and the Rules for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions at IU - Varna, I present this review, prepared on the basis of study of the educational activity and the publications and documents attached to the competition of the assistant principal, Dr. Plamen Marinov Pavlov - the only candidate for the academic position of "associate professor" in the current competition.

2. The competition is announced in a scientific field 3. "Social, economic and legal sciences", professional 3.8. Economics, scientific specialty "Management of Innovations", in the department "Industrial Business and Logistics" at the Faculty of Economics at IU - Varna.

It was published in no. 27 of the State Gazette of April 5, 2022.

3. The candidate for the competition is chief assistant. Dr. Plamen Marinov Pavlov fully meets the conditions of ZRASRB for admission to the competition and for holding the position of "associate professor".

4. The candidate chief assistant Dr. Plamen Pavlov graduated from the University of Economics - Varna in 1995 with a degree in "Economics and Industrial Management" (corresponding to the Master's degree). His doctoral studies took place in the period 2000-2004 and he was awarded a PhD in Economics and Management (Industry) by the National Academy of Sciences on the basis of a defended dissertation on the topic "Innovations in Bulgarian industrial enterprises (based on the Varna region)". Since 1999, the candidate has been a full-time lecturer at the Department of Industrial Business and Logistics at IU-Varna. Over the years, he participated in many projects both in line with the operational programs in the Republic of Bulgaria and in international partnerships. He is an entrepreneur and manager of industrial enterprises. He has specializations under the Erasmus+ program and was the chairman of the control board of the Chamber of Commerce - Varna.



5. Quantitative and content characteristics of the presented scientific works after the last procedure shows that it meets the conditions both under the RSARB and the requirements under Art. 62, item 3 in connection with Art. 71, para. 2, para. 3 para. 5 of the Rules for the terms and conditions for acquiring scientific degrees and holding academic positions at the University of Economics - Varna.

The scientific publications on the dissertation work are 5, which are correctly separated and displayed separately from those used in this competition. In connection with the competition, one monograph in the volume of 148 pages, one study in the volume of 43 pages, 7 articles in the volume of 111 pages, 7 scientific reports in the volume of 61 pages, four textbooks and teaching aids with a total of a volume of 119 pages. This fulfills the uniform requirements, except for the ZRASRB and the specific requirements of the IU-Varna. According to all the minimum national requirements for occupying the academic position in the ZRASRB, the sum of the points is significantly above the requirements - respectively, in group D it is with 160 points, in group D with more than 100 points.

In addition to the volume of the publications, their thematic focus and scientific content are related to the scientific specialty of the competition. Some of these twenty publications are in international editions. General Assistant Dr. Plamen Pavlova has numerous participations, both in NID and purely business projects. The total volume of all publications submitted for participation in the competition amounts to 460 standard pages, of which as units: monographic publications, textbooks, studies and articles and scientific reports. The conclusion is that the candidate for the academic position "associate professor" chief assistant. Dr. Plamen Pavlov - in parallel with providing the students with textbooks, devoted more than 75% of his creativity to scientific and research activities - i.e. of current issues in the field of innovation and quality management.

In the monograph submitted for evaluation by the Scientific Jury under the announced competition - "Innovation Policy and Stimulation of Innovations", the candidate explores a wide range of problems for the management aspects of innovations and the possibilities for their application, methodological foundations for managing the innovation process are developed, by analyzing the features of the environment in which the organizations in Bulgaria must develop, and identifying opportunities for them to implement innovation policies in their activities. In the analysis of these problems, Chief Assoc. Dr. Plamen Pavlov has achieved both completeness in terms of modern achievements in theory, as well as closeness to practice and applicability for innovation specialists, analysts and entrepreneurs. He did an analysis of secondary (statistical) data. He presented the thesis that it is necessary to form a special attitude to innovation activity and change its management due to the high degree of dynamism and globalization of the market and recommends the approach of innovation policies as a prerequisite for accelerating the innovation activity of organizations in our country, despite their unenviable financial situation and their limited opportunities for independent innovation.

In the studio and articles, innovation is one of the priority areas to which the EU pays special attention. Peculiarities of eco-innovations and sustainable development of Bulgaria, attention is focused on the specifics and problems with the depletion of non-renewable resources, environmental pollution, climate changes affecting people's lives. In the scientific articles and scientific reports submitted for the competition, the author presents himself as a scientist who uses,



handles and scientifically summarizes conclusions and gives solutions in the field of innovation, entrepreneurial attitudes and intentions and company management.

6. Quantitative and qualitative assessment of the educational and teaching work of the assistant principal. Dr. Plamen Pavlov shows that he meets the requirement under Art. 62, item 2 in connection with Art. 71, para. 4 and para. 5 of the Rules for the terms and conditions for acquiring scientific degrees and holding academic positions at the University of Economics - Varna. He has developed textbooks for the needs of the learning process for each of the disciplines she holds. In addition, many of the textbooks and aids are of direct benefit to business entities, as well as state and municipal structures and non-profit organizations. The disciplines subject to the competition have a timetable that ensures the competition and the future occupation of the position.

Over the years, he has led lecture or seminar classes on "Innovation Management", "Work Organization and Personnel Management", "Economics of the Enterprise", "Special Seminar" and others. in OCS "Bachelor", and "Management of human resources", "Organization of labor and personnel management", "Management of investments and innovations", "Management of corporate intellectual property" and others. in OKS "master".

The courses of the chief assistant Dr. Plamen Pavlov are interactive, and their content with a high dose of practicality. This gives grounds for the conclusion that he connected his teaching activity with the use of modern tools for processing market research and to transform the educational process into full-time and part-time education. All this is also with direct applicability in practice in the form of short courses for acquiring key competencies.

This educational activity of the candidate for the academic position "docent" is categorically related to the subject of the competition, and the accumulated teaching experience is completely satisfactory. The average classroom employment of the candidate for the previous 20 years at IU - Varna is invariably above the annual norms for horary, and the lecture courses are on Innovation Management, Quality Management, etc. In parallel, he is a supervisor of graduates and a practitioner – as a manager and entrepreneur in the field of competition. His teaching career has significant achievements in the training of companies in the line of postgraduate qualification.

7. The materials for the competition include a Report on scientific achievements and contributions, prepared by the assistant professor. Dr. Plamen Pavlov. However, it does not divide the achievements and contributions of a theoretical-methodological nature and those of a scientific-applied nature and significance, but into scientific, scientific-logical and applied nature, and it is not clear which are his contributions in the field of teaching - this makes it difficult the assessment.

In general, his contributions are in several directions: enriched scientific knowledge about innovations and their classification; derived management aspects for innovation solutions in open innovation; the relationship between the implementation of quality management systems and the achievement of competitiveness. Indeed, the request of Chief Assistant is serious. Dr. Plamen Pavlov for the introduction of prominent systems in our country and a comparison of the effects it has compared to world practice. An interesting approbation has been made of business recommendations for innovation support systems. A qualitative analysis of EU policies for innovation and development has been made.



The total number of citations of the candidate is 18 in scientific publications in Bulgaria and of an international nature abroad. The quality of the developments from a linguistic point of view is high, the style is scientific and the common mistake of just describing the processes without analyzing them is avoided. Accumulations and processing of data are also precise.

On the basis of a study of the publications provided, I believe that the contributions and scientific achievements presented in the Reference are contained in the monographs, scientific articles and scientific reports submitted for the competition.

8. My critical remarks and recommendations fully take into account the fact that Chief Ass. Dr. Plamen Pavlov has extensive experience as a manager, entrepreneur and consultant of company-commissioned analyses, studies of industrial attitudes, strategies in industry, regional development, etc. To a large extent, they will also serve to fulfill contracts in business development, accompanied by projects and business plans. General Assistant Dr. Plamen Pavlov should prepare and participate in postgraduate qualification courses intended for representatives of business practice.

Correctness requires that I state that:

- The candidate steps on established terms in relation to innovation policies, but should also emphasize the synergies of the knowledge triangle (triple helix), already considered as a quadruple helix and even a pentagon (quintuple helix), advocated in theory and in documents of the European Commission.
- Research and especially the teaching process in the discipline of Innovation Management will gain if attention is directed not only to the environment and policies for innovation, but also to the ongoing business processes and decisions that would lead to innovation within the specific business unit.
- I recommend the candidate's efforts be combined with the work of other Bulgarians and foreign colleagues, his inclusion in networks, e.g. on COST actions (financed by the Horizon Europe program).
- It will be useful for the IU-Varna - as institution for the candidate's further steps to be in the direction of working with established and future digital innovation hubs and developing courses for business.

9. My personal impressions of Chief Assistant Dr. Plamen Pavlov are positive. He has spoken many times at forums and conferences of related departments in the field of innovation. He is obviously a good motivator of students and fellow young staff, which will help him build a team in the field of innovation at IU - Varna, where stable traditions have been created. With that I also want to do the following

Conclusion

The educational activity and scientific creativity of the Chief assistant professor Dr. Plamen Marinov Pavlov, the fulfilment of the legal requirements of the Law on the Development of the



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Academic Staff of the Republic of Bulgaria under the announced competition and everything set out above, give me the reason to conclude that the conditions for occupying the academic position are present and have been met. "Associate Professor" from the candidate under this Act. I conclude this opinion with a positive conclusion for the election of the chief assistant. prof. Dr. Plamen Marinov Pavlov for taking the academic position of "Associate Professor" at the University of Economics - Varna.

Burgas,

08.08.2022

Author of the r

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/Prof. Milen Baltov, PhD/