

REVIEW

from **Prof. Dr. DIANA ILIEVA KOPEVA,**

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Economics

on the scientific works for participation in a competition for the academic position of „professor“ at NBU, in professional field 3.8. Economics (business marketing and business management), announced in SG no. 41 / 18.05.2021, with candidate Assoc. Prof. Dr. **IVAN YOCHEV BOEVSKI**

This review has been prepared in accordance with Order №3-PK-193 / 24.06.2021, based on Decision of the AC 10 / 22.06.2021 of Prof. Dr. P. Doinov, Rector of NBU.

I. Brief introduction of the candidate

After graduating from the German Language High School - Lovech, and HEI "Karl Marx" (currently UNWE) - Sofia, major "Economics and organization of trade" (currently "Marketing Management"), Assoc. Prof. Dr. Ivan Boevski acquired an educational and scientific degree " Doctor of Philosophy/PhD " in the scientific field 3.7. "Administration and management", scientific specialty 05.02.18, "Organization and management of production (industry)", and later became "Associate Professor". He gains practical experience in business marketing and business management in private business and from his specializations in prestigious Western European and American universities. This experience marks its overall academic-teaching, research and business professional realization. His short-term and long-term specializations at the University of Vienna and the University of Economics in Vienna, as well as in a number of German universities, lead to the improvement of his teaching and research skills, to establishing professional contacts with world-renowned university professors and experts.

All this gives him the opportunity to develop, constantly to improve and to update his interdisciplinary interests, which are in particular: Customer Relationship Management (CRM) and CRM strategies; Strategic marketing and strategic marketing management; Marketing strategies and business strategies (classic and modern strategies; good practices; motives for implementing a specific strategy; factors for strategy success); International

marketing and management (alliances and strategic alliances, building and functioning of networks, collective action and its organizational and economic structures, mergers, acquisitions, franchising, outsourcing and insourcing); B2B Marketing; Governance and Governance Structures, Entrepreneurship, corporate entrepreneurship and economic and organizational forms in entrepreneurship, cooperation, solidarity and social organization and economics; Transformation / transition management and marketing management of organizations in these conditions.

II. Assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University

The presented scientific production from the monograph, studies, articles and reports of the candidate for "professor" as titles and content correspond to the announced competition and are dedicated to current and significant for the theory and practice problems of business marketing and business management. They significantly exceed the additional requirements of NBU for at least 10 publications in peer-reviewed scientific journals or at least 10 participations in scientific forums with pre-selection and peer review. The requirement for part of the scientific production to be published outside Bulgaria in a foreign language has also been fulfilled. The candidate participates in the competition with a total of 27 publications, of which 1 monograph and 26 studies, articles and reports. The presented scientific production from Group D forms a total number of points from the indicators 263.1 with minimum national requirements of 200 points. Of the 26 publications presented by Group D, 17 are in Bulgarian, 5 in German and 4 in English.

In the other groups of indicators (from E to I) the candidate exceeds the minimum national requirements for the academic position "Professor", as well as the minimum requirements of NBU. Fulfills 100% of the requirement of Group A Dissertation for obtaining the scientific degree "Doctor". 100% of the requirement for the indicators from Group B. Exceeds by 80% the minimum requirements for the indicators from Group D. "Citation" (180 points for the required 100). The candidate generates 365 points for the required 100. The required national and institutional requirements are exceeded to a lesser extent, respectively in Group G 36%, Group H - 14.3%, Group I - 78.6%. All this gives grounds to conclude that Assoc. Prof. Dr. Ivan Boevski exceeds many times the minimum national and additional requirements of the NBU for the academic position of "professor".

III. Research (creative) activity and results

1. Evaluation of the monographic work, creative performances or other publications, corresponding in volume and integrity of the monographic work, including evaluation of the scientific and scientific-applied contributions of the author

The monographic work "Cooperative work in Bulgaria: Specific organizational design, marketing management, governance structure and innovation" by Assoc. Prof. Dr. Ivan Boevski has a total volume of 469 pages and consists of an introduction, two parts, in which separate chapters, summary and conclusion, list of used sources and literature, list of figures and tables. The monograph is a theoretical and methodological study of cooperatives and cooperative structures. In summary, the scientific and scientific-applied merits of the monographic work can be expressed in the following several points:

1. Relevance - the work focuses on the complex and multidimensional study of values, principles, specific business model, cooperative group and collective action, innovation, governance structures, specific marketing management and strategic alliances of and between cooperatives in modern conditions. The author applies in his work an interdisciplinary and dynamic approach (covering the dual nature of cooperation and characterization in the dynamics of cooperative work).
2. Uniqueness - The predominant part of the research and publications in Bulgaria in the last 30 years on the issue do not cover the cooperative business in its entirety, but above all analyze a separate type or combination of types of cooperatives. These works are characterized either (1) mainly in static, or by a significant limitation of the time period (semi-static), or (2) by analyzing their individual operations, roles or significance in micro and / or macro aspect. In addition, they consider the cooperative mainly or only as a business unit (ie as a cooperative enterprise without analyzing the cooperative group).
3. High theoretical level, language and style of presentation, combined with objective analysis of important methodological issues.
4. Scientific objectivity and good faith.
5. Scientific-methodological and scientific-practical usefulness. The monograph is useful not only for the scientific community and students in this field, but also for those working in the field of cooperatives and the cooperative movement.

2. Evaluation of the contributions in the other attached publications (creative performances), made after the appointment of the academic position "Chief Assistant" or the academic position "Associate Professor" (for the candidates for professor). It also includes an assessment of the requirement for peer-reviewed publications.

The scientific production with which Assoc. Prof. Dr. Ivan Boevski participates in the competition for the academic position of "Professor" does not repeat the presented publications for obtaining the scientific degree "Doctor" and "Associate Professor". All papers presented in the competition were published after taking the academic position of "Associate Professor". The lists of publications with which he participated in the competitions for obtaining the scientific degree "Doctor" and for the academic position "Associate Professor" are attached. I accept the contributions submitted by the candidate in the competition, which can be summarized as follows:

A. Theoretical and methodological contributions:

1.1. The specific management structure and business model of the cooperative in the modern conditions, as well as the possibilities for development of internal entrepreneurship in the cooperative structures are precisely and in detail researched and substantiated.

1.2. The need for specific marketing and management of the cooperative is justified due to the uniqueness and dual nature of the business model (combining the unity of a social group and an enterprise, the social and economic goals).

1.3. Systematization, summarization, supplementation and enrichment of knowledge in the field of customer relationship management (CRM), customer loyalty programs and customer value (Customer Value).

1.4. A complex, interdisciplinary theoretical and methodological toolkit for research of the cooperative work / cooperative has been developed and tested.

B. Practical and applied contributions

2.1. Based on an in-depth and complex comparative analysis between the theoretical characteristics of CRM and the customer loyalty program with the theoretical characteristics of the nature of the cooperative, CRM and the customer loyalty program have been proven, as marketing and organizational strategy are applied in the organizational business model.

2.2. The change of the cooperative diversity from the establishment of the modern cooperative to the present in Bulgaria is analyzed and evaluated

2.3. The mutual penetration of specific elements from the classical business organization to the cooperative and vice versa has been established. This leads to an increasing tendency to reduce the differences between them and unify their characteristics.

2.4. The role and importance of trust and loyalty in the relationship "cooperative - member" and the specifics of marketing management were assessed. In addition, the impact and role of trust and cooperative commitment in the cooperative and the cooperative work to strengthen cooperative cohesion was assessed.

3. Citation by other authors

In the Information on the citations of the scientific production of Assoc. Prof. Dr. Boevski attached to the documents for participation in the competition, he indicated 12 citations. All citations are in publications in specialized scientific journals of leading universities and national and international research centers, which publications are referenced and indexed in global databases of scientific information. According to this indicator, the candidate in the competition for professor collects 180 points, with 100 required. When reviewing the specific cases of citations of the monograph and other publications of the candidate it is seen that they are from authoritative and leading Bulgarian and foreign scientists working in science - subject of the competition for professor. All this shows that Assoc. Prof. Dr. Boevski is not only recognizable as an author in the scientific field in which he works, but many of his scientific results are used as arguments to support the proof of scientific theses of other researchers in the field of business marketing. and business management. One self-citation is also indicated in the presented reference, which is not included in the above-mentioned total number of citations.

4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice

The candidate in the competition for professor has participated in a total of 17 projects, of which he has been the leader of 4 national educational and research projects; was a member of research teams of 2 international research projects funded by Horizon 2020; 11 national research projects.

IV. Teaching and learning activities

The candidate in the competition - Assoc. Prof. Dr. Ivan Boevski has presented reports on the classroom workload in the academic year 2020/2021, according to which there is a workload of 600 academic hours with a standard for classroom employment of 180 hours and extracurricular employment of 60 hours. It meets the requirements for minimum class load

and exceeds them several times. For the purposes of the educational process, Assoc. Prof. Dr. Ivan Boevski has developed on electronic media educational materials for the disciplines led by him and has provided them to the students. In the training system MOODLE NBU has uploaded author's materials for 20 different courses he leads.

All teaching materials are related to the professional field of the competition for professor 3.8. Economics (business marketing and business management). They are at a high academic level. They contain tasks, examples, case studies from real practice, where Assoc. Prof. Dr. Ivan Boevski has extensive professional experience.

He teaches three courses in English under the ERASMUS + program, as well as one course INNOVATION MANAGEMENT in English in a joint program (with a double diploma) MANAGEMENT AND ECONOMICS OF SUSTAINABLE DEVELOPMENT between NBU and the University of Urbino "Carlo Bo". He actively participates in the creation and successful launch of two master's programs: "Agribusiness Management and Rural Development" and "Business Communications".

He participates in the improvement of 2 master's and 1 bachelor's programs at NBU, as well as the development of 14 courses at NBU programs. Initiation and active participation in the creation of successfully started 2 master's programs at NBU.

The courses he teaches at NBU have the most up-to-date and modern sound and content at the moment. They are positioned in both regular and distance programs of NBU.

For the last five years there have been 29 manuals of graduates in bachelor's and master's programs. He has prepared 62 reviews of graduates for the period 2015/2016 so far and has participated in 317 commissions.

He has provided internships for 5 students from bachelor's programs of the Department of Economics at Unicredit Bulbank under a framework agreement.

Under his scientific guidance, three doctoral students have successfully defended the scientific degree "Doctor": Ch. Assistant Professor Dr. Teodora Rizova, two other doctoral students who are Chief Assistant Professor Dr. Angel Stankov and Chief Assistant Professor Dr. Daniela Tsvetanova Tsvyatkova.

The average grade from the satisfaction surveys of students per course and teacher for the last 5 years is 4.54 (with a maximum of 5). This is a confirmation of the recognition of his high professionalism in conducting classes.

V. Administrative and public activity

Assoc. Prof. Dr. Ivan Boevski is a member of the Council of the Department of Economics and participates regularly in its meetings. Participates regularly as a trainee in training programs for teachers and administrative staff organized by Assoc.

Prof. Boevski was a member of organizing committees of a large number of scientific forums and an initiator for organizing public discussions and open lectures. Initiator and main organizer of a series of summer schools and schools for students in the field of business marketing, business management and entrepreneurship in Bulgaria and abroad. Participates as a co-organizer of 6 international conferences of NBU, organized by various departments.

An assessment of the high academic professionalism of Assoc. Prof. Boevski is his inclusion as an expert in working groups and commissions at the Ministry of Economy, the National Union of TPK and the Ministry of Agriculture, Food and Forestry.

Assoc. Prof. Boevski is constantly working to attract students to the programs of the Department of Economics and the Department of Administration and Management at NBU.

The candidate gives lectures at all universities where he conducts specializations. He is invited to participate in scientific juries for the defense of doctoral and master's theses in Germany and Finland.

This international fame is an important prerequisite for his election as an associate member of the Working Community of Research Cooperative Institutes (Arbeitsgemeinschaft Genossenschaftswissenschaftlicher Institute (AGI), Deutschland in 2017, and from 2015 until now as a member of the board of the Institut für Genossenschaftswesen an der Humboldt Universität zu Berlin, Berlin, Deutschland.

VI. Personal impressions of the candidate (if any)

I have known Assoc. Prof. Dr. Ivan Boevski since the mid-90s from our work on related projects under the PHARE PROGRAM of the European Union, and subsequently as a member of the scientific staff of the Institute of Agrarian Economics and a member of the academic staff of NBU. In various forms of discussions, Assoc. Prof. Boevski has always manifested himself as a person with excellent theoretical potential and rich practical experience. As a colleague at UNWE and NBU, he is a teacher with high professionalism and active work with students.

VII. Opinions, recommendations and notes on the activity and achievements of the candidate

I have no general remarks and recommendations for the scientific publications of Assoc. Prof. Dr. Ivan Boevski submitted for review. They are developed on a solid theoretical basis, analysis of rich empirical material and rich teaching experience. The scientific theses and practical recommendations contained in them are very well argued and defended.

I have three recommendations for the future scientific, teaching and practical activity of Assoc. Prof. Dr. Ivan Boevski:

1. To continue to support the staffing and scientific strengthening of the field of Economics at NBU and to bring out scientific guidance of more doctoral students in this field. To continue working with doctoral students on issues in which his research interests are, laying the foundations of a school in this field.
2. To continue to develop curricula in the field of marketing, business management and innovation.
3. To expand its participation in research and scientific-practical projects.

Conclusion

Starting from the results of the research activity and the indicated contribution moments in the submitted for evaluation and review publications of Assoc. Prof. Ivan Boevski, from his participation in research projects and rich teaching experience I fully believe in the overall activity of the candidate in competition. His candidacy fully meets the requirements of ZRASRB, the Regulations for its implementation, the Additional requirements for the development of the academic staff of NBU for holding the academic position of "professor" at NBU.

Pursuant to Chapter Three, Section Four of the Law on Scientific Research, I propose to the esteemed members of the Scientific Jury of the competition **to propose to the Academic Council of NBU Assoc. Prof. Dr. Ivan Boevski to be elected to the academic position "Professor" in professional field 3.8. Economics (business marketing and business management).**

Date: 01.09.2021

Signature: