

REVIEW

Assoc. Prof. Plamen Tsvetanov Pavlov, PhD

on the competition for the academic position 'Associate Professor', professional field 3.7 'Administration and management' in the scientific specialty 'Organization and management outside the field of material production' (Management of projects and telecommunication services)

Field of higher education: 3. Social Economic and Legal Sciences

Professional field: 3.7 Administration and management in the scientific specialty 'Organization and management outside the field of material production' (Management of projects and telecommunication services)

Faculty: Faculty of Telecommunications and Management of the University of Telecommunications and Posts – Sofia city

Department: 'Communication Management'

Competition announcement: SG, issue 91 dated November 2, 2021.

I. Data for the competition

The competition for the academic position of "Associate Professor" was announced by the University of Telecommunications and Management for the needs of the Department of Communication Management. The announcement was published in SG, issue no. 91 dated November 2, 2021.

The scientific jury for conducting the competition was formed by Order of

the Rector of the University of Telecommunications and Posts (UTP), No. 3-256 dated December 20, 2021.

Candidate for the announced competition is only Chief Assist. Prof. Gergana Slavcheva Dimcheva, PhD.

She was admitted to participate in it by a decision of the commission appointed according to order of the Rector of UTP for admission to participation in the competition (Order № 3-4 dated January 05, 2022 of the Rector of UTP), based on protocol № 3-4 # 1 dated 07 February 2022.

The conducted procedure under the competition is in compliance with the provisions of the Development of Academic staff in the Republic of Bulgaria Act, the Regulations for Application of the Development of Academic staff in the Republic of Bulgaria Act and the requirements within the meaning of article 102, paragraph 1 of the Regulations for Development of the Academic staff in UTP.

Regulations for the development of academic staff of the University of Telecommunications and Posts – Sofia city.

The candidate meets the minimum national requirements under Article 2b, paragraph 2 and 3 of the Development of the Academic staff in the Republic of Bulgaria Act. The obtained points by groups of indicators can be seen in the table below:

Group of indicators	Evidence presented by indicators in points
A	50
B	100
Г	213,75
Д	90
Total:	453,75

The review was compiled based on a decision of the first meeting of the Scientific Jury - Protocol 3-256 # 2 dated 07 February 2022.

II. Information about the candidate

The candidate in the competition, Chief Assist. Prof. Gergana Slavcheva Dimcheva, PhD, has an educational qualification degree 'Master' in 'Finance' ('D.A. Tsenov Academy of Economics' - town of Svishtov). In 2017 she defended her doctoral dissertation and acquired the educational Scientific Degree "Doctor" in the field of higher education 3. Social, economic and legal sciences, professional field 3.7. Administration and management, scientific specialty "Economics and Management", Technical University – Sofia city, on the topic: *'Customer Satisfaction Survey to Improve the Services system in the Telecommunications Companies'*.

Her career has started in 2006 in the field of higher education as an assistant at the University of Telecommunications and Posts – Sofia city, where she occupies the academic positions of 'assistant' and 'chief assistant'. Apart from being a lecturer, she has also held administrative positions as 'Career Development' Expert, 'Candidate Students' Expert, Organizer "Learning Activity" of the Department of Communication Management, and since October 2017 she has been the coordinator of the master's program 'Service Management' at the Department of Communication Management.

Chief Assist. Prof. Gergana Dimcheva, PhD is a member of the General Assembly of UTP, as well as of the Faculty Council of the Faculty of Telecommunications and Management. She works actively in committees at the faculty and departmental level.

III. Description of the scientific works

The candidate Chief Assist. Prof. Gergana Dimcheva, PhD participates in the competition with 23 publications. They are structured as follows:

- **Monographs** - 1 independent and 2 in co-authorship;
- **Studies** - 2 in co-authorship;
- **Articles and papers published in unrefereed journals with scientific review or published in edited collective volumes** – 18, of which 11 independent and 7 publications in co-authorship (the author's participation in them is correctly reflected).

Of all the publications presented - 16 are in Bulgarian and 7 in English. All scientific papers have been published in editions with editorial boards - conference collections, collections and collective volumes, journals from the national reference list. Reference for publications with impact and rank factor is not presented.

The materials submitted for participation in the competition are correctly systematized, as in the submitted report on the implementation of the minimum national scientometric requirements, as well as in the other reports present in the documents for the competition. This allows an objective assessment of the candidate's scientific achievements.

The monograph '*Project Management in the field of telecommunications services*' reveals significant aspects related to project management in the field of telecommunications. It meets the identified needs of the management of telecommunications companies with regard to change of the project approaches applied in telecommunications, which requires going beyond the standards and tools for project management used so far in this area. Based on an in-depth analysis of the opinions of a large number of authors, as well as different opinions from practice, the specifics of the management of projects for telecommunications services were presented. In the monograph are also presented and analyzed frameworks and standards for telecommunications services as their relationship with project management is clarified (Standard ISO/IEC 20000-1:2018 -

Information Technology (Service Management), E-TOM (The enhanced Telecom Operations Map) model, Information provision ITIL (Information Technology Infrastructure Library) in the provision of telecommunications services and the Project Management Body of Knowledge Framework Standard (PMBOK).

Based on the research conducted in the monograph, various author's views in the specialized literature, as well as on an empirical study conducted in telecommunications organizations, criteria and success factors of projects in the field of telecommunications are derived. It was summarized that in modern business organizations it is a common practice to rely on success factors that are not closely related to the specifics of the organization itself.

As high-tech companies, telecommunications companies operate in an environment in which traditional processes have evolved and established over time and cannot but adhere to standards, quality requirements and more. The monograph proposes a hybrid model, which is based on the specific characteristics of traditional and flexible project management methodologies studied so far.

In the collective monograph '*Good Management Practices in the field of Telecommunications and Post Offices*', in the chapters developed by the candidate, project meetings in the field of telecommunications are structured according to identified criteria. A study was conducted on the type of meetings held in Bulgarian telecommunications companies. Guidelines were provided for both planning and managing initial project meetings when designing new services in telecommunications companies.

The collective monograph '*Conventional and Digital management and entrepreneurship*' presents current issues of conventional and digital management and entrepreneurship. The chapter developed by the candidate emphasizes the importance of working in a digital environment. The benefits and risks of digitalization are presented and systematized. Five main areas related to digital communications and their impact on the wellbeing in the

workplace have been identified.

The other publications - studies, articles and papers, as a scientific focus can be divided into the following groups:

1. Publications related to project management in the field of telecommunications services. The list associated with this group includes 9 publications. They characterize the management of projects in this field, by distinguishing the specifics of telecommunications services. Special attention is paid to project managers by highlighting their role in the process of providing such services. A methodological toolkit for assessing the managerial skills of a project manager in the field of telecommunications services has been proposed, and a scale for assessing the results obtained has been defined. The role, duties and responsibilities, as well as key competencies of the "expert moderator", necessary for the successful planning, organization and coordination of project meetings in the management of conventional and virtual project meetings, are studied and analyzed. The specifics of project management in a digital environment were reviewed and a comparison was made with that in a conventional one.

2. Publications related to the corporate social responsibility of telecommunications companies. The list associated with this group includes 6 publications. The author's views on the impact of corporate social responsibility on the satisfaction of customers of telecommunications services are presented. Particular attention is paid to the ethics of serving users of such services, based on own research in this direction.

3. Publications related to the trends in the management of telecommunications companies. The list associated with this group includes 5 publications. Based on a conceptual analysis were presented the challenges and trends in the management of companies in the telecommunications sector in a dynamically evolving environment and in a pandemic. An author's approach for identifying the stakeholders of organizations in the field of telecommunications is

proposed.

The candidate participates in various national and international scientific forums. She is involved as a team member in internal university projects. After holding the academic position of "Chief Assistant", the candidate has participated in 4 research projects.

IV. Scientific contributions

The scope of scientific publications and the direction of research activities of Chief Assist. Prof. Gergana Dimcheva, PhD allows contributions to be identified for management science and practice. They can be divided into three groups:

1. Related to the management of the project activity.

The scientific dimension of the first group of contributions includes defining and proposing key stages in the management of projects in telecommunications services. The scientific summaries presented by the candidate and the defined own interpretation of the characteristics of the traditional and flexible approaches to project management enrich the scientific practice in this field. The actions of the "expert moderator" for successful planning, organization and coordination of virtual project meetings are defined and a structural classification of the same is proposed. The candidate has identified the risk factors typical for the Bulgarian conditions and has systematized the benefits of the transition to project management in a virtual environment.

The scientific and applied contributions of the candidate in this group are expressed in the analysis and proposal for inclusion in the management practice of frameworks, standards and good practices (processes) for the management of projects related to telecommunications services. The skills, managerial competencies of the project manager in the field of telecommunication services

have been defined and systematized and an effective scale for evaluation of the obtained results has been proposed.

The applied contributions are expressed in the definition of criteria, grouped at three levels, with the relevant qualitative and quantitative measures, and success factors of projects in the field of telecommunications services. A hybrid approach to project management in the field of telecommunications services is presented, based on the characteristics of traditional and flexible approaches in project management, in accordance with the specific features of the processes in telecommunications services.

2. Related to corporate social responsibility.

The scientific dimension of the second group of contributions includes the definition of markers that take into account the specifics of corporate social responsibility in the field of telecommunications for management decisions and identification of the relationship ‘corporate social responsibility - customer satisfaction with telecommunications services.’

The scientific and applied contributions of the candidate in this group are expressed in the proposal of a methodological approach for measuring the initiatives of telecommunications companies in the field of corporate social responsibility, from the point of view of business users and employees.

3. Related to the management of companies in the telecommunications sector

The scientific dimension of the second group of contributions includes defining a conceptual analysis of the development of the telecommunications market in the Republic of Bulgaria, outlining the main challenges and trends in the management of companies in the telecommunications sector in the conditions of COVID-19. Guidelines have been presented for telecommunications customer service on the basis of ethics as its importance and impact on the competitiveness

of telecommunications companies have been substantiated. A scientifically justified approach has been proposed to identify the needs, expectations and interests of both internal and external stakeholders of organizations in the telecommunications field.

The reference on the contributions and the evidence indicated in it, gave me grounds to accept and confirm the scientific contributions of the candidate in the competition and that they are her own work.

In the presented information regarding citations of the scientific publications in the reference for the observance of the minimum national requirements under section E "Citations", for field 3. "Social, economic and legal sciences", are presented 13 noted citations in scientific publications of other authors. This shows the recognizability of the candidate and the importance of her research.

The style of scientific works is characterized by scholarly character and accessibility.

V. Teaching activity

The workload of Chief Assist. Prof. Gergana Dimcheva, PhD exceeds the mandatory auditorium employment. The presented reports show that it averages about 550 hours per academic year and includes assigned lectures in bachelor's and master's programs, implemented by the Department of 'Communication Management', as well as other departments of UTP. She is a holder of a number of disciplines - Organization of Telecommunications Services, Project Management, Investment Project Management, Communications Management in Service Projects, European Project Policy, Management of Key Customers in the Services Sector, Financial Management in the Services Sector. She has developed teaching programs and training resources for all of them.

She was the head of graduates who have successfully defended their

degrees and who obtained the educational-qualifications degree 'Professional Bachelor' and 'Master' in Professional field 3.7 "Administration and Management".

VI. Recommendations

My recommendation to Chief Assist. Prof. Gergana Dimcheva, PhD is to focus her attention on the search for opportunities to promote the results of her research work in national and international publications, indexed in the world bibliographic and scientometric systems.

The potential of the candidate allows her to accelerate her activities for development and participation in national and international projects.

VII. Conclusion

Chief Assist. Prof. Gergana Dimcheva, PhD participates in the competition for the academic position of 'Associate Professor' with a large volume of quality scientific papers, which reveal serious scientific and scientific and applied contributions. In her research, she demonstrates in-depth knowledge, innovation and analytical thinking. In addition, she has extensive experience in research and teaching activities.

The documents presented by her fully cover the necessary scientometric indicators and those indicators that reflect the measurable academic results in teaching, set in the minimum national requirements of Development of Academic staff in the Republic of Bulgaria Act, the Regulations for its implementation and the Regulations on the terms and conditions for academic positions in UTP.

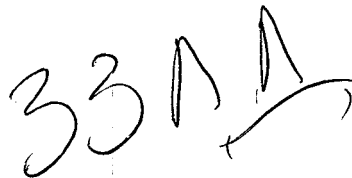
All this grants me reason to confidently recommend before the Honorable Scientific Jury to propose to the Faculty Council of Telecommunications and

Management of UTP to elect Chief Assist. Prof. Gergana Dimcheva, PhD for the academic position 'Associate Professor' in Professional field 3.7 "Administration and Management" in the scientific specialty "Organization and management outside the field of material production" (Management of projects and telecommunications services).

March 26, 2022

Sofia city

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A handwritten signature in black ink, appearing to be '3311' followed by a stylized flourish.