



УНПЕ УЧИЛИЩЕ ПО ТЕЛЕКОМУНИКАЦИИ И ПОЩИ

REVIEW

By: Prof. Dr. Tsvetana Alexandrova Stoyanova

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Department/Faculty: Management/Management and Administration

Field of higher education: 3. Social, economic and legal sciences

Professional direction: 3.7. Administration and Management

Regarding: contest for a professor in a professional field: 3.7. Administration and management in the scientific specialty "Organization and management outside the sphere of material production" (Social management and services)

1. Information about the contest

The contest for the occupation of the academic position of professor in a professional direction 3.7. Administration and management, scientific specialty "Organization and management outside the sphere of material production" (Social management and services) is for the needs of the department "Management in communications" of University of Telecommunications and Posts. It was announced in state newspaper no. 56/19.07.2022, with a single candidate, Associate Professor Ivaylo Tsvetanov Stoyanov, PhD.

2. Information about the candidate in the contest

Bulgarian Associate Professor Ivaylo Stoyanov, PhD was born on 05/07/1977 in Sofia. In 2001, he graduated with a bachelor's degree in "Industrial Economics" in Business Academy D.A. Tsenov – Svishtov, in 2002 he became a master in the same specialty. In the period 2006-2009, he was a full-time doctoral student and part-time assistant at the Faculty of Economics of the Technical University - Sofia. In 2012 defends a thesis for the Educational scientific degree doctor in the scientific specialty "Organization and management of production" on the topic: Methodology for reengineering business processes in high-tech enterprises".

From 2009 to 2016, he was on a basic employment contract at Business Academy Tsenov - Svishtov. Since 2016, he has been chief assistant professor in the "Communications

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Management" department of University of Telecommunications and Posts as of 01.02.2017 and associate professor in the same department.

3. Fulfillment of the requirements for occupying the academic position

For participation in the contest for the academic position of "Professor", Assoc. Prof. Ivaylo Stoyanov, PhD presents evidence that is in full compliance with the provisions of the national legislation and with the normative documents of University of Telecommunications and Posts. The candidate has fulfilled the minimum requirements for scientific and teaching activities for area 3. Social, economic and legal sciences, professional direction 3.7. Administration and management, determined by the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria, as well as the requirements of the Regulations on the Development of the Academic Staff of University of Telecommunications and Posts, which must be met by candidates for the academic position of "professor".

3.1. Fulfillment of the quantitative requirements for occupying the academic position

In the competition for professor, Assoc. Prof. Ivaylo Stoyanov, PhD presented a total of 16 publications, of which:

Independent monographs – 2 pcs. Methodological characteristics of the development and management of mentoring programs for disadvantaged employees (for example, business organizations from the service sector). Scientific Knowledge Library, Society of Knowledge Institute, Vol. #19, 2022, ISBN 978-619-7128-20-8, 226 pp. and Digital Transformation in the Team Activity Management Process. "Avangard Prima", 2022, ISBN 978-619-239-768-5, 172 pages.

Chapter of a collective monograph - 6 pcs.

Articles in peer-reviewed journals – 3 nos.

Scientific reports - presented at scientific forums - 2 pcs.

Textbooks – 2 pcs.

Study guide – 1 pc.

According to the different groups of indicators, the applicant has presented evidence, through which the following points can be confirmed.

- Group G "Additional scientific publications" - 255 items out of the required 200 items;
- Group D "Citations in monographs and collective volumes with scientific review and in non-refereed journals with scientific review" - 430 points out of the required 100 points;
- Group E "Participation/management of scientific projects" - evidence for 150 items is presented with a minimum of 100 points.

Total points 985, with 550 required.

In general, I appreciate the presented monograph studies and publications as they relate to enriching the knowledge of human resource management, leadership and project management.

3.2. Fulfillment of the qualitative requirements for occupying the academic position

Assoc. Prof. Ivaylo Stoyanov, PhD has significant participation in the collective bodies of University of Telecommunications and Posts, as follows:



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Since February 2017, he has been the head of the "Communications Management" department. In the 2019-2023 term, he is the Chairman of the General Assembly of the University of Telecommunications and Posts. He is a member of the Faculty, Academic and Scientific Council of the University of Telecommunications and Posts. He was the chairman of the General Assembly of the Faculty of "Telecommunications and Management" for the period 2018-2019.

Since 2018, he has been the manager of the "Innovation Technology Center" - University of Telecommunications and Posts.

Since 2019, he has been a member of the Ethics Committee of University of Telecommunications and Posts.

He specializes in: Oklahoma State University – USA, Sisli University, Istanbul – Turkey, Trakya University, Odrin - Turkey.

Member of:

IEEE (Institute of Electrical and Electronics Engineers) – Section Technology and Management

STUME (Scientific and Technical Union of Mechanical Engineering) of the Republic of Bulgaria.

He participated in 9 projects.

He was a member of 14 scientific juries, of which:

- for the academic position "professor" - 1
- for the academic position "associate professor" - 6
- for the academic position of "principal assistant" - 2
- for acquisition of educational scientific degree "doctor" - 5

He reviewed 4 monographs, 2 textbooks and 1 textbook.

Summary: the candidate exceeds the national threshold for holding the position by 435 points - fulfills the requirements for groups A and B and significantly exceeds those for groups D, D and E. The publications do not repeat those for the educational scientific degree "doctor" and the competition for "associate professor".

4. Rating of the candidate's educational and teaching activities

The teaching activity of the candidate, Assoc. Ph.D. Ivaylo Stoyanov, began in 2006. For the period 2017-2022, 1069 hours of lectures and 215 hours of exercises in multiple disciplines were completed in Educational qualification degree Bachelor - Fundamentals of Management part 1 and 2, Human Resources Management, Organizational Behavior, Organization of Telecommunication Services, etc. There are also 481 hours of lectures and 283 hours of exercises in Educational qualification degree Master in the disciplines of Project Management, Strategic Service Management, Business Process Management, Human Resources Coaching and Mentoring, Team Management in Service Sector Organizations, etc. The candidate is the supervisor of 1 doctoral student and 17 graduate students in various Educational qualification degrees.

In accordance with the educational activity, the two textbooks presented for review are: "Human Resources and Team Building" and "Company Management in the Service Sector".



The first textbook examines current topics related to human resource forecasting and planning, human resource recruitment and selection, human resource training, human resource career development, human resource performance and team building.

In the second textbook, issues related to company management in the service sector are presented. The structure of the textbook covers two parts, each of which deals with specific topics. The first part emphasizes the economic nature, features and classification of services. An overview of the service sector, their main characteristics, life cycle of services and their categorization - according to the functional purpose of services in society and their functional typology in the scientific specialized literature - has been made.

The second part of the textbook examines the company's activity in the service sector. The focus is on market analysis, consumer behavior analysis, market segmentation, positioning services in the market, marketing mix of services, digitalization of service business. The role of customers and service quality assessment models are examined.

A teaching aid on "Fundamentals of Management" is also presented, intended for the students of the technical specialties of the University studying the discipline. The educational materials with which Associate Professor Ivaylo Stoyanov participates are related to the theme of the competition and combine theoretical presentations with practical cases. This gives me reason to conclude that they demonstrate the applicant's academic competence in the field.

5. Characteristics and significance of the presented scientific publications

The publications presented in the contest are on current and significant topics for business management, not only for Bulgaria. The monographic work entitled "Methodological characteristics of the development and management of mentoring programs for disadvantaged employees (on the example of business organizations from the service sector)" is 226 pages long and provides an extensive and systematic exposition of the author's views on the main topic of research interest. It advertises him as a competent researcher in the field of human resources and more specifically of formal mentoring programs and mentoring relationships in business organizations of the service sector.

The focus of the monograph is on a methodology for developing and managing mentoring programs for disadvantaged employees. In this regard, knowledge of the methodological characteristics of mentoring programs, their essence, features, stages, sub-stages and activities are important for the managers of Bulgarian business organizations from the service sector to apply them in practice. Through the methodology created, employees with special needs can receive professional help and support, being meaningful and productive in the workplace. In human terms, the methodology creates conditions and prerequisites for socialization and adaptation of people to the requirements of the labor process, a sense of satisfaction, significance and self-respect that they are no different from other employees and have equal rights in the business organization and society.

The second monograph entitled "Digital transformation in the process of managing team activity (on the example of telecommunications service providers)" has a volume of 172 pages. It focuses on issues that affect a current problem in the activities of business organizations in relation to digital transformation. It highlights methodological guidelines for organizational sustainability in the process of managing virtual teams in digital business



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transformation of telecommunication service providers. From this perspective, the monograph focuses on the following statements:

- digital transformation changes the conventional business model, forcing a new approach to management in a digital environment;
- digital transformation requires cutting-edge solutions in the process of managing team activity, and weaknesses in the use of methodological guidelines for the application of management functions in the work of virtual teams are noted in the scientific literature;
- as part of the digital strategy of business organizations in the field of telecommunications, it is necessary to look for opportunities for organizational sustainability of the management process by using virtual teams when working on projects in a digital environment;
- Bulgarian providers of telecommunication services should use methodological guidelines for organizational sustainability in the process of managing virtual teams during digital business transformation.

The thesis is proven that by means of the proposed guidelines, managers of Bulgarian telecommunication service providers can achieve not only organizational sustainability in the process of managing virtual teams during digital business transformation, but also competitiveness when introducing new or changing existing services.

From the remaining publications, the chapters of collective monographs are of interest, and more specifically:

"Challenges and Impact of COVID-19 on Work and Behavior in a Digital Environment". The scientific review of the literature established the main challenges facing human resources in a digitizing work environment from modern IT technologies, online tools, the application of artificial intelligence in business organizations and the impact of the COVID-19 pandemic. Based on the identified challenges in the global trends of the influence of COVID-19, a study was made in the telecommunications business in Bulgarian conditions.

From the empirical study, it was established that for most of the surveyed managers of Bulgarian telecommunications companies, work in a digital environment became more complicated because they carried out various activities and initiatives aimed at their tasks and the need to provide assistance or control the work of subordinates, which would be - easily in a physical work environment.

In the publication "Coaching services for senior managers - good management practice for telecommunications companies" current issues related to the trust relationship between coach and client are considered, and the specifics in this direction are justified. The specificity of coaching services for senior managers is reported, mainly in the personal approach of interaction, which requires a closer contact of trust and interpersonal relations. An approach to coaching services for senior managers is proposed, and the main specifics determining the long-term effect of coaching relationships are identified, as a result of which logical phases of interaction are distinguished. A parallel has been made to coaching services with a situational context, and the main questions to which top managers and coaching specialists should seek answers have been identified. As a result of the proposed approach for coaching services with phases of interaction, a survey was conducted among senior managers for the analysis and evaluation of coaching services in the business practice of Bulgarian telecommunications companies. The goal is to establish the possibilities for applying good practices in the work of

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senior managers and increasing personal and professional productivity in the management of Bulgarian telecommunications companies. Through an empirical study, untapped reserves for the implementation of coaching services are established, which will be useful to the upper echelon in the management of the telecommunications business.

In summary, I can note that the publications of Prof. Stoyanov submitted for participation in the competition for the academic position of "professor" have been cited in monographs and collective volumes with scientific review and in journals with scientific review (found at 100 citations).

I believe that scientific production is of high scientific quality, presented in authoritative publications and accessible to a wide audience. The topic of the scientific production is aimed at specific issues of science and practice and has modern scientific and applied importance.

6. Rating of the main scientific and scientific-applied contributions of the candidates

The analysis of the applied developments presents Associate Professor Ivaylo Stoyanov as a thorough, erudite and accomplished researcher in the field of management. On this basis, I also confirm the candidate's self-assessment of the presented scientific innovations and their significance. They are substantiated, theoretically valid and practically useful results that enrich the knowledge of the studied subject. There is no doubt that they will also contribute to the provision of business management training. An attempt to highlight the more important ones is as follows:

1. Scientific contributions

1. The theory and methodology of management has been supplemented, and a new approach for managing virtual teams in digital transformation of business has been proposed and justified in relation to the application of management functions to achieve organizational sustainability in the management process [Publication D4].
2. Management theory and methodology is complemented by integrating a systems approach to the development and management of mentoring programs for disadvantaged employees in service business organizations [Publication C3].

2. Scientific and applied contributions

1. An author's methodology has been created for the development and management of mentoring programs for disadvantaged employees in Bulgarian business organizations from the service sector in terms of the separation of stages, sub-stages and activities related to these processes [Publication C3].
2. In a methodical approach, new opportunities for project management in a digital environment of work and interaction have been revealed, and the requirements for resource provision and the design of an appropriate virtual structure have been substantiated [Publication G10-3B].
3. A methodology for benchmarking services in the business of Bulgarian telecommunications companies has been adapted, as a good management practice in the field of telecommunications [Publication D10-2B].



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4. Key competencies and requirements for leader behavior and provision of telecommunication services by human resources in a digital environment are systematized [Publications D7-5, D-10-1].

3. Applied Contributions

1. Empirical research was conducted as a tool for achieving organizational sustainability in the process of managing virtual teams during digital business transformation of Bulgarian telecommunications service providers [Publication D4].
2. An empirical study was conducted regarding the challenges and opportunities of human resources for work, behavior and use of social media in a digital environment, and guidelines were proposed for their appropriate use in the conditions of Bulgarian business organizations from the service sector [Publications D10-3A, D -10-3B].
3. An empirical study was conducted to establish good management practices for coaching services and benchmarking services in Bulgarian telecommunications companies [Publications G10-2A, G10-2B].

For me, the claimed contributions are the personal business of the candidate. The candidate's authorship is clearly traced in the collective scientific works. There is a uniform style in research and analysis approaches, evident both in the monographs and in the scientific papers presented.

7. Critical notes and recommendations to the candidate

I recommend the candidate to continue his research and teaching activities in the field of human resources and leadership. The wider presentation of publications in this field in authoritative scientific publications and abroad will introduce and establish the author in the international academic environment as well.

8. Conclusion

The candidacy of Associate Professor Ivaylo Tsvetanov Stoyanov, PhD for the academic position of "Professor" fully complies with the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Implementation and the Rules for the Development of the Academic Staff of University of Telecommunications and Posts. The scientific publications of the candidate for the competition contain important theoretical, methodological and practical-applied contributions, which are the fruit of his personal scientific research and further develop management science.

On these grounds, I express my positive assessment of the submitted application and declare that I will categorically support the occupation by Assoc. Prof. Ivaylo Tsvetanov Stoyanov, PhD of the academic position of "Professor" in professional direction 3.7. Administration and management, scientific specialty "Organization and management outside the sphere of material production" (Social management and services) at University of Telecommunications and Posts.



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