



REVIEW

By: Prof. Dr Miglena Petrova Temelkova

University of Telecommunications and Posts - Sofia

Department/Faculty: General Engineering/Management and Telecommunications

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 № 56/19.07.2022.

By Order № 3-159/13.9.2022 and Order №. 3-159#1/25.10.2022 of the Rector of University of Telecommunications and Posts, respectively, the composition of the scientific jury and the dates for holding the first and second meeting of the scientific jury were determined.

According to the procedure, all deadlines and rules required by the law and the internal regulations of the University of Telecommunications and Posts were observed, and the submitted documents were only one candidate and, accordingly, his documents were admitted by a committee for the admissibility of the documents (with the exception of the minimum national requirements for occupying the position), approved by Order No. 3-143/10.8.2022 by the Rector of University of Telecommunications and Posts, pending consideration by the scientific jury.

2. Information about the candidate in the contest

The only candidate for the above-mentioned competition is Associate Professor Ivaylo Tsvetanov Stoyanov, PhD.

Assoc. Prof. Ivaylo Stoyanov, PhD was born on 05/07/1977 in Sofia. In 2001, he graduated with a Bachelor's degree in "Industrial Economics" at "Dimitar Tsenov" Academy of Economics - Svishtov, and in 2002 he became a Master's degree 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 TU-Sofia. In 2012, he defended his doctoral dissertation on the topic "Methodology for reengineering business processes in Bulgarian high-tech enterprises" in the



scientific specialty "Organization and production management".

In April, 2009, he was appointed as an assistant in the "Management" department at the "Management and Marketing" Faculty of the "Dimitar Tsenov" Academy of Economics - Svishtov, and in September, 2012 - as head assistant. In the academic year 2015/2016, he was also a part-time assistant in the Department of "Economics and Business Management" at UCTM - Sofia.

From 03.10.2016 to 01.02.2017 he is ch. assistant at the Department of "Management in communications" at the Faculty of Telecommunications and Management of University of Telecommunications and Posts - Sofia.

From February 1, 2017 to the present, he is an Associate Professor in Professional direction: 3.7. "Administration and Management" at University of Telecommunications and Posts - Sofia.

In the period 2018-2019, he was the chairman of the General Assembly of the Faculty of "Telecommunications and Management", and in the period 2017-2019, he was the acting dean. head of the "Management in communications" Department.

At the moment, he holds several administrative positions: member of the Scientific Council of University of Telecommunications and Posts, member of the Faculty of Telecommunications and Management, member of the Academic Council of University of Telecommunications and Posts, Head of the "Management in communications" Department, Chairman of the General Assembly of University of Telecommunications and Posts. At the same time, Assoc. Prof. Stoyanov, PhD is also the general manager of "Technology Center for Innovation - University of Telecommunications and Posts, LTD.

3. Fulfillment of the requirements for occupying the academic position

Assoc. Prof. Ivaylo Stoyanov, PhD presented a total of 16 publications and participation in 4 scientific-research and practical-applied developments in the competition for "Professor", one of which he was the leader of.

The publications are separate as follows:

- monographs for participation in the competition - two issues (B-3, Г-4);
- chapters of collective monographs - six issues (Г10-1, Г10-2a, Г10-2b, Г10-3a, Г10-3b, Г10-3b);
- textbooks – two copies (E20-A and E20-B);
- textbook - one copy (E21);
- articles and reports in non-refereed scientific editions with scientific review or in peer-reviewed collective volumes - five issues (Г.7-1 to Г.7-516), all of which are in english.

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

The scientific works of Assoc. Prof. Ivaylo Stoyanov, PhD in terms of quantitative scientometrics, repeatedly exceed the minimum national requirements laid down in Bulgarian Law for candidates



for the academic position of "Professor". The total number of points collected by Associate Professor Stoyanov, PhD by groups of scientometric indicators is 985, with the minimum scientometric requirements in group I being exceeded by 27.5%, in group II by 330%, and in group E by 50%. A list of nine scientific and applied projects in which Assoc. Prof. Stoyanov took part is presented.

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

The publications presented in the competition take into account the modern trends in the development of science on the investigated issues and add scientific and theoretical value to the modern management and organization of companies from the service sector.

I accept that the applicant's works and scientific-applied developments accepted for review are in the field and issues of the specialty of the "Professor" competition and reflect the progress of the candidate's scientific thought in the field of organization and management of organizations outside the sphere of material production and in -especially the specifics of social management and services.

The fulfillment of the qualitative requirements for the occupation of the academic position "Professor" could be linked to specific achievements of the candidate in his publications, namely:

- theoretical and methodological complementation in management theory;
- development of new approaches in human resources management;
- development of methodology for human resources management;
- adapted tools and approaches for managing business organizations in the service sector.

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

From 2017 to the present, Ivaylo Stoyanov is an Associate Professor in the "Management in communications" Department at the "Telecommunications and management" Faculty at University of Telecommunications and Posts. His teaching activity began in 2009 at the "Dimitar Tsenov" Academy - Svishtov, where he is an assistant in the "Management" Department at the "Management and marketing" Faculty. Since 2012, he has been Ch. Assistant Professor in the same department.

It is clear from the submitted documents that the candidate, Assoc. Prof. Ivaylo Tsvetanov Stoyanov, PhD has educational and pedagogical experience, as he leads significant combat hours (lectures and exercises). as a doctoral student at Technical University (Economics, Industrial Engineering and Management Department of the Faculty of Economics) he led seminar classes in disciplines such as "Fundamentals of management", "Aviation management" and "Administrative service management". At University of national and World Economy he led lectures and exercises in disciplines such as "Fundamentals of management", "Organizational behavior" and "Management decisions and risk". the candidate has lectured (in a bachelor's program) on "Human resource management" at UCTM- Sofia. At University of Telecommunications and Posts, Assoc. Prof. Ivaylo Stoyanov, PhD leads lectures and exercises on the disciplines "Fundamentals of management", "Human resources management", "Organizational behavior", "Strategic



management", "Business negotiations".

The candidate leads lectures and seminars in the master's program "Service management" at University of Telecommunications and Posts in the disciplines: "Firm management in the service sector", "Management consulting services", "Mentoring and coaching services", "Team management in service organizations" and in the master's program "Smart leadership" in the disciplines: "Human resources and team building", "Communication strategies and negotiations", "Conflict management".

In the academic year 2021/2022, the total number of hours taught by the candidate is 486 study hours in bachelor's and master's courses.

Assoc. Prof. Ivaylo Stoyanov, PhD has developed lecture courses in all the disciplines led by him.

The educational and teaching activity of the candidate corresponds to the field of the competition, is related to the professional direction and the scientific specialty.

Guided by the already stated facts, i believe that the pedagogical training, activity and teaching-educational approach of Associate Professor Ivaylo Stoyanov, PhD meets the challenges and requirements of the european general education area.

5. Characteristics and significance of the presented scientific publications

Regarding the qualitative characteristics of the publications submitted for review in the competition, it can be summarized that they refer to important scientific topics, on which there is often controversy in the specialized literature. In general, the publications presented in the competition are in the field of:

- strategic social management (modern aspects of mentoring, coaching, teamwork and interaction) – publications B3, Г4, Г7-2, Г10-3А, Г10-3Б, Г10-3В, E20-Б;
- strategic management in the service sector - Г7-1, Г7-3, Г7-4, Г7-5, Г10-2А, Г10-2Б, Г10-3Б, E20-А;
- digital aspects of management in the service sector - publications Г4, Г10-1, Г10-3А, Г10-3Б.

The scientific-applied and applied projects presented by the candidate in the competition are nine and are related to the problems of management in organizations from the service sector, the consequences of the COVID-19 pandemic, the social aspects of the management process and the management of human resources.

In general, the scientific significance of the publications provided can be summarized as follows:

- there is an upgrade of basic scientific and theoretical-methodological management approaches;
- there is an enrichment of scientific practice with specific tools for managing human resources, teams and their interaction;
- there is refinement in the theoretical formulation of basic concepts, approaches and methodologies related to project management.



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

In the materials submitted by the candidate for the competition, the main scientific and scientific-applied contributions can be grouped as follows:

- enrichment, concretization and refinement of existing scientific knowledge;
- application of existing methods for solving a specific problem with formulated conclusions and recommendations for practice;
- generation of new research methods.

On the basis of the indicated grouping, I recognize the following main scientific contributions:

- main theoretical positions in the theory of management in terms of approaches and methodology are refined - publications Г4 and B3;
- methodological and theoretical upgrading of project management capabilities in a digital environment - publication Г10-3B;
- the theory of human resources management in business organizations from the service sector has been enriched - publications B3 and Г10-2B.

As main scientific and applied contributions I recognize:

- the development and management of mentoring programs for disadvantaged employees in business organizations from the service sector - publication B3;
- the adaptation of a methodology for benchmarking services in the business of Bulgarian telecommunications companies, as a good management practice in the field of telecommunications - publication Г10-2B;
- the systematization of key competencies and requirements for the behavior of leaders and the provision of telecommunication services by human resources in a digital environment - publications Г7-5 and Г-10-1;
- the systematization of the reasons for changing the coaching profession based on the establishment of the effects that influence coaching services and coach-client relationships in the conditions of the digital environment and the coronavirus pandemic - publication Г7-2;
- the identification of the features and the consideration of the requirements for the application of a methodical approach for specifications and service management - publication Г7-1;
- the theoretical-practical summarization of the specifics of the work of the "expert-moderator" in virtual project meetings based on establishing the challenges and clarifying the interrelationships that influence the outcome of their implementation - publication Г7-4;
- clarifying the interrelationships between the requirements and competencies of the human factor for working in a digital environment in the use of social media, project management



ВИСШЕ УЧИЛИЩЕ ПО ТЕЛЕКОМУНИКАЦИИ И ПОЩИ

and adaptation to the conditions of COVID-19 - publications Г7-2, Г7-3, Г7-4, Г7-5 , Г10-1, Г10-3А, Г10-3В, Г10-3В;

- the definition of the role, responsibilities and specific competencies of the account manager in servicing business clients of telecommunications services - publication Г7-5.

I consider that the said contributions are the personal work of the candidate. The reason for this is also the fact that some of the works presented in the competition are independent (especially the monographic studies) and not co-authored.

The citation report submitted by the candidate includes over 100 of his cited publications. Most of the citations are in peer-reviewed articles and reports printed in specialized publications in Bulgaria.

No documents have been submitted for implementations of the candidate's scientific achievements.

The contributions of Associate Professor Ivaylo Stoyanov, PhD to science and practice are associated with the further developed and upgraded theoretical-conceptual and practical-applied framework in the field of organization and management of business organizations outside the sphere of material production, with an emphasis on social management in them and the specifics of the services. The candidate's scientific achievements were published mainly in Bulgarian peer-reviewed publications, reported at conferences, which made them known to the scientific community in the country. The citations of scientific works of Associate Professor Ivaylo Stoyanov, PhD give reason to conclude that the candidate presents original scientific works that have been noticed by scientific thought.

7. Critical notes and recommendations to the candidate

I find it useful for the candidate to deepen his publication activity in the indexed databases Scopus and Web of Science, as well as his participation in scientific projects as a supervisor.

8. Conclusion

The candidate is part of the University of Telecommunications and Posts team. He is the chairman of the General Assembly of University of Telecommunications and Posts, he is the head of the "Management in communications" Department, he is a member of university collective management governance. He works extremely precisely and conscientiously, and the department he leads occupies one of the best places in the national ranking, despite the fully paid tuition he realizes and from which he supports himself. As can be seen from the materials presented in the competition, Associate Professor Ivaylo Stoyanov, PhD is an analytical scientist looking for an answer to his scientific interests.

Bearing in mind the materials provided for the competition, as well as the activity of the candidate at University of Telecommunications and Posts, the achieved scientific results, visible from the documentation for the competition, as well as the full coverage of the quantitative scientometric indicators set by the Bulgarian scientific law and the internal rules of University of Telecommunications and Posts for occupying the academic position "Professor", I believe that



ВИСШЕ УЧИЛИЩЕ ПО ТЕЛЕКОМУНИКАЦИИ И ПОЩИ

Assoc. Prof. Ivaylo Stoyanov, PhD is a scientist and teacher, whose overall scientific-research, scientific-applied and teaching activities fall within the field of the announced competition.

After getting acquainted with the materials and scientific works presented in the competition and analyzing their scientific and research value, I found original, current and significant scientific, scientific and applied achievements of the candidate in the field of organization and management outside the sphere of material production and in particular with an emphasis on social management and services. This gives me the reason to give my positive assessment and to recommend to the Scientific Jury to propose to the Faculty Council of the University of Telecommunications and Posts to choose

Associate Professor Ivaylo Tsvetanov Stoyanov, PhD

in the academic position "Professor"

in a professional direction 3.7. Administration and Management

in the scientific specialty "Organization and management outside the sphere of material production" (Social management and services).

date: 27 November 2022

Sofia

Signatu

Prof. N

3312