

STATEMENT

by: **Prof Eng. Pavlina Yordanova Peneva, PhD,**

higher educational institution: **Vasil Levski National Military University, Veliko
Tarnovo**

department: **Protection of the Population and Infrastructure**

faculty: **Security and Defence**

area of higher education: **5. Technical Sciences**

professional field: **5.13. General Engineering**

Regarding: Competition for **Associate Professor** in professional field 5.13 General Engineering in the scientific specialty of 'Organisation and Management of Production/ Innovations, Creativity and Business Models in Industry'

- **Information about the competition**

The competition was announced in the State Gazette – issue 56/19.07.2022.

- **Brief information about the candidates in the competition**

One candidate, Petya Deneva Georgieva, PhD, has been admitted to the competition. She is a graduate of the Technical University in Varna with the specialty of Industrial Management and has a qualification for an engineer manager. Since 2018, Petya Georgieva, PhD, has been a specialist in Transportation Activities in Agropolychim AD, Devnya. In the periods 2001 – 2004 and 2015 – 2017, she was a part-time lecturer at the Technical University in Varna for the Department of Industrial Management. Since 01.10.2022, she has been appointed as an assistant professor at the University of Telecommunications and Post at the General Engineering Department. In 2012, Petya Georgieva defended a dissertation on the topic 'Application of the Scenario Approach in Company Innovation Management' in scientific specialty 05.02.21. Organisation and Management of Production.

- **Fulfilling the requirements for the academic position**

The enclosed Reference for fulfilling the minimum national requirements for the respective scientific area 5. Technical Sciences shows that the candidate for participation in the competition Petya Deneva Georgieva, PhD, has 422 points with a required minimum of 400 points.

- **Brief evaluation of educational activities for each candidate individually**

The candidate in the competition in professional field 5.13 General Engineering taught the following subjects related to professional field 5.13 General Engineering at the Technical University in Varna: Competitiveness of Industrial Enterprises, Innovation Management, Fundamentals of Management, Quality Management, Transportation Logistics, etc.

- **Brief description and significance of the submitted scientific works/publications**

The candidate in the competition Petya Georgieva, PhD, has submitted 15 scientific works as follows: 1) 1 (one) independent monograph on the topic 'Application of Creativity in Innovations in Business Models'; 2) participation with 3 (three) chapters in 1 (one) collective monograph (with 5 co-authors); 3) 4 (four) independent scientific publications and 1 (one) co-authored scientific publication at a university level; 4) 2 (two) independent scientific publications and 5 (five) co-authored scientific publications at international conferences in the Republic of Bulgaria; 5) 1 (one) co-authored scientific publication at an international scientific conference abroad.

The candidate in the competition has not provided information in the list with all his publications on the scientific publications with which he qualified in the procedure for dissertation defence for acquiring the educational and qualification degree Doctor.

The candidate's most significant scientific work submitted for the competition is her monograph 'Application of Creativity in Innovations in Business Models'. The relevance of the monograph stems from the fact that innovations in business models are related to the possibilities of survival and development of companies operating in an environment with a huge amount of information and the influence of a variety of complex internal and external factors.

The scientific publications submitted for the competition and described in the enclosed list are directly related to the scientific specialty of the announced competition and have respective scientific-applied and applied contributions.

- **Brief assessment of the main scientific and scientific-applied contributions of the candidates**

Out of all the presented contributions of the candidate in the competition Petya Georgieva, PhD,

the following are of special interest:

- applied contributions

- A model for management of the creativity processes in organisations has been proposed;
- The relationship between knowledge and innovation in a business model and its ecosystems is theoretically substantiated;
- The relationship between a roadmap concept and a business model is theoretically justified.

- scientific-applied contributions

- A conceptual model of a strategic map for creativity management has been proposed;
- A maturity model has been proposed for assessing the readiness of Bulgarian enterprises for Industry 4.0;
- A cross-framework for decision-making in the area of business model innovation has been proposed.

- applied contributions

- Application of the strategic map model in company practice.

• **Main critical remarks and recommendations to each candidate individually**

The main remarks are as follows:

- The contributions have not been systematized by thematic areas and the numbers of the scientific works related to each contribution have not been indicated.
- The titles of the publications have not been indicated in the enclosed Reference for the fulfilment of the minimum national requirements.

Questions for the candidate in the competition:

- Which scientific works are the scientific contributions related to?
- What academic subjects related to professional field 5.13. will the candidate teach at the Higher College of Telecommunications and Posts?

• **Conclusion**

I give my **positive assessment** to the candidate Petya Deneva Georgieva, PhD, and I propose that she be approved for the academic position of Associate Professor in the Department of General

Engineering at the University of Telecommunications and Post under the announced competition in area of higher education 5. Technical Sciences, professional field 5.13. General Engineering, scientific specialty 'Organisation and Management of Production/ Innovations, Creativity and Business Models in Industry'.

06.12.2022

Veliko Tarnovo

