



REVIEW

By: prof. Vanya Kuzdova Banabakova, D.Sc.

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Department: “Logistics and Management”, Faculty: “Logistics and Technologies”

Field of education: 3. “Social, Economic and Legal Sciences”

Professional field: 3.7. “Administration and Management”

Scientific field: “Organization and management outside the sphere of material production”.

Regarding: Competition for “associate professor”

1. Information about the contest

The competition for the academic position “associate professor” in Higher Education Field 3. “Social, Economic and Legal Sciences”, professional field 3.7. “Administration and Management”, scientific field “Organization and Management outside the sphere of material production (Management and Services)”, published in the State Gazette, no. 59 of 11.07.2023 for the needs of the department “Communications Management” at the University of Telecommunications and Post (UTP) - Sofia. I participate in the composition of the scientific jury for the competition, according to Order No. 3-241/28.09.2023 of the Rector of UTP, Sofia.

2. Information about the candidate in the contest

Only one candidate took part in the competition - Ch. Assistant Prof. Dimitar Kolev Kolev, PhD. The candidate in the contest Ch. Assistant Professor Dimitar Kolev, Ph.D., obtained a bachelor's degree in Management and Business Administration at the University of Economics - Varna in 2007. In 2008, he obtained a Master's degree in Management, Business Administration, Planning and Control in Varna University of Economics. In 2015, he obtained a PhD in Economics and Management (Industry, Agriculture) at the University of Ruse “Angel Kanchev”. He has an excellent command of the English language. For the period 2010 - 2016, he held the following positions: office assistant, accountant, currency cashier and others. In the period 2012 - 2016, he held the academic position of Assistant at University of Ruse “Angel Kanchev”. Since September 2016, he holds the academic position of Chief Assistant Professor at the University of Telecommunications and Posts, Sofia.



The candidate meets the minimum national requirements under the Regulations for the Implementation of the Development of the Academic Staff in the Republic of Bulgaria Act (RIDASRBA) and the regulations for its implementation and the requirements of UTP - Sofia.

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

It is evident from the reference submitted by the candidate that he meets the minimum national requirements under Art. 2b, para. 2, 3 and 5 of the Regulations for the Implementation of the Development of the Academic Staff in the Republic of Bulgaria Act (RIDASRBA) and the requirements of UTP – Sofia to be elected for the academic position of Associate Professor. Ch. Assistant Professor Dimitar Kolev Kolev has obtained PhD, which corresponds to 50 points of the national minimum requirements for occupying the academic position of Associate Professor.

He presented an independent monographic work on the topic "Analysis of the telecommunications services market and opportunities for improvement", which is mandatory for participation in the competition and carries 100 points.

He also presented a book on a protected dissertation work on the topic "Methodology for measuring the effect and distribution of informal user information" - 75 points.

There is 1 co-authored publication in a scientific publication, referenced and indexed in world-renowned scientific information databases (Scopus) – 15 points.

In the section "Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes", he presented 20 scientific publications.

He has submitted 1 co-authored study that is in the section "Studies published in non-refereed peer-reviewed journals or published in edited collective volumes".

There are also 2 developed chapters, respectively in 2 collective monographs. The total for section „D“ is 254.57 points with the minimum required 200 points.

Regarding section „E“ - citations, the candidate has submitted 1 citation in a scientific publication, referenced and indexed in world-known databases with scientific information or in monographs and collective volumes - 15 points, 3 citations in monographs and collective volumes with scientific review and 4 citations in non-refereed journals with scientific review,

as the total number of points it forms from section E is 65 with a minimum required point of 50. The total number of points that are formed is 469.57 with a minimum required point of 400. As a result, Ch. assistant professor Dimitar Kolev Kolev, PhD has fulfilled the quantitative requirements for occupying the academic position of Associate Professor.

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

Ch. assistant professor Dimitar Kolev Kolev, PhD, has fulfilled the quality requirements for holding the academic position of Associate Professor in terms of his research and teaching activities. He has worked actively on research projects as a supervisor and participant. He has carried out mobilities in order to teach under the Erasmus+ Program. Actively works with students in "Professional Bachelor", "Bachelor" and "Master" Degrees. He has participated in the development of monographs, textbooks and study guides, which are designed to support the learning process and correspond to the disciplines he teaches.

The candidate is a teacher at Professional Bachelor, Bachelor and Master Degrees. In Professional Bachelor and Bachelor Degrees he leads the following disciplines: Basics of Management, Human Resources Management, Basics of Marketing, Conventional and Digital Company Management, Risk Management, Conventional and Digital Marketing, Innovation Management in Communications, Organizational and Digital leadership, Entrepreneurship, E-commerce and others.

For the period 2020 – 2023, he had an average annual study load of 477 hours, which fulfills the requirements for holding the academic position of Associate Professor. During the same period, he supervised 17 graduates for their theses in Professional Bachelor and Bachelor Degrees and developed 6 reviews. He also participated in the Graduation Examination Boards as Secretary/Quaestor.

At Master Degree he teaches the following disciplines: Marketing of Services, Conventional and Digital Management and Entrepreneurship, Management of Non-Profit Organizations, Marketing Solutions in the Service Sector, Business Environment and Sustainable Development, Brand Management in the Service Sector, Marketing Research in the Sector of Services and others.

For the period 2020 – 2023, he was the scientific supervisor of 6 students for the development of their master's theses.

He has developed 23 study programs for Professional Bachelor, Bachelor and Master Degrees, of which 14 are independent and 9 co-authored.

For the purposes of the educational process, he participated in the development of 1 monograph on the topic "Conventional and digital management and entrepreneurship", 1 textbook on Entrepreneurial Management and 1 study guide on Basics of Management.

The disciplines taught by the candidate, as well as the developed curricula and materials fully correspond to the professional direction of the announced competition for the academic position of Associate Professor.

The candidate Ch. Assistant Professor Dimitar Kolev was the head of 3 scientific research projects at UTP - Sofia and participated in 3 more, as follows: "Digital transformation of organizations in the service sector", 2023; "The impact of Covid-19 on the development of companies in the communications sector", 2022; "Challenges and prospects for telecommunications and postal services in the conditions of the Digital Economy", 2021; "Exploring good organizational practices for the management of telecommunications and postal companies", 2020; "Construction of a center for conventional and digital management and entrepreneurship at VUTP, 2019; and "Leadership of the Bulgarian market in the provision of mobile Internet services", 2018.

Ch. Assistant Professor Dimitar Kolev, PhD actively participated in the Erasmus+ Program. He has participated in several international projects under the Erasmus+ Youth Exchange Program.

He also carried out 2 mobilities for the purpose of teaching under the Erasmus+ Program at the University of Zilina, Slovakia, giving lectures on Marketing.

5. Characteristics and significance of the presented scientific publications

The candidate Ch. Assistant Professor Dimitar Kolev, Ph.D. Kolev participated in the competition for the academic position of Associate Professor with the following scientific publications:

- Monographs – 3 issues, of which 1 is independent;
- Studies – 1, co-authored in English;
- Articles – 7 issues, of which 5 in scientific publications in Bulgaria, of which 3 independent, 2 co-authored and 2 co-authored abroad.

author, reports on issues, of which 14 in Bulgaria and 2 abroad, 1 independent and 13 co-authored.

- Book on protected dissertation work – 1 issue.

The total number of presented scientific publications is 25. Of them, 9 are independent and 16 are co-authored. Eleven of all scientific publications are in English.

I accept that all submitted scientific works for participation in the competition are scientifically reviewed, with the exception of the book on his dissertation work - "Methodology for measuring the effect and spread of informal user information". However, it carries 75 points, according to the national minimum requirements.

I am not aware of any facts that cast doubt on the authenticity of the works and the contribution of their author. I have no doubts about plagiarism. The presented scientific works fully correspond to the field of higher education, the professional direction and the scientific specialty of the announced competition for the occupation of the academic position of Associate Professor.

Scientific articles have been published in scientific journals in Bulgaria and abroad. The reports have been presented and published in proceedings of international and national scientific conferences in Bulgaria and in other countries, which clearly shows that the candidate Ch. Assistant Professor Dimitar Kolev has actively participated in various scientific forums.

The candidate's scientific and applied scientific activity is in the field of marketing, management, logistics, digitalization of marketing, management and logistics activities, risk management in the provision of services, entrepreneurship, marketing research of consumer behavior, branding, impact of the pandemic related to COVID - 19 on the provision of services and others.

The article on the topic "The Influence Of ERP Systems on Logistics (The Case Study Of The Logistics Sector in the Republic Of Bulgaria), which is co-authored, was published in a scientific journal, referenced and indexed in the world-known databases with scientific information - in Scopus.

The article is extremely relevant and significant, because in modern conditions the logistics sector has a very important role for the development of the economy and society and is one of the most developing sectors not only in Bulgaria, but also in the whole world. Competition in the logistics market is high, and therefore logistics companies are looking for ways to increase their competitiveness. For this purpose, they are forced to speed up their processes, reduce their costs and improve their efficiency. In this direction, the application of integrated resource management systems (ERP), which are important investment opportunities in the field of information technology, have a huge potential for improving efficiency in logistics, and on this basis are the subject of research in the present article.

The main scientific work of the candidate is the independent monograph on the topic: "Analysis of the market of telecommunication services and opportunities for improvement". Analysis of the market of telecommunication services and opportunities for improvement" is developed in a total volume of 148 pages and includes a preface by the author, an introduction, three chapters, a conclusion, a reference to scientific and scientific-applied contributions and a basic bibliography.

The relevance and significance of the subject of the monographic work are determined by the following prerequisites and conditions: the companies offering telecommunication services in the country operate in a highly competitive environment; daily, mobile operators must update their services in a timely and efficient manner; on this basis, there is a need for scientific and scientific applied research on the market of telecommunication services in order to outline the trends in the development of business organizations providing such services in Bulgaria.

The topic of the monographic work is very correctly chosen, because the successful

Abstract of the communication services and access requirements to the services provided by telecommunications operators have both a scientific and applied scientific contribution. In the introduction, the relevance and significance of the topic is justified and the subject, the object, the goal and five scientific research tasks are precisely and clearly defined. In the monographic work, a research methodology is proposed, which includes methods of qualitative and quantitative analysis, comparative methods, methods of groupings, methods of dynamics, graphical and tabular methods, survey studies, statistical and mathematical methods and others.

The restrictive conditions are set correctly. The software products Microsoft Office (Excel, Word), Google forms and others were used to derive the solutions. In substantiating the theoretical summaries and practical conclusions, scientific research by Bulgarian and foreign scientists in the field, developments of scientific institutes and agencies from the country (National Statistical Institute, Communications Regulatory Commission) and publications of European and global market research agencies were used (Statista.com). Much of the research is based on the author's empirical research conducted independently or co-authored. In the first chapter, the main types of participants in the telecommunications market, the types of services provided and the main methods of distribution of telecommunications services, the object of the study - access to the Internet and television services are presented. A methodology has been developed for market analysis and conducting empirical research of telecommunications services. In the second chapter, an analysis of the international market of telecommunications services is made, with a main focus on fixed and mobile access to the Internet and television services. Based on national statistical data, the state of these services on the territory of the country has been analysed. In the third chapter, customers' opinions and attitudes regarding the provided fixed, mobile access to the Internet and the television services offered by the telecommunications operators in Bulgaria are investigated. The role of the state, through the provision of public access to the Internet and the management of national television, is also analysed. On this basis, conclusions are drawn about the market trends of these services.

In the conclusion of the monographic work, thoroughly summarized conclusions and proposals and the scientific and applied scientific contributions of the research are presented. The presented monographic work has clearly expressed scientific and scientific-applied contributions, which can be very useful in a theoretical and practical aspect. Based on an analysis of international statistical data, the place, role and importance of mobile, fixed access to the Internet and television services in the portfolio of telecommunications operators have been depicted. Primary empirical studies have been carried out and on their basis the various aspects of fixed, mobile Internet access and television services have been evaluated. Estimates of various parameters and user requirements are derived, which can be used by telecommunications operators and local service providers in their provision. The monographic work on the topic "Analysis of the telecommunications services market and opportunities for improvement" is developed consistently and logically. The individual chapters in it are well balanced in volume. The content of the monographic work fully corresponds to its topic. The obtained results show that the set goal and scientific research tasks have been fully achieved. The developed monographic work is the personal work of the author, since research in the field of the considered issues is not the subject of a lot of scientific developments. I have no doubts about plagiarism. The present monographic work is proof of the high scientific level of the author. The monograph on the topic "Analysis of the telecommunications services market and

Professor Dimitar Kolev for participation in the competition show that the author has a very good knowledge of the terminology of the issues under consideration. He used a rich toolkit of research and analysis methods and a large base of empirical data. In-depth studies and interpretation of the results have been made and innovative scientific and applied proposals related to the development of the telecommunications services market in the country and other current and significant economic and management problems have been given.

The analysis of the information provided to me shows that Ch. Assistant Professor Dimitar Kolev, PhD closely connects the scientific research, applied science, teaching and expert activities, which gives me reason to evaluate the candidate's scientific research and teaching activities as meeting the requirements for holding the academic position Associate Professor.

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

The presented scientific works of Ch. Assistant Professor Dimitar Kolev are distinguished by clearly expressed scientific and applied scientific contributions. I accept the scientific and scientific-applied contributions presented by the candidate.

Key of scientific contributions are:

- A methodology has been developed for measuring consumer attitudes, according to the needs of telecommunications services, which has been modified to take into account their different types – television services, fixed and mobile Internet access;
- A methodology has been created for evaluating the effect and channels of distribution of informal consumer information, which is adapted to the field of car servicing;
- A methodology was created for the analysis of the Facebook social network, which reveals new opportunities for engaging the audience and improving the use of social networks as a marketing tool;

Key applied scientific contributions are:

- Key indicators for identification and improvement of telecommunications services are systematized, according to user perceptions;
- Management mechanisms have been introduced for better access of public services for consumers of Internet and national television in Bulgaria;
- Scientifically based alternatives for the provision of access to the Internet and types of television services are highlighted;
- New opportunities and adequate skills for international business and entrepreneurship have been identified through the application of modern marketing tools (multilevel marketing, franchise and business networks);
- Through empirical research, the place, role and importance of mobile, fixed Internet access and television services in the portfolio of telecommunications operators are substantiated;
- Through empirical studies and analysis, user requirements for Internet access and television services have been evaluated and recommendations have been made to improve the activities of telecommunications operators and local service providers;
- Key characteristics of the telecommunications market in the country, which determine the strategic importance of mobile, fixed access to the Internet and television services, are derived, as a result of an empirical study;
- The impact of "COVID19" on urban mobility in the territory of the city of Sofia and consumer attitudes towards the use of green transport is outlined, as well as the impact of ERP systems in the field of logistics service provision, based on the results of conducted empirical studies and analyses.

THE CANDIDATE CH. ASSISTANT PROFESSOR DIMITAR KOLEV, PhD SHOWS ABILITY TO CONDUCT scientific research with their practical applicability, good literary awareness, mastery and successful application of methods for research and analysis of marketing, management and logistics processes in the provision of services, mainly telecommunications. On this basis, it can be concluded that Ch. Assistant Professor Dimitar Kolev, PhD is a teacher, researcher and expert with serious research and applied activities. The personal contribution of Ch. Assistant Professor Dimitar Kolev is mainly involved in in-depth research, creative thinking and further development of the theory and methodology for researching the market for the provision of services and drawing up adequate management, marketing and logistics strategies for effective positioning of the services. I accept the achievements formulated in this way as significant for science and practice, including the methods proposed by him. Contributions are entirely the work of the applicant and are the result of consistent and purposeful work.

7. Critical notes and recommendations to the candidate

I have no critical notes. As a recommendation and wish for the candidate's future research work, it is a continuation of scientific research in the field in which he has worked so far, mainly in the direction of researching marketing, management and logistics problems in the provision of telecommunication services, and publishing the scientific and applied results of his research in more scientific publications abroad. The analyses made and the proposals given in his scientific publications are of high scientific and scientific applied value and significance and will certainly be of interest to the scientific community in an international aspect.

8. Conclusion

Bearing in mind the scientific works and pedagogical qualities of the candidate, their contributions and significance for science and practice, as well as the fulfilled national minimum requirements for occupying the academic position "Associate Professor", on the Development of the Academic Staff Act of the Republic of Bulgaria and the regulations for its implementation, as well as the requirements of the University of Telecommunications and Post, Sofia, I express a positive opinion on the works and propose Ch. Assistant Professor Dimitar Kolev to occupy the academic position "Associate Professor" in the field of higher education 3. Social, economic and legal sciences, professional direction 3.7. Administration and management and scientific specialty "Organization and management outside the sphere of material production (management and services)" for the needs of the department "Management in Communications", faculty "Telecommunications and Management", University of Telecommunications and Post, Sofia.

03.11.2023
Veliko Turnovo

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