STANDPOINT

on the competition for the academic position of "Professor" in professional field 5.13 General Engineering, academic discipline "Production Management" announced in SG 2/05.01.2024

with candidate Assoc. Prof. Eng. Tanya Pencheva Panayotova, PhD

Member of the scientific jury Prof. Dr. Sci. Milena Peneva Kirova

1. General Characteristics of the Research and Applied Scientific Activities of the Candidate

In the competition for the academic position of "Professor" Assoc. Prof. Eng. Tanya Panayotova, PhD is participating with a monograph; 2 scientific publications in journals that are referenced and indexed in globally recognized scientific information databases; 33 scientific publications in non-referenced journals with scientific peer review or edited collective volumes, of which 10 are single-authored and in 13 as the first co-author. Seventeen of these publications are in English.

Tanya Panayotova leads 5 scientific or educational projects and participates in an additional 8 scientific or educational projects.

The candidate has extensive practical activity. Records of expert evaluations conducted on commercial enterprises and receivables, including small, medium and large enterprises, as well as enterprises of public interest, intellectual and industrial property rights, various types of real estate, as well as on machinery and equipment are provided. She has worked as an expert for the Registration Agency and for the judicial district of the Varna District Court and the Varna Administrative Court.

2. Evaluation of the Candidate's Pedagogical Preparation and Activity.

Regarding her pedagogical activities, it can be summarized that the candidate has extensive experience in teaching numerous disciplines: Business Valuation, Industrial Engineering, Damage Assessment in Disasters and Accidents, Operations Management, Production Management, Managerial Decision-Making, Economics, all in both regular and distance learning formats for Bachelor's degree programs; Engineering and Production Management, Corporate Intellectual Property Management, Concurrent Engineering, Patent Law, Knowledge Management for Master's degree programs; Competitive Engineering and Knowledge Management for Master's degree programs taught in English, as well as teaching foreign students in Erasmus+ exchange programs.

In the competition Assoc. Prof. Panayotova participates as a co-author of one textbook and two studying aids.

She has supervised two doctoral candidates who have successfully defended their dissertations.

3. Main Scientific and Applied Scientific Contributions

In the submitted materials for the competition, scientific, applied scientific, practical and educational-methodological contributions are distinguished. These contributions are thematically grouped in the areas of Production and Operations Management of Industrial Enterprises, Industrial Engineering and Competitiveness of Industrial Enterprises. I accept all contributions claimed in the Summary of Original Contributions by Areas.

From the monograph, scientific summaries have been derived regarding the value-based approach in enterprise management and the key components that need to be managed, namely growth and return on invested capital. The influence of intellectual capital has been acknowledged. On this basis, a conceptual model has been proposed to illustrate the interaction between the models of

Economic Value Added (EVA) and the Value Added Intellectual Coefficient (VAIC). A methodology for applying the value-based approach in enterprise management has been developed, comprising the following elements: systematization of the necessary initial information for defying the enterprise current situation; establishment of the current status based on observed indicators and integration of the results into a matrix of interaction; analysis of possible situations and determination of the required degree of value creation; identification of the most significant factors for maximizing value and the possibilities for influencing them.

The contributions from the publications submitted for the competition are original and are solely candidate's personal work. They involve the demonstration of new aspects of existing scientific fields, problems, theories and hypotheses using new means.

All scientific publications submitted for the competition are published in prestigious international journals.

4. Significance of Contributions to Science and Practice.

The scientific works of the candidate hold significant scientific importance and are well-known among researchers in the field of Industrial Engineering, both nationally and internationally. There are 7 citations of 5 publications and 2 reviews in scientific journals referenced and indexed in globally recognized scientific information databases or in monographs and collective volumes, as well as 6 citations in monographs and collective volumes with scientific peer review and 24 citations in non-referenced journals with scientific peer review.

Overall, the candidate Assoc. Prof. Panayotova significantly exceeds the minimum required points from all groups according to Article 2b of the Regulations on the Assessment and Attestation of Academic Staff in Republic of Bulgaria; Article 60, paragraph 3 of the Regulations for the Implementation of the Regulations on the Assessment and Attestation of Academic Staff and Article 1, paragraph 2 of the Regulations on the Procedure for the Attestation and Defense in TU-Varna. There is no submission of the same publications in the materials for the current competition and in previous procedures. There is no repetition of the problem developed in the dissertation for obtaining the educational and academic degree "Doctor".

5. Critical Notes and Recommendations.

I have no significant critical notes or recommendations regarding the scientific works of Assoc. Prof. Tanya Panayotova.

CONCLUSION

The scientific works presented in the competition are sufficient to meet the minimum national requirements according to Article 2b of the Regulations on the Assessment and Attestation of Academic Staff in Republic of Bulgaria; Article 60, paragraph 3 of the Regulations for the Implementation of the Regulations on the Assessment and Attestation of Academic Staff and Article 1, paragraph 2 of the Regulations on the Procedure for the Attestation and Defense in Technical University of Varna for the academic position of "Professor". Sufficient scientific, applied scientific and practical contributions are outlined. Based on the familiarizing with the submitted scientific works, their significance and the scientific, applied scientific and practical contributions contained in them, I find it legitimately **to recommend** Assoc. Prof. Eng. Tanya Panayotova, PhD for occupying the academic position of "Professor" in the professional field 5.13 General Engineering, discipline "Production Management".

Ruse, 30.05.2024 **MEMBER** Заличена информация по Регламент (ЕС) 2016/679 rova)