UNIVERSITY OF NATIONAL AND WORLD ECONOMY

STATEMENT

From: Prof. Dr. Elenita Kirilova Velikova
UNWE, Department of "Economics of Tourism"
Scientific specialty "Economics and Management (Tourism)"

Regarding: Dissertation thesis for awarding the educational and scientific degree "Doctor" in professional field 3.8 Economics, in the scientific specialty "Economics and Management (Tourism)" at D. A. Tsenov Academy of Economics - Svishtov

Author of the dissertation thesis: Galya Koleva Moneva
Topic of the dissertation thesis: Restaurant Menu Engineering for Revenue Management Purposes

Basis for presenting the statement: Participation in the scientific jury for the defense of the dissertation thesis according to Order No. 629/27.06.2024 by the Rector of D. A. Tsenov Academy of Economics - Svishtov and the decision from the first meeting of the scientific jury held on 04.07.2024.

I. General presentation of the dissertation thesis:

The dissertation thesis consists of a total of 243 pages of computer-typed text. Of these, 228 pages are the introduction, main text, and conclusion; 8 pages are the list of used literature; 3 pages are appendices, and one page is a declaration of originality. The bibliography includes 158 literary sources by Bulgarian and foreign authors. The text contains 23 tables and 33 figures. Structurally, the thesis is composed of three chapters, an introduction, and a conclusion. These sections sequentially examine the essence and characteristics of revenue management and menu engineering and explore the possibilities for applying menu engineering in the restaurant business in Bulgaria, with the proposed model being tested in two real objects from the restaurant industry.

The topic of the dissertation is well-formulated. Its significance and relevance are clearly justified, given the conditions of economic and political instability in which the contemporary restaurant sector in the country operates. The doctoral candidate defends the position that "The application of revenue management and menu engineering leads to better revenue management, which increases the financial stability of restaurants." The goal of the dissertation is "to analyze and investigate the role of restaurant menu engineering in revenue management in the restaurant business, with a view to achieving optimal revenues and increasing the competitiveness of enterprises." From the stated goal, five research tasks are derived.

The subject and object of the research are well-defined, the goal and tasks are correctly outlined, accurately reflecting the research work conducted by the doctoral candidate. The dissertation thesis, that "the application of a conceptual model for menu engineering, which takes into account the specifics of the restaurant business under dynamic economic conditions, can be a useful tool for revenue management and increasing the competitiveness of enterprises," is developed and proven. The methodology of the research, the feasibility of its implementation, and the likelihood of achieving new scientific

knowledge and contributions, the limitations of the subject and object, as well as the system of indicators and measures for analysis, evaluation, and forecasting, and the sources of information support are distinguished by their merits. The exposition and the literature used demonstrate that the doctoral candidate has familiarized themselves with a significant number of literary sources. The structure of the dissertation can be rated as very good.

II. Evaluation of the form and content of the dissertation thesis

The dissertation thesis outlines several advantages of both scientific and practical-applied nature. Initially, the terms included in the dissertation are logically clarified, based on which all subsequent analyses and research are conducted. The specific characteristics of revenue management are highlighted, and its current state is analyzed. The relationship between revenue management and menu engineering is defined. The second part of the dissertation is based on a set of tools for applying menu engineering to achieve the objectives of revenue management in the restaurant business. The analysis of theoretical and practical-applied concepts and existing models forms the basis for the conceptual model for menu engineering proposed at the end of the second chapter. Based on interviews, surveys, personal observations, research, and analysis, the developed model was tested in two operating restaurants in the country. The analysis of the results allows for the derivation of accurate, scientifically-based, and practical-applied conclusions regarding the development of the sector in relation to offering specific measures for menu optimization.

The developed methodological tools enable PhD candidate Moneva to achieve the main objective of the dissertation and to accomplish the outlined tasks. The development of the thesis defines the role of restaurant menu engineering in revenue management within the restaurant business. The proposed methodology for investigating the more profitable menu items and their proper distribution within the menu can contribute to optimizing revenues and increasing the competitiveness of restaurant establishments.

The type and number of presented publications correspond to those declared by the PhD candidate in the attached list. A total of five publications have been presented – two studies, one article, and two conference papers. I believe that these publications accurately reflect the achievements of the PhD candidate and are sufficiently representative to be presented to the academic community and interested business circles.

The abstract accurately reflects the content of the thesis. It consists of 49 pages of computer-typed text and is divided into eight parts, which to the greatest extent reflect the research work of the PhD candidate.

III. Scientific and practical-applied contributions of the dissertation thesis

The dissertation thesis presents several contributions of both scientific and practical-applied nature. I accept the report on contributions made by PhD candidate Moneva and consider her self-assessment to be accurate. The author's conceptual model for menu engineering is especially valuable for practical application and can be successfully used as a working tool in the establishments of the Bulgarian restaurant industry.

IV. Questions regarding the dissertation thesis

For the purpose of a worthy defence, I have the following question for the PhD candidate: Why did you choose to further develop the existing model for optimizing the menu engineering process by Kasavana and Smith?

V. Summary evaluation of the dissertation thesis and conclusion

The dissertation thesis sets clear objectives and tasks, which PhD candidate Moneva has undoubtedly achieved and fulfilled. The analyses are accurate, the recommendations are

well-founded, and they stem from the results of the research. The PhD candidate demonstrates skills in conducting thorough and well-reasoned analysis, making summaries, and critical thinking. The analyzed dissertation represents a creative achievement, which in terms of subject matter, theoretical generalizations, conclusions, and recommendations has undeniable significance for the theory and practice of the restaurant industry.

All this gives me grounds to recommend to the esteemed members of the scientific jury to award Galya Koleva Moneva the educational and scientific degree "Doctor" in the scientific specialty "Economics and Management (Tourism)," professional field 3.8 Economics.

Date: 30.08.2024

Prepared by: ………………
(Prof. Dr. Elenita Velikova)