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EVALUATION REPORT

**Regarding the competition for the position of Associate Professor
in Professional Field 3.8 Economics,
Scientific Specialty “Economics and Management (Tourism)”,
announced by Dimitar A. Tsenov Academy of Economics, Svishtov**

1. General Information

This review has been prepared by Assoc. Prof. Georgina Georgieva Lukanova, PhD, Department of Economics and Organization of Tourism, Faculty of Management, University of Economics – Varna, Higher Education Area 3 Social, Economic and Legal Sciences, Professional Field 3.9 Tourism.

The report is prepared based on Order No.140 (19 February 2026) issued by the Rector of Dimitar A. Tsenov Academy of Economics, Svishtov.

2. Details of the Competition

The competition is announced for the academic position of Associate Professor in Higher Education Area 3 Social, Economic and Legal Sciences, Professional Field 3.8 Economics, Scientific Specialty “Economics and Management (Tourism)”. It has been opened to meet the needs of the Department of Tourism Economics and Management, Faculty of Industry and Commerce at D.A. Tsenov Academy of Economics, Svishtov, as published in the State Gazette, No. 113 (23 December 2025) and in accordance with the decision adopted at the first meeting of the Scientific Jury for the announced competition, held on 2 Mars 2026.

3. Information on the Candidate and the Procedure

The sole applicant in the competition is Chief Assistant Professor Lyubomira Krasimirova Todorova, PhD, a faculty member at the Department of Tourism Economics and Management at Dimitar A. Tsenov Academy of Economics, Svishtov.

The candidate has submitted all required documents in full compliance with the Act on the Development of Academic Staff in the Republic of Bulgaria, its implementing regulations, and the relevant institutional rules. She meets both the national minimum requirements and the additional institutional criteria for appointment to the position.

No procedural irregularities have been identified in the conduct of the competition.

4. Information about the Candidate

Lyubomira Todorova obtained her Bachelor's degree in Finance in 2008 and her Master's degree in Bank Management in 2009 from D.A. Tsenov Academy of Economics, Svishtov. She was awarded a PhD in Economics and Management (Commerce) in 2016 by the D.A. Tsenov Academy of Economics.

Her professional career combines practical experience with sustained academic engagement in the finance and tourism sectors. She currently holds the position of Chief Assistant Professor at the Department of Tourism Economics and Management.

5. Evaluation of the Scientific Output

A detailed review of the submitted publications leads to the following conclusions:

➤ The candidate has presented a total of 28 scientific publications. One publication is duplicated (Marinov, M., & Todorova, L. (2022). The Impact of the Coronavirus Crisis on the Revenues of Hotel and Restaurant Businesses in Bulgaria. *Economics, Ecology, Socium*, 6(2), 21–28. <https://doi.org/10.31520/2616-7107/2022.6.2-2>). From a quantitative perspective, the submitted materials meet the established national requirements and provide a sound basis for a comprehensive evaluation of the candidate's research activity.

➤ In structural terms, the research output demonstrates clear organisation and academic maturity. It includes two single-authored monographs, contributions to three collective monographs, participation in two studies, seventeen journal articles (one single-authored and sixteen co-authored), and six conference papers.

➤ Most of the articles and reports have been published in journals indexed in world-renowned databases, which should be viewed positively.

➤ From the perspective of authorship, the majority of publications are co-authored, which demonstrates an ability to collaborate effectively and to engage in joint research initiatives. At the same time, the proportion of single-authored works remains relatively limited, suggesting scope for further development of independent scientific works.

➤ Thematically, the publications display a high degree of coherence and continuity, focusing on innovations in tourism enterprises and crisis management in tourism. This allows the conclusion that the candidate has established a recognisable and consistent research agenda.

➤ No evidence of plagiarism or ethical misconduct has been identified.

Overall, the submitted research output is adequate in scope, well-structured, and aligned with the profile of the competition.

6. Research Contributions

On the basis of the content of the submitted publications, the following scholarly and applied scientific contributions may be identified and systematised:

Scholarly Contributions

A principal scholarly contribution lies in the theoretical advancement of the concept of innovation in tourism and its role in fostering the sustainable development and competitiveness of tourism systems. The research consistently establishes and substantiates the interrelationships among innovation activity, digitalisation, and the sustainable management of tourism organisations, thereby extending existing theoretical frameworks by integrating technological, economic, and behavioural dimensions.

A further notable contribution concerns the development and conceptualisation of models and frameworks for the analysis and measurement of innovation processes in tourism. The candidate proposes original approaches to the systematisation of innovation activity, including a model for measuring innovation performance and conceptual frameworks for analysing innovation networks and indicators, thus contributing to the methodological advancement of the field.

Additional scholarly value is reflected in the enrichment of academic knowledge regarding the impact of external shocks and transformative processes on the tourism sector. Through empirical investigation, the research examines the effects of the COVID-19 crisis, European policy frameworks, and digital transformation on tourism demand, business processes, and sectoral resilience, identifying patterns and relationships of clear theoretical relevance.

Applied Contributions

The candidate's publications are distinguished by a clearly articulated applied orientation, focused on developing practical solutions for the tourism sector.

A contribution of applied significance lies in the development and validation of practically applicable models and instruments for the management and evaluation of innovation activity within tourism enterprises. The proposed models, including an innovation activity index, have been empirically tested and enable the effective measurement and management of innovation processes, thereby demonstrating direct applicability within tourism business practice.

The studies addressing tourism systems formulate concrete recommendations and managerial solutions aimed at enhancing the competitiveness and sustainable development of the sector. Drawing on analytical and empirical investigations, the research guides the implementation of technological innovations, the development of tourism products, crisis management, and adaptation to a dynamic market environment.

An additional applied contribution is evident in the field of digitalisation and the technological transformation of tourism services. The research identifies and systematises opportunities for the application of artificial intelligence, digital platforms, gamification, and other innovative solutions, demonstrating their impact on service personalisation, customer experience, and the operational efficiency of tourism enterprises.

Overall, the identified contributions exhibit a clear thematic focus on innovation and digitalisation in tourism, combining solid theoretical grounding with a strong applied orientation, and aligning well with contemporary research trends in the economics and management of tourism.

Academic Recognition

For the purposes of the present competition, Dr Lyubomira Todorova reports a total of 12 citations, corresponding to 180 points under the national evaluation criteria, thereby substantially exceeding the minimum requirements for the position. The data presented indicate a good level of academic visibility and recognition of the candidate's research output.

Particular acknowledgement should be given to citations in publications indexed in world-renowned databases, suggesting that elements of the candidate's research have reached a wider international academic audience.

Participation in Research Projects

The candidate's project activity is to be positively acknowledged, being characterised by active involvement in research and applied research projects thematically aligned with key areas of contemporary societal development, including innovation, competitiveness, sustainability, and education.

Overall Assessment

In summary, it may be concluded that the submitted results are significant, well-substantiated, and sufficient in scope, content, and scholarly visibility to justify a positive assessment of the candidate's research activity in the context of the competition for the position of Associate Professor in the scientific field of Economics and Management (Tourism).

7. Teaching activity

Chief Assistant Professor Lyubomira Todorova, PhD, has approximately ten years of experience in higher education. Her teaching activity has been carried out entirely at D.A. Tsenov Academy of Economics, where she teaches across Bachelor's and Master's programmes. Her teaching portfolio includes courses such as Tour Operating, Agency and Transport Activities in Tourism, Tourism Economics, Real Estate in Tourism, Innovation in Tourism, Logistics Systems in Tourism, and Competitiveness of the Tourism Business, among others, all of which are directly aligned with the scientific specialty of the competition.

Particular recognition should be given to her contribution to the development of eight lecture courses and eight textbooks. In addition, Dr Todorova has undertaken seven teaching mobility visits to partner universities in Spain, North Macedonia, Serbia, Romania, Greece, and Slovakia, reflecting a degree of international academic engagement.

Her active work with students is further evidenced by her role as an academic mentor within the "Student Internships" project.

In summary, the teaching activity of Chief Assistant Professor Lyubomira Todorova, PhD, fully meets, both quantitatively and qualitatively, the requirements for appointment to the position of Associate Professor.

8. Comments and Recommendations

The submitted materials do not give rise to any substantive critical remarks. A recommendation may nevertheless be made with regard to the candidate's future research development, namely to broaden the scope of her investigations in the field of the economic aspects of tourism, as well as to further strengthen her academic collaboration with colleagues from other higher education institutions, both nationally and internationally.

9. Conclusion

On the basis of the comprehensive analysis of the submitted documentation and scholarly output, it may be concluded that the candidate fully meets the requirements of the Academic Staff Development Act of the Republic of Bulgaria, its implementing regulations, and the internal rules of D. A. Tsenov Academy of Economics for appointment to the position of Associate Professor.


The research output demonstrates a clear thematic focus, academic maturity, and a sound integration of theory and practice, while the candidate's teaching and project activities further complement her overall academic profile. Notwithstanding the identified scope for further expansion of independent research activity, the submitted results convincingly demonstrate the candidate's

readiness for appointment to the position of Associate Professor.

On this basis, I give my positive assessment and strongly recommend that the esteemed Scientific Jury support the application of Chief Assistant Professor Lyubomira Krasimirova Todorova, PhD, and propose to the Faculty Council her appointment to the position of Associate Professor in Professional Field 3.8 Economics, scientific specialty "Economics and Management (Tourism)".

3 April 2026

Respectfully,


(Assoc. Prof. Georgina Lukanova, PhD)