

Statement

for occupying the academic position of "Associate Professor" in the announced competition at D.

A. Tsenov Academy of Economics – Svishtov

from **Associate Professor Rosen Ivanov Kirilov, PhD**, Department of "Informatics"

University of National and World Economy – Sofia,

Educational and Scientific Degree "Doctor" and habilitation in the scientific specialty 05.02.08

"Application of Computing in Economics" – member of the academic jury

1. Presentation of the candidate applying for the competition, the scientific specialty, and the department for which the competition has been announced.

This opinion is prepared regarding the announced competition for the academic position of "Associate Professor" at D. A. Tsenov Academy of Economics – Svishtov, Department of Business Informatics, in the scientific specialty 05.02.08 "Application of Computing in Economics," in which the sole candidate is Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD.

2. Grounds for Writing the Statement.

The competition is based on the announcement in the State Gazette, issue № 60/25.07.2025, and the decision of the Faculty Council of the Faculty of "Management and Marketing" at D. A. Tsenov Academy of Economics – Svishtov – Protocol №1/17.9.2025, regarding the appointment of the academic jury. This opinion is prepared on the basis of Order №954/18.09.2025, issued by the Rector of D. A. Tsenov Academy of Economics – Svishtov, regarding the composition of the academic jury. The opinion is structured and determines the compliance of the documentation submitted for the competition with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Development of Academic Staff at "D. A. Tsenov" Academy of Economics - Svishtov (hereinafter referred to as "the Regulations").

3. Personal characteristics of the candidate

The candidate in the competition Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD, was born on 04.06.1985. She completed her higher education at D. A. Tsenov Academy of Economics – Svishtov, earning both a Bachelor's and a Master's degree. From 01.03.2010 to

30.01.2013, she was a doctoral student in the scientific specialty 05.02.08 "Application of Computing in Economics."

4. Overall (quantitative and qualitative) evaluation of teaching activities

The candidate's compliance with the basic requirements for holding the academic position of "Associate Professor" has been assessed in accordance with the applicable regulations. According to Certificate № 93.00-35/22.08.2025, the candidate in the competition held the academic position of "Assistant" at D. A. Tsenov Academy of Economics – Svishtov from 30.09.2013 to 10.07.2017, and "Head Assistant Professor" from 11.07.2017 to the present, which totals over 12 years. Her overall professional experience is even greater.

Information regarding the workload in accordance with the regulatory requirements of the Academy is provided by the report on the academic employment of Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD dated 05.08.2025. According to this report, her workload by academic year is as follows: 2020/2021 — 498.45 hours, 2021/2022 — 561.78 hours, 2022/2023 — 575.38 hours, 2023/2024 — 477.96 hours, 2024/2025 — 560.14 hours. All of this demonstrates that over the past five academic years, the teaching workload of Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD, has complied with and significantly exceeded the normative requirements of the Academy.

The candidate has participated in the development, preparation, and teaching of the following courses in the Bachelor's Degree program: Business Information Systems, Introduction to Information Systems, Electronic Government, Information Infrastructure, Tourism Information Systems, and Business Information Systems. In the Master's Degree program, she has taught Information Systems in Business Organisation, Fundamentals of Electronic Business, Customer Relationship Management and Social Networks, Electronic Payment Systems, Introduction to Information Systems, Information Infrastructure, etc. These courses attest to the candidate's high academic qualification in the scientific field of the competition.

Based on the above correspondence of the submitted documents with the regulatory requirements and the accepted teaching practices in higher education and the application of computing in economics, it can be concluded that the candidate in the competition for the academic position of "Associate Professor" deserves a very high overall quantitative and qualitative evaluation of her teaching and instructional work.

5. Overall (quantitative and qualitative) evaluation of scientific research and research activities

The overall quantitative and qualitative evaluation of the scientific research and research activities of the candidate in the competition has been carried out in accordance with the applicable regulatory requirements.

- ***Published textbooks and teaching aids***

From the documentation submitted for the competition, it is evident that the candidate is a co-author of two textbooks: Emilova, P., Marinova, K., Business Information Systems, Svishtov, Academic Publishing House – Tsenov, 2023, ISBN 978-954-23-2444-7 and Emilova, P., Marinova, K., Information Infrastructure, Svishtov, Academic Publishing House – Tsenov, 2022, ISBN 978-954-23-2309-9

- ***Published monographs***

The candidate has submitted a monograph that does not overlap with the publications presented for her educational and scientific degree “Doctor,” namely: one independent monograph with a total length of 194 pages.

- ***Published books***

Has been presented one book based on a defended dissertation for the award of the educational and scientific degree of “Doctor” in a volume of 186 pages.

- ***Published articles in peer-reviewed national and international specialized scientific journals***

The candidate has submitted the following publications, which do not overlap with those presented for her educational and scientific degree “Doctor”: articles and papers published in scientific journals indexed and abstracted in internationally recognized databases – a total of 8, co-authored; articles and papers published in non-refereed journals with scientific review or in edited collective volumes – a total of 14, of which 8 are single-authored; studies published in non-refereed journals with scientific review or in edited collective volumes – a total of 4.

- ***Participation in Research, Educational, and/or Applied Scientific Projects of the Academy***

According to Certificate № 217 / 30.07.2025, Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD has participated as a team member in the following research projects: Project № 2-2015 *“Electronic Payments – Trends and Risks in Their Use”*, conducted from March to December 2015; Project № 2-2017 *“Research on the Potential of Cloud Computing for the Development of the IT Infrastructure of Large Enterprises in Bulgaria”*, conducted from March to December 2017; Project No. 8-2022 *“Analysis of the Digital Ecosystem of a Local Tourist Destination”*, conducted from May to November 2022; Infrastructure Project №. IP2-2023 *“Research on the Potential of Big Data and IoT for Building a Business Intelligent Environment”*, conducted from May 2023 to November 2024; and Project for partial financing of a scientific forum № K6-2015.

- ***Citations***

According to the report on the cited works of Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD, has a total of 110 citations, of which 93 are in scientific journals indexed and referred in internationally recognized databases or in monographs and edited volumes, 14 are citations in non-refereed journals with scientific review, and 3 are in monographs and edited volumes with scientific review. The total score for this indicator significantly exceeds the required standards.

- ***Membership in professional, national, or international organizations***

Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD is a member of the Union of Scientists in Bulgaria, according to the attached membership certificate dated 26.02.2020.

- ***Completed mobilities***

Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD has completed three short-term teaching mobilities in Turkey and Italy under the Erasmus+ programme, as well as one research mobility in Poland under Project BG05M2OP001-2.009-0026-C01 *“Development of the capacity of undergraduates, postgraduate and postdoctoral students and young researchers at the D. A. Tsenov Academy of Economics – Svishtov.”*

- ***Additional courses and acquired competences***

As part of the documentation submitted for the competition, a number of certificates have been presented for additional training courses completed by Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD, attesting to the acquisition of knowledge, skills, and competences in areas such as “Methodology of Scientific Research”, “Didactics and Modern Educational Technologies”, “Creativity and Heuristics of Scientific Research and Teaching”, “Web 2.0 Tools for E-Learning”, “Web-Based Online Learning Systems”, “Publishing in Refereed Journals with Impact Factor”, “Management of International Research Projects”, and “Innovative Educational Technologies, Parts 1 and 2”, etc. Participation in these courses demonstrates the candidate’s continuous commitment to maintaining and upgrading her professional competencies in line with current trends, thereby integrating the latest developments in information technology into her teaching and academic activities.

Based on the above-stated compliance of the submitted documentation with the regulatory requirements, it can be concluded that the candidate in the competition for the academic position of Associate Professor deserves a very high overall quantitative and qualitative evaluation of her research and scholarly activities. According to the attached report on compliance with the minimum national requirements and the internal requirements of “D. A. Tsenov” Academy of Economics – Svishtov, it is evident that the quantitative results achieved in all criteria significantly exceed the standards outlined in the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Application of the Law on the Development of the Academic Staff in the Republic of Bulgaria.

6. Characterization of scientific contributions

The scientific production and activities submitted by the candidate in the competition provide grounds for systematizing and characterizing various scientific and applied scientific contributions related to the scientific field “Application of Computing in Economics.” These contributions are the result of the candidate’s in-depth work in areas such as digital ecosystems and platforms, the application of Big Data and IoT in economics and tourism, the development of financial and business technologies, as well as digital transformation in education. In some of these areas, she has published highly significant articles that are indexed and frequently cited. Substantively and in terms of content, I accept the contributions formulated in the Report on

Scientific and Applied Scientific Contributions in the publications and materials submitted for review by Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD.

7. Academic recognition

Within academic circles Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD is well-known and established as both a teacher and a researcher. I am familiar with the candidate in the competition, as well as with her teaching and research activities. She is a respected colleague with a significant contribution in the field of Application of Computing in Economics.

8. Identified weaknesses, critical remarks, and recommendations

A recommendation can be made for the candidate in the competition to further strengthen her participation in international scientific forums and the publication of results in international scientific journals with appropriate indexing on current topics in the field of Application of Computing in Economics.

9. Overall evaluation

In conclusion, based on the materials submitted for the announced competition, I consider that the candidate meets the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Application of the Law, and the internal regulatory documents of "D. A. Tsenov" Academy of Economics – Svishtov. Therefore, I give my overall positive evaluation and recommend that the scientific jury vote in favor of electing Head Assist. Prof. Kremena Mariyanova Marinova-Kostova, PhD, for the academic position of Associate Professor in the announced competition in the higher education area 3. Social, Economic, and Legal Sciences, professional field 3.8 Economics, scientific specialty "Application of Computing in Economics" published in the State Gazette, № 60 / 25.07.2025.

Sofia

16.10.2025

Member of scientific jury: ..

(Associate Professor  Kirilov, PhD)