

OPINION

on a competition for the occupation of an academic position "Associate Professor" in the field of higher education 7. Health care and sports, professional field 7.4. Public Health, scientific field „Social medicine and the organization of health care and pharmacy“,

University "Prof. Dr. Asen Zlatarov" - Burgas

announced in State Gazette № 1/02.01.2024г.

with the candidate: chief assistant professor Dr. Vanya Bojidarova Georgieva, MD

Member of the scientific jury: Professor, Stoyanka Petkova Petkova-Georgieva, PhD
University "Prof. Dr. Asen Zlatarov" - Burgas,
Department of "Organization and Management of Public Health Care"

1. Information about the competition

The competition has been announced for the needs of the department "Organization and Management of Healthcare", Faculty of Public Health and Healthcare at University "Prof. Dr. Asen Zlatarov" - Burgas in the field of higher education 7. Health care and sports, professional direction 7.4. Public Health, scientific field „Social medicine and the organization of health care and pharmacy“, announced in State Gazette № 1/02.01.2024г.

2. Brief information about the candidates in the competition

Only one candidate is allowed to participate in the competition - chief assistant professor Dr. Vanya Bojidarova Georgieva, MD, an university lecturer on employment contract at University "Prof. Dr. Asen Zlatarov" - Burgas.

The candidate graduated in Medicine in MU - Safiya - Faculty of Medicine in 2002, second master degree at MU – Safiya – Faculty of Public health in 2007. She obtained a specialty in Neurosurgery in MU – Safiya during 2009 г. In 2016 she defended a Philosophy Doctorate on scientific field „Social medicine and the organization of health care and pharmacy“.

Dr. Vanya Georgieva's academic career begins in 2022 in the Department of Health Care Organization and Management of the Faculty of Public Health and Healthcare at University "Prof. Dr. Asen Zlatarov" - Burgas holding the academic position of "Chief Assistant" (from 2022 - until now).

Extremely positive for the candidate's future career development is her professional experience related to subsequent scientific and teaching activities.

3. Fulfillment of the minimum requirements for occupying the academic position

According to the provided reference for the fulfillment of the minimum requirements for occupying the academic position "Associate Professor", it can be seen that the candidate fully meets all the criteria and exceeds more than twice the National Minimum Requirements according to The National Law and the regulations:

Indicators	Required points for academic position Professor	Points of the candidate
A Indicator 1	50	50
Б Indicator 2	0	0
В Indicators 3 and 4	100	100
Г Total sum of the Indicators from 5 to 9	220	619,5
Д Total sum of the Indicators from 10 to 12	60	130
Е Total sum of the Indicators from 13 till end	20	160

Total points for an associate professor: 450 p.

1059,5 p.

4. Evaluation of the candidate's educational and teaching activities

From the submitted documents, it can be concluded that the candidate ch. assistant professor Vanya Georgieva, PhD, meets the requirements for educational and teaching activities for the position of "associate professor" and has the necessary teaching experience, annual classroom workload, according to the regulated norm. The taught disciplines are related to the issues of the announced competition for the occupation of the academic position "associated professor". The candidate has developed independently or in co-authorship a total of 11 study programs in the taught disciplines, three for the "Bachelor" degree and eight for the "Master" degree. She is the author of one textbook, sole author of two monographs and she is a co-author of two monographs in the field of the announced competition.

From all the attached documents, it can be concluded that the educational and teaching activities of ch. assistant professor Vanya Georgieva, PhD fully corresponds to the scientific specialty of the announced competition for the academic position of "docent" and a high score can be set.

5. Characteristics of the presented scientific works/publications

Ch. Assistant Dr. Vanya Georgieva, MD submitted 42 scientific papers for review, which can be categorized as follows: 2 own authors' monographs, 2 several authors' monographs, 1 main part in a monography, 1 university textbook, 10 publications in Scopus and WOS, 25 publications and scientific reports with a science reviews and 1 science-practical project.

According to the provided scientific works, the scientific activity of the candidate is divided into the following four main directions:

- I. Pharmacoconomics and pharmaceutical marketing,
- II. Medical ethics and deontology,
- III. Medicine, Neurology and Neurosurgery,
- IV. Cosmetics and Phytocosmetics.

In the monograph presented as the main habilitation work „Marketing for pharmacists when providing pharmaceutical services in pharmacies ” are discussed how and which marketing concepts can be applied on an individual level, t.i. by any practicing pharmacist in a pharmacy (serving patients treated at home or in a medical facility). Unlike the existing marketing literature, which most often directs the reader to the core marketing issues at the corporate level, since industrial marketing is by far the most

developed, the main premise in writing this monograph is that marketing should be done by every professional, by every individual in the job or organization, not just by the marketing department in the company. A significant contribution is the objective analysis of the specific features of pharmaceutical marketing, the only marketing in which there is an intermediary between the product - the medicinal product and the user - the patient in the person of the prescribing doctor. The main marketing concepts are analyzed, presented in their sequence of occurrence, the main policies in marketing - the marketing mix, methods for qualitative and quantitative research of different types of consumer demand for goods and services and market trends that provide a concise introduction to pharmaceutical marketing theory. This information can be used by practicing pharmacists in pharmacies and distribution companies, who need basic knowledge of drug marketing, etc. products in pharmacies, as well as the pharmaceutical services provided by pharmacists, incl. and pharmaceutical care.

In the second monographic work „Pharmacoeconomic evaluation of surgical and endovascular treatment of cerebral aneurysms“ the health and economic aspects of the surgical and endovascular treatment of brain aneurysms in Bulgaria have been studied and analyzed and a pharmacoeconomic evaluation was prepared. Trends in the behavior and costs of surgical and endovascular treatment of brain aneurysms abroad were studied.

It should be summarized that the presented scientific works within the framework of the noted four main directions have the necessary depth and meet the quality requirements for conducting scientific research and obtaining the relevant results. A large part of the publications has been published in international authoritative publications and scientific forums.

The candidate has submitted information on the following citations of scientific works: 8 citations in scientific publications in a world-renowned database of scientific information; 2 citations in other peer-reviewed journals and monographs. These citations confirm the significance of the scientific and scientific-applied results in terms of enrichment of scientific knowledge in the researched areas, their further development and applicability in other studies.

Ch. Assistant Professor Vanya Georgieva, MD participated in an international project at the Institute of Information and Computer Technologies of the Bulgarian Academy of Sciences.

6. Evaluation of the main scientific and scientific-applied contributions of the candidate

I accept the indicated achievements of a contributing nature in the published scientific production, presented in detail by the candidate ch. assistant professor Vanya Georgieva, PhD in the document „Author reference for the contribution nature of scientific works“. I believe that they are the personal work of the candidate, which is evident from the publications and citations in publications indexed in Scopus and Web of science. The candidate's authorship is clearly traced in the collective scientific works. There is a uniform style in the approaches to the scientific developments, manifested both in the monographs and in the presented scientific publications.

One part of the results of the candidate's scientific research is of an emphasized scientific nature, and another part is of a scientific-applied nature, in the direction of enriching and concretizing known and new knowledge. The candidate's contributions are significant to science and practice and are essential for the development and enrichment of scientific knowledge in the field of Pharmacoeconomics and

pharmaceutical marketing, Medical ethics and deontology, Medicine, (neurology and neurosurgery) and Cosmetics and Phytocosmetics.

The peer-reviewed scientific works give me reason to make the following two findings:

1. The candidate has the necessary skills to systematize, summarize and critically interpret existing scientific judgments, to apply models and methodologies for conducting scientific research, to apply appropriate statistical methods for data processing and analysis of results. The analyses, assessments, conclusions drawn and results in the presented scientific publications are in a scientific style.
2. The presented results of the scientific-teaching, scientific-research and scientific-applied activities of Dr. Georgieva fully correspond to the quantitative and qualitative indicators for occupying the academic position "Associate professor".

7. Main critical remarks and recommendations to each candidate individually

I have no significant criticisms of the candidate's research and teaching activities. The achieved scientific results, the availability of practical knowledge and the accumulated experience give me the reason to recommend the candidate for his future research activity to expand his publication activity in journals with an impact factor and an impact rank. However, the researches of the candidate, with which I became acquainted, are completed developments with in-depth scientific research, typical of a scientific work for the acquisition of the academic position "Associate Professor".

8. Conclusion

I give a positive assessment of the scientific production of Ch. Assistant Professor Vanya Bozhidarova Georgieva, MD. Bearing in mind the scientific works, the contributions and their significance for science and practice, her research and teaching-teaching activity, I accept that she meets all the requirements for occupying the academic position " Associate Professor ". The quantitative indicators of the criteria for holding the position were also met, which is why I find it reasonable to recommend to the respected members of the scientific jury to award ch. assistant professor Vanya Bozhidarova Georgieva, PhD, academic position "Associate Professor" in the field of higher education 7. Health care and sports, professional field 7.4. Public Health, scientific field „Social medicine and the organization of health care and pharmacy“.

Date:

Burgas,
30/04/2024

SCIENTIFIC JURY MEMBER:

/prof. Stoyanka Petkova Petkova-Georgieva, PhD/