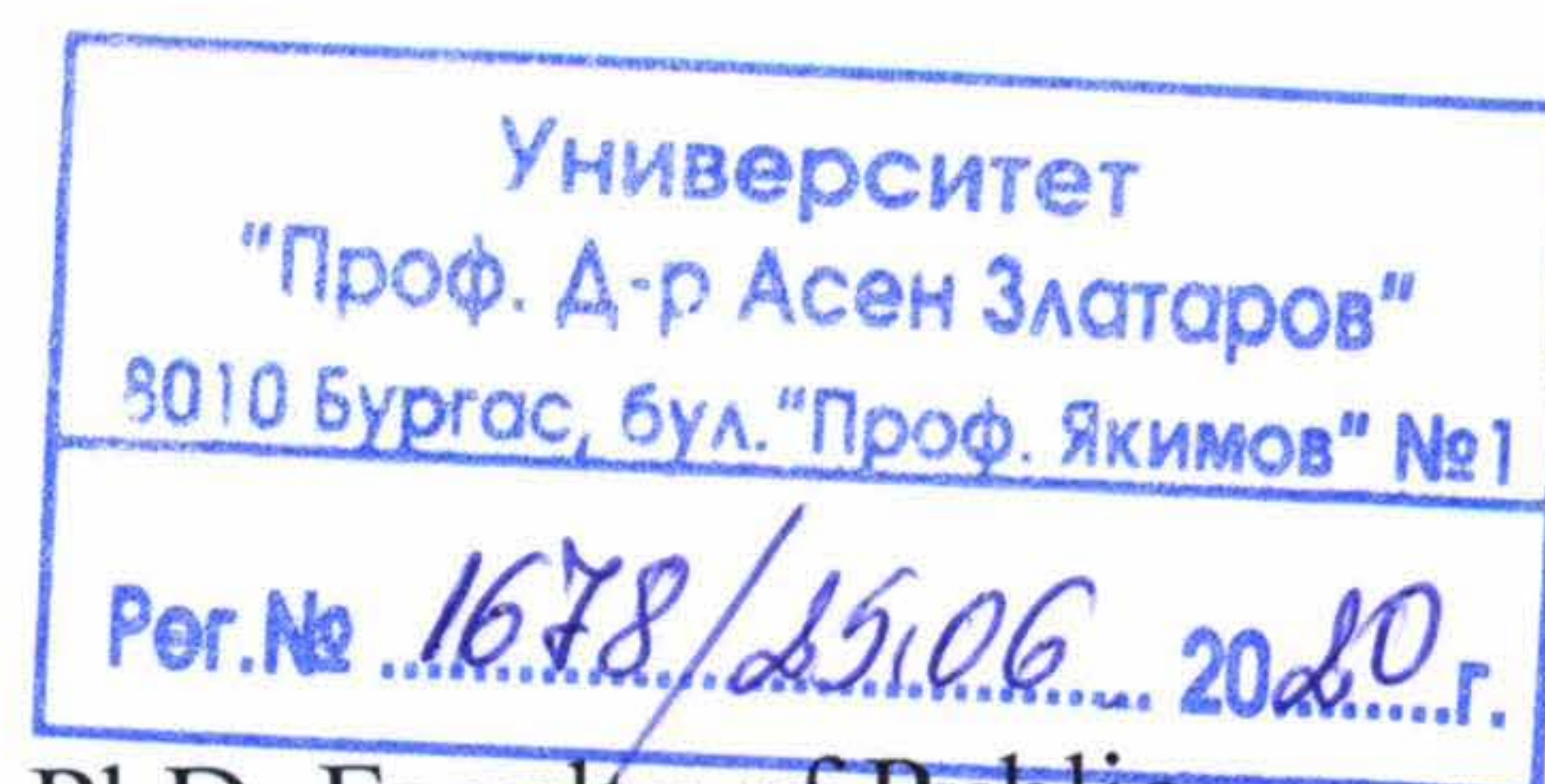


REVIEW



By: Prof., Dr. ZLATITSA PETROVA, PhD, Faculty of Public Health, Medical University, Sofia, in the capacity of an external member of the Academic Jury (Ordinance PK 79 of 13 March 2020 by the Chancellor of the Prof. Dr. Asen Zlatarov University, Burgas)

Regarding: The application of the following candidates for the academic position of ASSOCIATE PROFESSOR in Area of Higher Education 7. Healthcare and Sports, in Professional Field 7.4 Public Health, Academic Specialism of Social Medicine and Organisation of Healthcare and Pharmacy.

This procedure has been announced in the State Gazette issue 73 dated 8 September 2017, and Mrs. SVETLA MIHAYLOVA SHOPOVA, PhD, Chief Assistant is the single candidate.

PROFESSIONAL AND ACADEMIC DEVELOPMENT OF THE CANDIDATE

Ms. Svetla Shopova, Chief Assistant, was born on the 21 April 1975 in Burgas. She graduated from the French Language High School in her native city. In 2003 she graduated from the Medical College of the Prof. Dr. Asen Zlatarov University, Burgas in the specialism of Physical Therapy, and after that she was awarded a Bachelor degree and a Master's degree in Business Management – Health Management by the same university.

Mrs. Shopova started her career in 2003 as a physical therapist in a medical centre followed by a career as a SPA Therapist and a SPA Manager and she currently works in hotels. In 2010 she won a competition for the position of an Assistant and since 2015 she has been a Chief Assistant in the Medical College at the Prof., Dr. Asen Zlatarov University. She's been delivering lectures and leading the work-related learning modules for students in the Bachelor Programme in Medical Rehabilitation and Occupational Therapy, and the Professional Bachelor Programme in Physiotherapy, where she has been teaching Therapeutic Massage, Modern SPA Centres Machines and Equipment, SPA&Wellness Methods for

Rehabilitation and Prevention. In 2017 Mrs. Shopova was awarded a doctoral degree in the 7.6 professional field and in the academic specialism of Theory and Methodology of Physical Education and Sports Training (including Kinesiatrics Methodology) by the Vasil Levski National Sports Academy in Sofia.

Additional qualifications: a Certificate in Manual Therapy Techniques and Lymphatic Drainage and a Certificate of training for working with BTL system “No–Needle Mesotherapy”. The areas of scholarly interests of Mrs. Shopova are: SPA&Wellness, Aesthetics and Dermatology, Therapeutic Massage and Electrotherapy. She has acquired an excellent knowledge of French, and a very good knowledge of English and Russian language. The candidate has good communication skills, a flexible work approach, as well as good work process organisation skills.

Mrs. Svetla Mihaylova Shopova, PhD., is a university professor and a scholar who successfully toggles between the teaching and the scientific work on one side and the required moral and ethical professional performance as a Manager and a SPA Therapist in the rehabilitation and wellness business.

TEACHING ACTIVITY

The official report by the Prof. Dr. Asen Zlatarov University in Burgas shows that the candidate has consecutively and after satisfying all the requirements occupied the positions of an Assistant and a Chief Assistant in the periods 2JUN2008 – 12MAR2018 and 12MAR2008 – present. A breakdown is given below of her average *per annum* teaching activity in the past 3 years against the 360 academic hours required work load according to the rules of the Prof., Dr. Asen Zlatarov University, Burgas.

Academic Year	Academic Hours
2019/2020	386.8 hours
Academic Year 2018/2019	Academic Hours 363.8 hours
Academic Year 2017/2018	Academic Hours 686 hours

Modules taught by the candidate:

1. Therapeutic Massage in the full time Bachelor Degree programme in Medical Rehabilitation and Occupational Therapy.

2. Therapeutic Massage in the full-time Professional Bachelor Programme in Physiotherapy in the Medical College.
3. SPA&Wellness Methods of Rehabilitation and Prevention in the full-time Bachelor Programme in Medical Rehabilitation and Occupational Therapy.
4. Work-related Learning and Pre-graduation Practice in the full-time Bachelor Programme in Medical Rehabilitation and Occupational Therapy.
5. SPA&Wellness in the full-time Professional Bachelor Programme in Physiotherapy in the Medical College

Ms. Svetla Shopova has contributed as a co-author to 2 textbooks. She has actively participated in the development of the contents in the above mentioned modules.

SCIENTIFIC AND RESEARCH CONTRIBUTIONS

Mrs. Shopova, Chief Assistant, has provided for this competition a total of 24 publications where 3 of those are independent and she has contributed to 17 publications as a co-author with enclosed statements of equal contribution by the other co-authors in the joint publications.

- A dissertation titled Quality Assessment System for the Services in the SPA centres, in the Professional Field 7.6 in the academic specialism of Theory and Methodology of Physical Education and Sports Training (including Kinesiatrics Methodology). Diploma No. 000239 with issue date 15 March 2017
- A monograph: Shopova, S., 2020, Therapeutic Massage 'Toolkit', Prof. Dr. Asen Zlatarov University Press, V1, Burgas, pp. 1-110 (ISBN 978-619-7559-07-1.)
- Karadzhova, Zl., Gonchev, V. and Shopova, S., 2020, Quality of the Services in the Health and Wellness Tourism (based on the SPA centres in Bulgaria), Prof. Dr. Asen Zlatarov University Press, Burgas, (ISBN 978-619-7559-01-9), indicator D 9.1.
- 20 scientific publications in Bulgarian periodicals and scientific volumes, indicator D 8.
- In 17 of the publications included in the indicator D 8 group the candidate is a co-author. In the indicator D 9 group the candidate has included 1 publication of a chapter of a co-authored monograph.

- The candidate has participated in a total of 11 scientific congresses, conferences and symposia, of which four were held in foreign countries.
- Two co-authored textbooks were enclosed as well (in the F21 indicator group):

E1. Stoycheva M. M., Vasilev, V., Grozeva, A., Pancheva, V., Gavrailov, Y., Ivanova, Z., Shopova, S. (2015). Medico-social Rehabilitation of Diabetes Mellitus and Its Complications, Burgas, (ISBN 978-619-7123-34-0)

E2. Lecheva, Z., Gavrailov, Y., Shopova, S. (2018). Preventing Occupational Stress in Healthcare Specialists, Flat Publishing House, Burgas (ISBN:978-619-7125-56-6).

Citations: Total number of points under Indicator E12: 2 x 5 points = 10 points

Total number of the points under Indicators E11 and E12: 100 points + 10 points = 110 points

Ms. Svetla Shopova, Chief Assistant, earns 611.07 points against the minimum of 440 points required for the position.

The research interests of the candidate and her contributions of a scientific applied character are focused in the area of SPA&Wellness, Aesthetics and Dermatology, Therapeutic Massage and Electrotherapy.

Theoretical plan: The dissertation work titled Quality Assessment System for the Services in the SPA centres and the monograph Therapeutic Massage 'Toolkit' are of an applied scientific contributory nature related to promoting the notion of SPA, which pursues health promotion and prevention of diseases. The author has devised a methodology for analysis and assessment of the competitiveness of the SPA centres. She presents an overview and SWOT Analysis of the current status and the potential for development of the SPA services in Bulgaria in the modern conditions, and she makes recommendations for the improvement of the quality and the result of the application of the range of SPA services after taking into account the preferences and the specifics of the users of this product.

The aspects of the types of marketing and management in the SPA sector **are of an applied nature**. The author has differentiated the main periods in the development of the SPA culture worldwide and in Bulgaria, and she has

defined the premises, the specific resources and the factors for the appearance and development of the SPA services and the SPA tourism in Bulgaria and their placement on the European SPA map. The other publications on the same topic have made an essential contribution to the training of students and the qualification of the SPA therapists. The author has devised and applied a system of criteria and indicators for the assessment of the SPA centres service quality.

Practical aspect: The candidate has a few publications treating Kinesiatrics as an indispensable tool of treatment of bronchial asthma patients and studying the efficiency of a kinesiatric programme. She has some scientific and practical scientific researches in the sphere of methodology of bronchial asthma rehabilitation, which are represented by a study of the impact of the various methods and choice of methodology according to the disease stage. She focuses on the measuring of the functional parameters of breathing, the psycho-emotional status and the training of patients with asthma.

The enclosures include documents evidencing participation in 5 projects, of which 2 projects and 1 publication refer to the rehabilitation of some diseases of a social importance. The candidate has proposed the application of some innovative forms, methods and approaches used by the theoretical and practical teaching on the issues of diabetes and its complications. She has systematized the potential of the natural and the pre-formed physical factors for the rehabilitation of diabetes mellitus.

Yet another topic of Mrs. Svetla Mihaylova Shopova's work is the optimization of the quality of education and training of the healthcare specialists, as well as the healthcare specialists' stress prevention, and Mrs. Shopova has dedicated a few publications to this and a participation in the project Study on the Healthcare Specialists' Stress. In a practical scientific aspect the candidate has developed a complex programme for the stress prevention through SPA and application of Kinesiatrics and integrated methods of stress reduction. Mrs. Shopova has also worked in the sphere of specialized massage techniques and tools both on adults and on children.

The monograph Therapeutic Massage 'Toolkit' offers a methodology aimed at providing the trainees with more specialised knowledge and skills during the training of physical therapists (kinesiotherapists, physical therapists, rehabilitation physicians – occupational therapists) in making therapeutic massage with massage tools in order to increase the application depth of the massage techniques and to prevent a number of occupational diseases. (B.1.). We can see some serious **methodological contributions**

mainly in the sphere of physical therapy, kinesiatics and SPA procedures, in 4 primary directions:

1. Kinesiatics and some integrated methods for stress reduction
2. Various methods and methodology according to the stage of the Bronchial Asthma disease.
3. Methodology for analysis and assessment of the competitiveness of the SPA centres.
4. Innovative forms, methods and approaches of theoretical and practical training on the issues of diabetes and its complications

Mrs. Shopova proficiently and with the necessary competence provides an expert analysis of the role and the place and benefits of the rehabilitation medicine for the health promotion and the improvement of the quality of life of healthy people and patients. I would like to make the following recommendation: Mrs. Shopova should increase the number of her independent publications.

On the basis of the evaluation and analysis I have made of the scientific work, the teaching activities and the professional development of the candidate, and considering the quantitative and qualitative criteria set out in the Act on the Development of the Academic Staff in the Republic of Bulgaria, I recommend with full confidence, that the members of the Academic Jury at the **Prof., Dr. Asen Zlatarov University, Burgas**, should award to **Ms. Svetla Mihaylova Shopova, PhD, Chief Assistant**, the academic rank and the position of ASSOCIATE PROFESSOR .

22 June 2020

Signature:...

Prof., Dr. ZLATITSA