

## OPINION

by **Prof. Dr. Lyubomir Ivanov Karadzhov,**  
**Professor of Art Theory**  
at **AMTI Prof. Assen Diamandiev – Plovdiv**

Regarding the application of Vasil Atanasov Kolev  
in competition, announced by *AMDFFA Prof. Assen Diamandiev*  
for the position *associate professor*  
in Area of higher education: 8. Arts;  
Professional field: 8.1. Theory of Arts;  
Scientific major: Project Management

Assistant Professor Vasil Atanasov Kolev is the only candidate in the competition announced in the State Gazette, issue. 40 of 17.05.2019 for the position of *associate professor* in the scientific specialty *Project Management* at the Department of Fine Arts at the Faculty of Fine Arts of *AMDFFA Prof. Assen Diamandiev*.

The set of documents and materials presented by the applicant is in accordance with the Act for the development of the academic staff in the Republic of Bulgaria and includes administrative documents and documents proving the research activity of the applicant.

The candidate for the competition Vasil Atanasov Kolev was born on September 26, 1978. In 2004 he graduated from the Agricultural College-Plovdiv as a bachelor-specialist. In 2006 he obtained a bachelor's degree from Agricultural University-Plovdiv, and in 2010 graduated as a Master in Art Management at *AMDFFA-Plovdiv*. In 2018, under the guidance of Assoc. Prof. Zhivka Busheva, he defended his dissertation on *Methodology in Project Management and its peculiarities in art-organizations*, gaining his Doctoral degree.

Currently, Vasil Kolev is an assistant professor and teaches the *disciplines Project Management, Project Development and Management* and *Cultural Tourism* in the master programs of *AMDFFA Prof. Assen Diamandiev*.

In the documentation, the applicant provides proof for management of four national scientific projects, namely:

- Project *Spring Scientific Readings 2015*;
- Project *Spring Scientific Readings 2016*;
- Project *Spring Scientific Readings 2017*;

- Project *Spring Scientific Readings 2018*.

Vasil Kolev also gives information about participation in 4 projects, including two international and two, funded by the Scientific Research Fund, namely *Art Management: Plovdiv - New Trends and Classical Artistry (ART)* - 2016-2018. and the *2017 International Conference on Science, Education and Innovation in the Arts*.

Vassil Kolev is fluent in English - written and spoken and very good in Russian.

In the announced competition for associate professor in Project Management Vasil Kolev participates with the monograph *Plovdiv-artorganizations and their management profile*. In the 2018 edition with ISBN 978-954-2963-38-7 Kolev is a co-author together with Vesela Kazashka and Margarita Ruseva. A separate statement is attached to the monograph, according to which the three authors "stated on the basis of item 5 of the notes to the Appendix to Article 1a, paragraph 1 of the Regulations for the Application of the Act for the Development of the Academic Staff in the Republic of Bulgaria" the work is the result of a common study with equal participation of each of the authors in the writing, design and contribution of the latter. The monograph is a volume of 358 pages with a minimum of 1800 characters per page (average), with each author having 119 (one hundred and nineteen) independent pages. '

In view of the principles laid down in the cited division statement, the monograph presented as a habilitation thesis fits in and exceeds in amount the formal requirements for a monograph stated in the ADASRB for each of the co-authors, including Vasil Kolev.

As a mandatory requirement, the work was reviewed by reviewers, in this case three, namely Prof. Dr. Svetlana Saykova, Assoc. Prof. Momchil Georgiev, PhD, Assoc. Prof. Angel Dimitrov, PhD. The reviews are positive and are attached as an integral part of the habilitation thesis.

The work *Plovdiv – Art-organizations and their Management Profile* is a thorough study of the cultural history, cultural environment and management of art-organizations in Plovdiv. The text was released on the eve of the big event - Plovdiv - cultural capital of Europe in 2019. I recommend that managers in this area pay attention to it. The monograph also addresses one of the important issues in art management, namely the ability of arts institutions to generate financial revenue through project development. From this point of view, the work is useful for art-managers, since among the latter there are some who are content to just criticize the existing legal framework for financing arts activities, but lack the theoretical and practical knowledge to develop and execute projects, which would help to provide fresh funding for the creative

intentions of their entrusted organizations. In this line of thought, the monograph correctly points out that the lack of such experience deprives art managers "of the opportunity to apply for national and European programs, to manage their organizations effectively and efficiently."

The monograph has the following structure: an introduction, three interconnected chapters, a conclusion, annexes and a bibliography.

The first chapter – *Plovdiv - the development of art and culture in the city through the centuries* provides an overview of the development of art management activities from ancient times to the present. The budgets of the Ministry of Culture by activities in the period from 2007 to 2018 are analyzed. I admire the fact that the monograph also emphasizes the importance of art management training provided in AMDFA Prof. Assen Diamandiev which gives the Master students concrete and useful knowledge in all management-related activities, including those in the field of project development.

The second chapter - *Financial Management and Control*, analyzes the regulations related to government subsidies; the funds and various sources for forming the budgets of the art-organizations; the systems and controls bodies, as well as the elements of financial management. In addition, I find useful and necessary the practical guidance provided for art managers regarding the fundamental activity of goal-setting – a process of great importance, reflecting the aspirations and perceptions of executives about the future state and results of an art-related institution. For example, according to the publication, managers "must be realistic in setting goals", concrete rather than hypothetic deadlines are recommended. "We need to be guided by two questions: what and when is to be done, rather than indicating how and why it will be done," the monograph notes.

The third chapter of the paper presents the results of empirical research on management practices and forms of project management implementation in Plovdiv art organizations. The motivation for such research is the recent global economic processes, or as the monograph notes, "since the 1980s, culture has been regarded as a resource for the processes of development and self-determination of communities; the importance of cultural resources in the economic processes and territorial development is noticeable. Moreover, culture is becoming a tool for achieving the socio-economic goals of countries and regions. There is a transformation of the commodity economy and an increase in the priority of the so-called creative economy."

201 scientific titles, laws, regulations, reports, standards and national strategies in the field of culture are commented and cited in the paper. I believe that the quantity and quality of the bibliography fully corresponds the researched topics.

I consider the theoretical and practical contributions and achievements of the monograph, as stated by Vasil Kolev correct. The summary provided by the candidate accurately reflects the content, highlights and value of the monograph.

In addition to the habilitation monograph *Plovdiv-art-organizations and their management profile*, the candidate also presents a considerable number of other publications, among them the book *Methodology in project management and peculiarities and in art organizations*, based on his dissertation, ISBN 978-954 -2963-40-0, 2019 edition of AMDFA, co-authored reports, published in a world database, participation in international scientific conferences, participation in editorial boards, etc.

The documents and materials presented by the candidate Vasil Kolev testify to the fulfillment of the minimum national requirements for occupying the academic position of associate professor. The content of the monograph is in accord with the topic of the competition. I do not find out plagiarism.

I have known Vasil Kolev from the very beginning of his teaching activity at AMDFA. The students have repeatedly told me that the subjects Kolev teaches them are valuable and useful to them as future managers in the arts.

In view of all this, and appreciating the significance and scientific and applied-scientific contributions of the works presented at the competition; I find a good reason in the applicant's activity as a leader in scientific projects and a participant in others, as well as his teaching activity in the master's programs of AMDFA, to give my positive assessment, and recommend to the Scientific Jury to prepare a proposal-report for the selection of Vasil Atanasov Kolev to obtain the academic position of Assistant Professor at AMDFA *Prof. Assen Diamandiev* in the professional field 8.1. Theory of Arts.

August 20, 2019

Author of the opinion:

Plovdiv

Prof. Dr. Lyubomir Iv. Karadzhov