

## PEER REVIEW

by Prof. Dr. Milena Shushulova-Pavlova, New Bulgarian University,  
for the contributions of the proposed habilitation work, scientific and practical activity  
of

**Associate Professor Dr. Vesela Stoyanova Kazashka,**

for participation in a competition for occupation of the academic position “Professor”,

**Specialty “Financial Management and Project Financing”**

under Professional field 8.1 “Theory of Arts”

at Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv

(announced in State Gazette, Issue 88 dated 20.10.2023)

### Biographical data

**Vesela Stoyanova Kazashka** graduated from Paisii Hilendarski Plovdiv University with a Master’s degree in several specialties: “Teacher of Bulgarian and Russian Languages” (1998); “Macroeconomics”, specializing in “Organization and Management of Accounting” (2000); and “Management Psychology” (2020). She also defended her doctorate degree at Paisii Hilendarski Plovdiv University in “Special Pedagogy” (2014). Her main research interests are in the areas of: *“Management Psychology of Art Organizations and Scientific Organizations”, “Project Financing and Financial Management of Projects”, “Policies and Programs in the Field of Science and Art”, as well as “Work with Children with Special Educational Needs and Art Therapy Practices”*.

Dr. Kazashka is the owner of Artklas Center, established in 2017 as a center for training, personal development, and art therapy<sup>1</sup>, as well as is the Head of a department at the Center for Excellence at the Center of Plant Systems Biology and Biotechnology (CBSBB) in Plovdiv<sup>2</sup>. Kazashka is the author of more than 25 publications in the field of culture and art in the period 2019-2023, as well as of the books: *“Inclusive Education – Introduction”* (2019), *“Motivation for Career Development and Teamwork in Modern Research Infrastructure”* (2020), and *“Cultural Policies. Opportunities and Challenges”* (2022).

### Assessment of compliance with the minimum national requirements of the Act for the Development of the Academic Staff in the Republic of Bulgaria

#### Group of indicators A

Indicator 1. Dissertation work for the award of the educational and scientific degree “Doctor”

Successfully defended dissertation on the topic: *“Positive Stigma Towards People with Disabilities”*, Paisii Hilendarski Plovdiv University, 2014.

**Realized points: 50**

#### Group of indicators C

Indicator 3. *Habilitation thesis – published monograph in the relevant scientific field*

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<sup>1</sup> <https://art-center.kazitour.com/>

<sup>2</sup> <https://cpsbb.eu/>

**Kazashka, V. (2022).** *“Cultural Policies. Opportunities and Challenges”*, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts, Rakursi Publishing House – Plovdiv, ISBN 978-954-2963-93-6, 180 pages.

**Realized points: 100**

#### Group of indicators D

Indicator 9. *Articles and reports published in specialized publications in the field of arts*

**9.1 Kazashka, V. (2019).** *“European Culture and Arts Policies – Past, Present, and Future”*. In: Proceedings of the International Scientific Conference “Science, Education, and Innovations in the Field of Arts”, 24.10.2019 – 26.10.2019, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISBN-978-954-2963-56-1, pp. 281-289. Available at: <https://bpos.bg/publication/35247> (16.12.2023).

**9.2 Kazashka, V. (2019).** *“Bulgarian Dance Folklore and its Impact on Personality”*. In: Collection of reports from the International Scientific Conference “Science, Education, and Innovations in the Field of Arts”, 24.10.2019 – 26.10.2019, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISBN-978-954-2963-56-1, pp. 371-377.

**9.3. Kazashka V. (2019).** *“The Bulgarian Folk Dance in the Context of the National Identity in the Global World”*. *Arts Academy – Scientific Journal, Kazakh National Academy of Choreography*. ISSN 2523-4684, Index-74863, p. 18-24.

**9.4 Kazashka V. (2019).** *“The Live Skills Project – Possibility for Improving Digital and Management Skills in the Professions of the Audiovisual and Life Performance Sector”*. Guidebook – International Conference Bucharest, Romania, ISBN 978-973-0-29590-0, pp.116-119.

**9.5 Kazashka, V. (2019).** *“Financial Errors in Reports under the Horizon 2020 Programme”*. In: Collection of reports from the Seventh International Scientific and Practical Conference “Management and Marketing Problems in the Field of Arts”, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISSN 2603-462X, pp. 37-42.

**9.6 Kazashka, V. (2021).** *“Competence of the Educational Mediator”*. Proceedings of the Third International Scientific Conference “Science, Education, and Innovation in the Field of Arts”, 28.10.2021 – 30.10.2021, Volume 1, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISSN 2738-8956 (Print), ISSN 2738-8964 (Online), pp. 229-237.

**9.7 Kazashka, V. (2022).** *“Nikolay Stoykov and the Project – Rhythm-Melodic Parameters of the Bulgarian Sentence”*. In: Collection of reports from the Jubilee International Scientific Conference “50 Years of Traditions and Development of Bulgarian Folklore”, 27.10.2022 – 28.10.2022, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISBN 978-619-7682-17-5 (paperback), ISBN 978-619-7682-18-2 (e-book PDF), pp. 114-120.

**9.8 Kazashka, V. (2022).** *“The Strangers Case Study”*. In: Collection of reports from the Jubilee International Scientific Conference “50 Years of Traditions and Development of Bulgarian Folklore”, 27.10.2022 – 28.10.2022, Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISBN 978-619-7682-18-2 (e-book PDF), pp. 121-131.

**9.9 Kazashka, V., Ivanova, Ts. (2022).** *“Databases and Their Place in the Sphere of Culture and Art. Intellectual Property in Universities – New Horizons of the Academic*

*Dialogue*". Sofia: Za Bukvite – O Pismeneh Academic Publishing House, 2022, ISBN 978-619-185-546-9, pp. 267-276.

**9.10 Kazashka, V. (2019).** *"Financial Management in Arts Organizations in Bulgaria"*. International Conference on Innovation in Science and Education, 20.03.2019 – 22.03.2019, Prague, Czech Republic, p. 159-164.

**9.11 Panferova, E., Kazashka, V. (2020).** *"Условия развитие психологической безопасной образовательной среды в новой реальности, обоствленной COVID 19"*. International conference "Психологически безопасная образовательная среда: проблемы проектирования и перспективы развития", Tula, 2020, Sreda Publishing House, ISBN 978-5-907313-88-0 DOI 10.31483/a-10216, pp. 297-302.

**9.12 Kazashka, V. (2020).** *"Internal Horizons and Social Isolation. Therapeutic Practices Based on Creative Attitudes"*. Society and Health Scientific Journal, Year 1, Issue 2, Part 1, issued by Lyuben Karavelov Regional Library – Ruse, Kanev Multiprofile Hospital for Active Treatment, ISSN-2683-0892 (online), pp. 148 - 154.

**9.13 Kazashka, V. (2021).** *"Art Therapeutic Practices for Coping with Stress in the Conditions of COVID-19"*. Review of Psychopedagogy, Universitatea din București, Facultatea de Psihologie și Științele Educației, Departamentul Psihopedagogie Specială, X/2021, ISSN 2784 – 3092 ISSN – L 2784 – 3092, p. 156-161.

**9.14 Kazashka, V. (2021).** *"Strategy for Development of Bulgarian Culture 2019-2029. Opportunities and Challenges"*. Cultural and Historical Heritage: Preservation, Presentation, Digitalization (KIN Journal), 7(1), ISSN 2367-8038, Institute of Mathematics and Informatics – Bulgarian Academy of Sciences, 96–107.

**9.15 Ivanova, Ts., Kazashka V. (2021).** *"The Need to Review Cultural Policies in Bulgaria"*, Prague. Proceedings of CBU in Social Sciences, Vol. 2, p. 149-155.

**9.16 Kazashka, V. (2022).** *"New Training Master's Program in the Art Therapy Department at Prof. Asen Diamanidev Academy of Music, Dance and Fine Arts – Plovdiv, Bulgaria"*. Review of Psychopedagogy, Universitatea din București, Facultatea de Psihologie și Științele Educației, Departamentul Psihopedagogie Specială, V.11, ISSN 2784 –3092 ISSN–L 2784 -3092, p. 98-103.

**Realized points: 217.5 (195 + 22.5)**

Indicator 11. *Studies published in specialized publications in the field of arts*

**11.1 Kazashka, V. (2020).** *"Motivation for Career Development and Teamwork in a Modern Research Infrastructure"*. Plovdiv, Prof. Asen Diamanidev Academy of Music, Dance and Fine Arts, ISBN 978-954-2963-66-0, p. 100.

**Realized points: 30**

#### Group of indicators E

Indicator 17. *Citations in peer-reviewed monographs and collective volumes*

**Vesela Kazashka presented 15 citations of 10 points each, with evidence.**

**Realized points: 150**

#### Group of indicators F

Indicator 22. *Participation in a national scientific, educational, or artistic project*

22.1. Funding organization: Scientific Research Fund, competition for co-financing of international scientific forums. Contract: КП-06-МНФ23/16.07.2019. Project name:

Second International Scientific Conference “Science, Education, and Innovation in the Field of Arts”. Duration: 2019. Role in the project: Coordinator.

22.2. Funding organization: Scientific Research Fund – MES, competition for co-financing of international scientific forums. Contract КП-06-МНФ5/15.09.2020. Acronym: Evolution vs. Revolution. Project name: 7th International Scientific Conference “Evolution vs. Revolution or on Development Models”. Duration: 2020. Role in the project: Coordinator.

22.3. Funding organization: Scientific Research Fund, competition for co-financing of international scientific forums. Contract: КП-06-МНФ17/13.09.2021. Project name: Third International Scientific Conference “Science, Education, and Innovation in the Field of Arts”. Duration: 2021. Role in the project: Coordinator.

22.4. Funding organization: Scientific Research Fund, competition for co-financing of international scientific forums. Contract: КП-06-МНФ31/08.08.2023. Project name: Fourth International Scientific Conference “Science, Education, and Innovation in the Field of Arts”. Duration: 2023. Role in the project: Coordinator.

**Realized points: 60**

Indicator 24. *Management of a national scientific, educational, or artistic project*

24.1. Funding organization: Scientific Research Fund – MES, competition for co-financing of international scientific forums. Contract КП-06-МНФ 21/21.09.2022. Acronym: Jubilee Conference. Project name: Jubilee international scientific conference “50 Years of Traditions and Development of Bulgarian Folklore”. Duration: 2022. Role in the project: Project Manager.

24.2. Funding organization: Scientific Research Fund, competition for co-financing of international scientific forums. Contract: КП-06-МНФ29/08.08.2023. Project name: XI International Scientific and Practical Conference on the topic: “Management and Marketing Problems in the Field of Arts”. Duration: 2023. Role in the project: Project Manager.

24.3. Funding organization: Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts. Acronym: Academic Publications 2020. Contract No 4/20/06.04.2020. Project name: Academic Publications 2020. Duration: 2020.

24.4. Funding organization: Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts. Acronym: Academic Publications 2021. Project name: Academic Publications. Contract No 12/21/17.03.2021. Duration: 2021. Role in the project: Project Manager.

24.5. Funding organization: Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts. Contract No 5/22/15.03.2022. Acronym: Academic Publications 2022. Project name: Academic Publications. Duration: 2022.

**Realized points: 150**

Indicator 25. *Management of an international scientific, educational, or artistic project*

25.1 Funding organization: European Commission, Horizon 2020 Programme. Contract No MSCA-NIGHT-2020bis - 101036078. Acronym: KTRIO 5. Project name: Researchers in Knowledge Triangle – KTRIO 5. Duration: 2020 – 2021.

25.2 Funding organization: European Commission, Horizon Europe Programme. Contract No HORIZON-MSCA-2022-CITIZENS-01-01 101061564. Acronym: KTRIO. Project name: Researchers in Knowledge Triangle. Duration: 2022 – 2023.

**Realized points: 80**

Indicator 27. *Published university textbook or textbook aid that is used in the school network*

**Kazashka, V. (2019).** *“Inclusive Education – Introduction”*. Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, ISBN 978-954-2963-53-0, p. 202.

**Realized points: 20**

Under Higher education field **8 “Arts”**

Group of indicators	Content	Required for the position of “Professor”	Completed by the candidate for the position of “Professor”
A	Indicator 1	50	<b>50</b>
C	Sum of the indicators from 3 to 5	100	<b>100</b>
D	Sum of the indicators from 6 to 15	150	<b>247,5</b>
E	Sum of the indicators from 16 to 19	80	<b>150</b>
F	Sum of the indicators from 20 forward	120	<b>310</b>

**The presented activity is serious and fully sufficient to defend the occupation of the academic position of “Professor” under Professional field 8.1 “Theory of Arts”, specialty “Financial Management and Project Financing” at Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv. From the data provided, it can be seen that Assoc. Prof. Dr. Vesela Kazashka meets the necessary scientometric requirements and has an active, serious, and memorable scientific, teaching, and project activity.**

### **Research activity and results**

Vesela Kazashka’s monograph *“Cultural Policies. Opportunities and Challenges”* is focused on the study of cultural policies in our country. The main goal of the author is to make a theoretical analysis of the normative base related to culture, and through an empirical study, to examine the position of experts in the field of culture. The author sets and solves the following tasks: 1) Study of the normative framework related to culture at national, European, and global level. Analysis with a projection for the future development of the sector; 2) Exploring the specificity of cultural policies and developing a concept; 3) Organization and statistical analysis of the data and evaluation of the obtained results. The *object* of the study is the cultural policies of Bulgaria; through surveys, to analyze the

opinion of managers, creators, and experts in the field of culture regarding funding in the sector and what their recommendations are to the state cultural policy; and to seek and implement a two-way dialogue. The *subject* of the study is the legislation in the field of culture and art and the financing of the cultural sector. According to Kazashka, “*culture needs funding with the purpose to ensure the fulfillment of the goals set in the regulatory framework*”. She is looking for ways to use new sources of funding in order to motivate those working in the field to develop and upgrade their knowledge and skills and to attract young people to the sector. Without a strategy and without human resources, the goals will not be achieved. Participants in Kazashka’s research are 80 people: artists, managers in the field of culture, as well as representatives of non-governmental organizations developing activities in the field of culture and art. The survey was sent to 1,446 people. The *first chapter* in the book examines the normative framework (national and international) regulating the development and preservation of culture. A terminological apparatus is derived, which gives a description of the terms and the source, and is also provided compactly at the end of the book. The *second chapter* presents and analyzes the opinions of creators, managers, and experts regarding the current legal basis and cultural policy and the way of financing the sector in our country. The relevance, goals, stages, subject, object, hypotheses, and methodology of conducting the research are described. This chapter also presents the obtained results. The *third chapter* of the monograph offers an analysis and discussion of the regulatory framework and its relationship with state funding. At the end of the book, a list of the legal acts under consideration is presented, as well as links to them. It is clear from the author’s conclusion that the state has a major commitment to the preservation and development of culture in our country by providing state subsidies to the responsible institutions, as well as by distributing funds through project financing. Kazashka’s book is an important starting point for interested managers, students, and doctoral students.

### **Contribution moments in the research, practical, and project activity**

#### **Scientific and theoretical contributions of the candidate**

- 1) Researched the theoretical and practical positions related to the financing of culture and art. Developed an in-depth survey-interview questionnaire that was distributed to art managers. On this basis, a study and analysis of research materials and documentary data was carried out;
- 2) Developed and enriched the theoretical statements related to the financing of art and culture in Bulgaria by deriving a terminological apparatus and analyzing the literature. Further developed the paradigm “science, culture, and education for the benefit of society” through empirical research and analysis of the obtained results. Important feedback is the interviews of people in the fields of science, culture, and art;
- 3) Constructed possible cultural policies and mobilized a team of active civil position on matters of culture and art and protection of the free will of the creators;
- 4) Offered theoretical propositions related to the search for a common vision for fruitful cooperation between people and institutions concerned about the prosperity of Bulgarian culture at a critical, chaotic, and destructive moment in the development of our country.

### **Scientific and applied contributions of the candidate**

- 1) Increased the financial literacy of the students from the Arts Department in terms of their knowledge of alternative ways of financing and market realization of their creative product through the publication of the monograph *“Cultural Policies. Opportunities and Challenges”*;
- 2) Researched the motivation and applied new approaches (for the benefit of researchers and their development) by publishing the study *“Motivation for Career Development and Teamwork in Modern Research Infrastructure”*;
- 3) Created conditions for the career growth of scientists through the organization of international conferences, managed projects for academic publications, through which to activate the publication activity of young scientists in the field of arts. (The total number of participants in conferences organized by Kazashka is 497 people – 206 young scientists and doctoral students, as well as 94 foreign participants. She supported the publication of 6 collections of conference reports and 34 books by colleagues from Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts;
- 4) Supported the creation of interdisciplinary and international contacts and participation in networks for science, culture, and education through joint publications, joint projects, and participation in the COST Action;
- 5) Kazashka prepared, managed and implemented a number of national and international projects related to art management, with international scientific activity: 6 national projects, 4 intra-institutional projects, and 2 international projects.

### **Administrative and public activity. Educational and teaching activity**

Vesela Kazashka is a lecturer in the disciplines: “Inclusive Education”; “Financial Management and Control”; “European Policies and Programs in the Field of Art”; “Financing of an Art Product”; “Language Culture and Communications”. She was also the academic supervisor of 8 successfully defended Master’s degree graduates from the specialty “Art Management” in the period 2020-2023. Two of them are current doctoral students of Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts (Pavel Ivanov) and of the University of Economics – Varna (Ivelina Kadiri). Dr. Kazashka is the scientific supervisor of 3 active PhD students in the Theory of Arts Department – two from Bulgaria, working on topics related to funding in the field of culture and art (Pavel Ivanov and Asya Ivanova) and one from China (**He Wenhao**), working on a topic related to the art-therapeutic effect of music. She is also a member of: the *Permanent Expert Commission for Monitoring, Evaluation and Analysis of the Scientific Research Activity*, carried out by universities and scientific research organizations (Order No ПД 09-2821/09.10.2020 of the Minister of Education); the *Management Committee of the COST Action CA 22156 – Transformations International Experience and Research Network for Sustainable Futures (TransformERS)*; the *Union of Scientists in Bulgaria* (2019); the *Union of Psychologists in Bulgaria*, UIN BG RP 2395-2634 (6001) – 2020; the *Local contact person of the Network of European Researchers EURAXESS* (2010); Registered mediator in the Unified Register of Mediators in Bulgaria under No 20200717001.

**Personal impressions of the candidate (if any)**

I know Vesela Kazashka from scientific conferences. She is hardworking, responsive, intelligent, and cordial. Her activity is versatile and useful, both for students and doctoral students, for the Academy of Music, Dance and Fine Arts institution, and for the society in Plovdiv, in our country and abroad.

The peer review may end with the following assessment:

Based on everything stated above, as well as the conclusions drawn on the proposed scientific, project, and teaching activities of Assoc. Prof. Dr. Vesela Kazashka, bearing in mind her serious activity and the contributing nature of the proposed materials, **I give my convinced positive assessment** and offer to the respected members of the Scientific jury under the competition for occupation of the academic position of “Professor”, under Professional field 8.1 “Theory of Arts”, specialty “Financial Management and Project Financing” at Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, to propose to the respected Academic Council of the Academy **to elect Associate Professor Dr. Vesela Kazashka for the academic position of “Professor”**, according to the requirements of the Act for the Development of the Academic Staff in the Republic of Bulgaria.

Date: 20.01.2024

Signature:  
Prof. Dr. Milena Shushulova-Pavlova