

Competition for occupation of the position of **“PROFESSOR”**
under Higher education field 8 “Arts”
Professional field 8.1 “Theory of Arts”
Specialty “Financial Management and Project Financing”
Theory of Arts Department
Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv

PEER REVIEW

by Prof. Antoaneta Angelova Ancheva, Doctor of Arts
Art Studies and Art Education Department
St. Cyril and St. Methodius University of Veliko Tarnovo
Member of Scientific jury

Only one candidate participates in the competition for occupation of the academic position “Professor” under Higher Education field 8 “Arts”, Professional field: 8.1 “Theory of Arts” – Associate Professor Dr. Vesela Stoyanova Kazashka. The competition has been announced for the needs of the Theory of Arts Department at the Academy of Music, Dance and Fine Arts in Plovdiv.

The announcement was published in State Gazette, Issue 88 dated 20.10.2023 and on the website of the Academy. By Order of the Rector of Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts in Plovdiv, a Scientific jury was appointed. At the first meeting of the Jury, held on 04.01.2024, in compliance with the legal prescriptions for present and absent participation in the meeting, the Chairman and the reviewers were elected.

Assoc. Prof. Dr. Vesela Kazashka has met the required criteria and minimum requirements. I believe that the competition procedure up to this point is in accordance with the state and university normative requirements regarding the occupation of academic positions.

Dr. Vesela Stoyanova Kazashka graduated in 1999 from the Paisii Hilendarski Plovdiv University, where she obtained an educational and qualification degree “Master” in the specialty “Teacher of Bulgarian and Russian Languages”. In 2002, she graduated with a Master’s degree in “Macroeconomics” at the same University. In the period 2001-2012, the candidate was the Director of the Scientific and Applied Activity Department at the Plovdiv University and was the financier of all national and international projects of the University. From 2016 to the present, she has been the Head of the Professional Training Center, Assistant and Associate Professor at Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts in Plovdiv. From 2011 until 2014, she was a doctoral student in the “Special

Pedagogy” specialty at Paisii Hilendarski Plovdiv University. In 2014, Dr. Kazashka defended her dissertation on the topic: *“Positive Stigma Towards People with Disabilities”*, at the Plovdiv University, for which she was awarded the educational and scientific degree “Doctor” under Higher education field 1 “Pedagogical Sciences”, Professional field 1.2 “Pedagogy”. In 2019, Dr. Vesela Kazashka was elected as an Associate Professor at the Academy of Music, Dance and Fine Arts with a unanimous decision of the Scientific jury.

The candidate is the author of over 25 publications between 2019 and 2023, as well as three books. She participates and is the head of a number of international, national, and internal projects in the Academy, including those of the Scientific Research Fund.

In the competition for “Professor”, Associate Professor Vesela Kazashka participates with 19 publications, one monograph, one study, one teaching aid, and 16 scientific articles, 13 of which are independent and three co-authored.

The main habilitation work presented is the monograph *“Cultural Policies. Opportunities and Challenges”*, issued in 2022 by Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts. The monograph examines the cultural policies in our country and presents and analyzes the attitudes related to them. The research was conducted in two plans – theoretical and empirical. Extensive information is presented regarding the legislation in the field of culture and art in Bulgaria, within the framework of the European Union, and links to electronic documents concerning the legislation are provided. The goal, according to the author, is to make a theoretical analysis of the current normative framework related to culture and, through an “empirical study, to examine the position of experts in the field of culture” with the results reflecting on “activating and optimizing the updating processes, adoption and implementation of a long-term strategy for the development of culture in Bulgaria”. The mechanisms for financing the so-called “cultural sector” are also indicated. Based on the survey conducted and its results, an “opening” of discussion and dialogue is aimed, and recommendations for cultural policies aimed at seeking a common vision are formulated. 80 creators, managers or experts in the field of culture, representatives of non-governmental organizations, and people active in the field of culture and art were recruited as participants in the research. The survey was conducted via Google Forms, and was sent to a total of 1,446 people.

The author has applied her many years of experience in project management, which gives the research a marked applied-contributory character.

In addition to the main habilitation thesis, a study is also presented – *“Motivation for Career Development and Teamwork in Modern Research Infrastructure”* from 2020, again an

edition of Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv, which examines the motivation and career development of young Bulgarian researchers.

Dr. Vesela Kazashka participates in the competition with sixteen publications – articles and reports, the topics of which are related to cultural policies, cultural and creative industries, intercultural communication, cultural forums, as well as some psychological aspects of the relationship between people and art.

The scientific publications submitted by Vesela Kazashka present her as a researcher whose interests include financial art management, art organizations and their activities, development and implementation of projects, financing, cultural policies, etc.

The candidate has participated as a member of the scientific teams of four scientific projects at the Scientific Research Fund with the Ministry of Education and Culture, as well as in a number of other international and domestic projects. I would also like to mention, for example, those financed by the European Commission, Horizon Europe Programme, etc.

The contributions of Assoc. Prof. Vesela Kazashka's scientific publications, such as set goals and achieved results, are both in a theoretical and a practical-applied aspect. I believe that in her we have an example of a combination of a well-prepared colleague in theory and at the same time a proven practitioner in the field of management, implementation, and financial management of projects. She knows in detail the problems she examines, as well as how to draw theoretical conclusions and generalizations. The publications show an attitude to the issues under consideration, provoke discussion and creative thinking, and I am convinced that they will influence further research in this direction.

As we noted, the main scientific and theoretical contributions of the habilitation work and the presented publications are related to the study of the financing of culture and art with an emphasis on the realities in Bulgaria. A questionnaire was developed and distributed among art managers, on the basis of which data was collected and analyzed that could benefit future developments and authors. The candidate's focus is on the "science, culture, and education for the benefit of society" paradigm, with a general vision for communication and cooperation between people and institutions presented. The contributions are applicable and beneficial not only to researchers but also to students in the field of arts.

I value the contribution of the candidate Assoc. Prof. Dr. Vesela Kazashka in the competition for the academic position of "Professor", and this assessment is based on the scientific publications presented by her – monograph, studies, articles, etc. The contributions formulated above are her personal merit. I believe that the publications of Vesela Kazashka would be very useful in theory and in practical-applied terms.

Taking into account everything that has been said, which testifies to a scientific production with original theoretical and applied contributions, and the teaching work, I would like to express my positive assessment that Associate Professor Dr. Vesela Kazashka possesses the necessary qualities to occupy the academic position of “Professor” under Higher education field 8 “Arts”, Professional field 8.1 “Theory of Arts”, specialty “Financial Management and Project Financing” at the Prof. Asen Diamandiev Academy of Music, Dance and Fine Arts – Plovdiv.

15.01.2024

Reviewed by:

(Prof. Antoaneta Angelova Ancheva, Doctor of Arts)