

Regarding Competition for ASSOCIATE PROFESSOR
in Area of higher education 8. Arts
professional field 8.1 Theory of Arts
science major Management and Project Financing
Department of Choreography
AMDFA Prof. Assen Diamandiev – Plovdiv

REVIEW

by Prof. Dr, Antoaneta Angelova Ancheva
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Member of the Scientific Jury

One candidate - Vesela Stoyanova Kazashka, PhD, - participates in the competition for the academic position of *associate professor* in Area of higher education 8. Arts, Professional Field 8.1 Theory of Arts, Scientific major *Management and Project Finance*. The competition was announced on the request of the Department of *Choreography* at the Faculty of Music Folklore and Choreography at AMDFA. The announcement was published in the State Gazette and on the website of the Academy. A Scientific Jury was appointed by order of the Rector of AMDFA. Chairman and reviewers were selected at the first meeting of the jury in compliance with the statutory requirements for attendance and non-attendance at meetings. I believe that the procedure for the competition, so far, fully complies with the requirements of the state and university regulations regarding employment in academic positions.

Vesela Stoyanova Kazashka, PhD, graduated in 1999 from the PU *Paisii Hilendarski*, where she obtained a Master's degree in Bulgarian and Russian Languages. In 2002 he completed her master's degree in macroeconomics at the same university. In the period 1998-2015, the applicant was an economist and director of the Scientific and Applied Activities Unit at Plovdiv University and was the financial specialist of all national and international projects of the University. From 2016 to 2017 she was head of the Professional Training Centre at the Academy of Music, Dance and Fine Arts, and an assistant professor also there. Since February 2017 she has been teaching at AMDFA

Prof. Assen Diamandiev – Plovdiv. In the period 2011-2014 she was a PhD student in special pedagogy at Plovdiv University *Paisii Hilendarski*. In 2014, she defended her dissertation on *Positive stigmas to people with disabilities* at PU, for which she was awarded a doctorate in Area of higher education 1. Pedagogical Sciences, in Professional field 1.2 Pedagogy.

The paper and electronic format publications, submitted by the only candidate in the competition for associate professor, Vesela Kazashka, PhD, are well structured and give an opportunity to get a real idea of the candidate's achievements and qualities for acquiring the academic position of *associate professor*. Vesela Kazashka participates in the competition for the position of *associate professor* with scientific production, which includes a major work - the monograph *Plovdiv – art-organizations and their management profile*, AMDFA, 378 pages, co-authored with Assist. Prof. Vasil Kolev, PhD, and Assoc. Prof. Margarita Ruseva, PhD; each of the co-authors having 119 pages of their own according to a statement of division dated 03.12.2018. The candidate has also submitted 12 articles and reports, 4 of which are her own and the rest are co-authored. All of them are published in proceedings and editions in Bulgaria and abroad, and 3 of them are registered in *Web of Science*. The publications submitted for the competition are different from the publications with which Vesela Kazashka acquired her PhD degree. The candidate also has 8 citations.

Vesela Kazashka has participated in the implementation of five projects, two of which are international, and in two of them being a project manager. She has also managed and financially managed 11 projects, taken part in the development of 11 project proposals in their management and financial part. The candidate has developed a curriculum *Financial Management and Control*, a course she currently teaches at AMDFA.

The scientific publications submitted by Vesela Kazashka present her as a researcher whose interests cover art management, art organizations and their activities, project development and implementation, financing, cultural policies and more.

The main publication *Plovdiv - art-organizations and their management profile* is well structured in terms of formulation of the goals set, scope of the study, the main theoretical base and conclusions drawn. The presentation of the key ideas makes it possible to explore the Plovdiv-based art-organizations, their forms of management, financial and project management. The three co-authors' interest in this study is due to the fact that so far there

is a lack of sufficient theoretical basis for the management of art-organizations in the implementation of projects, as well as the difficulties encountered in applying the mechanisms of project organization and management in cultural and creative industries.

The candidate does not only describe the different phenomena, but researches and delves into them, which is already a prerequisite for the result of her scientific studies. The publications of Vesela Kazashka, with which she applies for the competition for *associate professor*, impress by the desire for both complex approach and attention to detail in the analysis of the problems under consideration. The application of different approaches to the research is justified by the specificity of the matter and the goals set. The monograph shows the authors' attitude to the issue, provokes discussion and creative thinking, and I am convinced that it will influence further research in this direction.

The contributions of Vesela Kazashka's scientific publications, in view of both set goals and achieved results, are both theoretical and practical in character. I believe that Vesela Kazashka an example of a combination of a theoretically proficient scientist, and a proven practitioner in the field of project management, implementation and financial management of projects. She knows in depth the issues she addresses, demonstrates an ability to draw theoretical conclusions and generalisations.

The main contributory character of the habilitation thesis lies in the fact that for the first time in Bulgaria a specific toolkit for more effective financial management and control of art-organizations has been analysed, which has real-life applicability. Problems and opportunities with an emphasis on project financing are analysed, and a system of financial management and control is proposed, which is actually a kind of guidebook for managers. The system's applicability in the real sector is of particular importance. A methodological toolkit has been developed and approved, which includes an "Information card for in-depth expert interview". The latter serves for the study of the management profile of art-organizations and is applicable to research conducted both in Bulgaria and abroad. The specific management profile and peculiarities of 105 art-organizations in Plovdiv in the period 2016-2018 were analysed for the purposes of the study. The information from the results obtained is extremely useful for organizations dealing in the field of culture. And last but not least comes the practical and applied contribution of the research, which could be useful both in educating art students, and in developing regional and national policies.

Alongside the major monographic work, V. Kazashka has, as we already mentioned, published a number of papers, including those in the *Web of Science* global database, which in turn is an acknowledgment of the level of institutional scientific activities at AMDFA. A significant result of the candidate's project implementation work is the involvement of a number of students, PhD students and young scientists, who are given the chance to establish broad scientific contacts and an opportunity for future development.

I positively appreciate the contribution of the candidate Vesela Kazashka submitted in the competition for the academic position of *Associate Professor*, and my evaluation is based on her scientific publications - monograph and articles. The contributions formulated above are her own merits. I reckon that the publications of Vesela Kazashka would be very useful both in theoretical and practical aspect.

Considering all the above, which testifies to scientific production with original scientific and applied contributions, and the teaching practice of the candidate, I express my positive opinion that Vesela Kazashka, PhD, possesses the qualities necessary to be granted the academic position of *Associate Professor* in Area of higher education: 8. Arts; Professional field 8.1 Theory of Arts, scientific major *Management and Project Finance* at the Academy of Music, Dance and Fine Arts AMDFA Prof. Assen Diamandiev – Plovdiv.

9.08. 2019

Reviewer:

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