

## OPINION

**of the scientific works, pedagogical and artistic activity  
of Assist. Prof. Vesela Stoyanova Kazashka, PhD  
Regarding the competition announced by AMDFA  
for the academic position of *Associate Professor*  
in Professional field 8.1. *Theory of Arts*  
Scientific major *Management and Project Finance***

By: Prof. Dr. Emilia Konstantinova

Assistant Professor Vesela Stoyanova Kazashka is the only candidate in the competition for the academic position of *Associate Professor* in professional field 8.1. *Theory of Arts*. The competition is on the request of the Department of Choreography at the Faculty of Musical Folklore and Choreography at AMDFA and was announced in State Gazette No. 40 of May 17, 2019.

The documentation, submitted by Assistant Professor Vesela Kazashka, PhD, for the announced competition is in accordance with the state and academic regulations regarding recruitment for academic positions. The submitted statement contains the necessary evidence for meeting the minimum national requirements for occupying the academic position of Associate Professor in Professional field 8.1 Theory of Arts.

The professional curriculum vitae of the applicant demonstrates achievements in the field of project-related activities with extensive project finance management experience; accumulated professional pedagogical experience, as well as in-depth research work. The candidate holds a PhD in area of higher education in the professional field *Pedagogy*. She has participated in a number of national and international projects. At AMDFA Prof. Assen Diamandiev Vesela Kazashka teaches mainly disciplines related to project management and project finance in the Bachelor's and Master's programmes. She also delivers lectures in the courses offered by the Post Graduate Qualification unit and at the Centre for Professional Training. The applicant has developed course curricula in: "Financial Management and Control", "Inclusive Education", "Russian language", "Health and Safety at Work" and "Economics".

The candidate is a member of the European Researchers' Network EURAXESS since 2010, a member of the Union of Scientists in Bulgaria, and a national contact point on the thematic and specific priorities of the European Union Framework Program for Research and Development *Horizon 2020*, in the section of "*Inclusive, innovative and reflective societies*"

Among the submitted scientific works, the most noteworthy one is the collective monograph *Plovdiv – art-organizations and their management profile*, with which Vesela Kazashka, PhD, applies for the academic position of *associate professor*. According to the attached division statement for authorship, the candidate has the required number of pages of copyright text equal to a monograph. They are related to the application of specific instruments for the implementation of more effective financial management and control in art-organizations and are indisputably applicable in the respective real economic sector. They are developed on the basis of an analysis of the problems and opportunities of art-organizations in the domain of project financing; a methodological toolkit is presented, including an "Information card for expert in-depth interview" for studying the management profile of art-organizations; analysing the specific management profile and peculiar features of more than 100 art-organizations in the city of Plovdiv. An important point is the fact that the overall analysis provides up-to-date, useful and applicable information about the organizations' type of affiliation with the cultural industries, the legal form of the organizations, their form of ownership, the gross salaries, the staff employed, the turnover over the previous five years.

It is an indisputable fact that most art-organizations, both in Bulgaria and worldwide, find it difficult to be self-sustainable and often rely on financing through European, state or municipal projects. Indeed, in the new economic and social conditions, one of the ways of project financing and development of contemporary art-organizations is the use of the symbiosis between economic principles, science and the specificity of the arts, which lies in the clusters, cultural or creative industries. However, the scarce studies and the lack of thorough comparative analyses in this field do not provide a clear idea as to what extent Bulgarian art organizations are present and developing in such an environment. In this trend of thought, in the absence of up-to-date empirical studies in the field of culture and arts in Bulgaria, the presented research, especially in Chapter Three of the monograph, is quite timely and has a strong practical and applied character with great contribution. The analytical information obtained on art-organizations clarifies the specifics of applying a project management methodology. An important contribution is also the outlined specific profile of the creative and

recreational industries in the city of Plovdiv, the assessments made through the use of economic indicators, sales, sources of funding and types of projects; drawbacks and advantages for the success of each project. The analysis is extremely useful and most importantly provides information about the submitted proposals and implemented projects such as: type, value, duration, area of activity, participation, drawbacks and advantages at different stages.

Aggregated information is important for the successful management of any organization and for comparative future analyses by students, analysts, researchers, scientists, managers, and more. Last but not least, it would be useful for state and municipal authorities, which seek to improve their policies for the benefit of the public development of Plovdiv and the region. In this sense, the monography whose co-author is Vesela Kazashka demonstrates deep and comprehensive theoretical knowledge, as well as full competence in project management in the field of art. The data studied, analysed and presented are connected through internal logic and consecutive clarification of general, specific and private issues.

Based on the submitted documentation, scientific contributions can be divided into two areas - theoretical and practical contributions, summarized as follows:

1. For the first time, in theory specific tools are presented for executing more effective financial management and control in art-organizations. The tools are applicable to the real sector, based on an analysis of problems and opportunities with a focus on project financing. The developed system of financial management and control in art-organizations is applicable in the real sector and is in its nature a handbook for art-managers.
2. Adequate methodological tools have been prepared and tested, including an “Information Card for Expert In-Depth Interview” for the study of the management profile of art-organizations. The tools are applicable to research both in Bulgaria and abroad.
3. For the first time in the period 2016-2018, the specific management profiles and peculiarities of more than 100 art-organizations in the city of Plovdiv were examined and analyzed.
4. The monograph *Plovdiv – Art-organizations and their Management Profile* has an explicitly practical character for the development of local and national policies in the

field of art. The recommendations it gives are of invaluable assistance in the research, educational and practical activities of students, doctoral students, teachers and art managers.

On the basis of all the above and the complete documentation submitted by the applicant, which meets the minimum science-metric requirements, and my personal impressions of the candidate's overall activity, I hereby give my positive assessment of the research, theoretical, pedagogical and creative achievements of Vesela Kazashka, PhD, and recommend to the honourable Scientific Jury that she be granted the academic rank of *associate professor*.

Prof. Dr. Emilia Konstantinova