

## OPINION

by **Prof. Dr. Milena Shushulova-Pavlova**  
Department of Music, New Bulgarian University  
Professional field 8.3 Music and dance art

on the contributions of the proposed monograph and research and project activities of

**Vesela Stoyanova Kazashka, PhD**  
Assistant Professor at AMDFA *Prof. Assen Diamandiev* – Plovdiv

Regarding her participation in the competition announced  
in State Gazette (No. 40 of May 17, 2019)  
for the academic position of *Associate Professor*  
in Professional field 8.1. *Theory of Arts*,  
Scientific major *Management and Project Finance*  
at the Department of Choreography of the Faculty of Musical Folklore,

in accordance with the requirements of the Act for the Development of Academic Staff in the Republic of Bulgaria, the Regulations for its application and the Statute of AMDFA for the terms and conditions for the acquisition of academic degrees and occupation of academic positions

### **Biographical data**

Vesela Stoyanova Kazashka, PhD, has over 20 years of experience in higher education, both in academic administration and as specialist in the field of management and project finance. From 1998 to 2015 she worked in the Scientific and Applied Activities (SAA) Unit of Plovdiv University, of which the last 15 years as Chief Accountant and Director (SAA unit of Plovdiv University organizes and administers the research and project activity of the scientists from the University on the basis of contracts with various international, national and private institutions and programs), as well as Financial manager of all national and international projects of Plovdiv University). She was also a part-time lecturer at the Faculty of Pedagogy of Plovdiv University. Since 01.09.2016 she has been working at AMDFA *Prof. Assen Diamandiev* – Plovdiv as head of the Centre for Professional Training and Assistant Professor. In 2018 she was a part-time lecturer at the European Higher School of Economics and Management - Plovdiv. She also has experience as a macroeconomics specialist in court procedures (2001-2012). In 2006 she was even a teacher of Bulgarian language and literature at the Vocational high school *Hristo Gyulemetov*. Vesela Kazashka graduated consecutively: 1986-1989 from High school of economics *Vassil Levski* in Plovdiv (today National High School of Commerce), studying the disciplines of *technology of goods and products, accounting*. In the period 1992-1998 she completed her master's degree at Plovdiv University *Paisii Hilendarski*, majoring as *Teacher of Bulgarian Language and Literature and Teacher of Russian Language and Literature* and studied the subjects *Modern Bulgarian language, Linguistics, Literature Studies*. In 1999-2001, she

studied and completed the Master's Program in Macroeconomics, specialization *Organization and Technology of Accounting* at Plovdiv University *Paisii Hilendarski*. In the period 2011-2014 Vesela Kazashka was a PhD student in *Special pedagogy, psychology and integration* at Plovdiv University *Paisii Hilendarski*, where in 2014 she obtained her Doctoral degree. Vesela Kazashka, PhD, has additional international activities that complement her professional qualification: 1) Internship in Tula State University of Psychology and Pedagogy, Tula, Russia – “Developing a Positive Attitude for Future Teachers to Children with Special Educational Needs”, 2013; 2) Training at the Russian Language Institute *Alexander Pushkin* in Moscow – "Russian. Communication. Educational Technologies ", 2014; 3) Training in Trondheim, Norway, at Norwegian University of Science and Technology, 2015, “Integration of students under stigma”; 4) Training in Bucharest, Romania, University of Bucharest, Department of Special Education, May 2018, under the Erasmus + program; 5) Training in Barcelona, September 2018, *Dorea* Educational Institute, on the topic: "Handing of stress and burnout". Vesela is fluent in Russian and English.

## **I. Assessment of compliance with the national minimum requirements**

Assist. Prof. Vesela Kazashka, PhD, submitted the following scientific and project activities:

### **1. Group of indicators "A" [A] - minimum requirements: 50 points**

Thesis on *Positive stigma to people with disabilities* with diploma No. 100119 dated 06.10.2014, from Plovdiv University *Paisii Hilendarski* - Faculty of Pedagogy. The PhD educational and scientific degree is in the area of higher education 1. *Pedagogical sciences*, professional field 1.2 Pedagogy, doctoral program *Special pedagogy* (dissertation is supported by four publications in Bulgaria, three publications abroad and one publication with an impact factor).

Total points in group "A" [A] - 50 points.

### **2. Group of indicators "C" [B] - minimum requirements: 100 points**

**Indicator 3. Habilitation thesis - published monograph in the relevant scientific field - 100 points.**

#### **Habilitation thesis - Monograph (co-authored - 1/3 by Vesela Kazashka)**

Kolev. Vasil, **Vesela Kazashka**, Margarita Ruseva. *Plovdiv – art organizations and their management profile*. AMDFA – Plovdiv, 2018, ISBN 978-954-2963-38-7, 378 pages.

The monograph *Plovdiv – art organizations and their management profile* consists of an introduction, three chapters, a conclusion, annexes and references. There are also three reviews by experts in the fields of arts, economics and statistics; and a division statement of the co-authors. The monograph examines problems which managers of art-organizations face, related to financial management and control and project management, since art-organisations generally do not make use of the opportunity of project-based additional funding. The conclusions are made on the basis of an analytical study of 105 art-organizations in the city of Plovdiv, with different profile of activity and different form of

ownership - state, municipal and private. The monograph is co-authored with Assistant Professor Vasil Kolev, PhD, and Assoc. Prof. Margarita Ruseva, PhD. According to a division statement dated 03.12.2018 each author has a volume of 119 pages of their own (with a minimum of 1800 characters per page).

Total points in group "C" [B] - 100 points.

### 3. Group of indicators "D" [Г] - minimum requirements: 120 points

Vesela Kazashka, PhD, has submitted supporting evidence for the following activities in this section:

#### Indicator No. 7. A book published on the basis of a defended doctoral dissertation thesis for the award of PhD degree - 75 points.

Based on the PhD dissertation, two books were published in 2018:

- **Казашка, В. (2018)** *Позитивна стигма към хората с увреждания*. АМТИИ 2018, ISBN-978-954-2963-34-9, 145 страници.  
[Kazashka, V. (2018) *Positive stigma to people with disabilities*. AMDFA 2018, ISBN-978-954-2963-34-9, 145 pages.]
- **Kazashka V. (2019)** *Positive Sigma* LAP Lambert Academic Publishing, ISBN-978-620-2-01378-9, 77 pages.

#### Indicator No. 8. Articles and reports published in scientific journals, referenced and indexed in global scientific information databases - 30 points / publication.

- Kolev.V, **Kazashka V.**, Ruseva M. *Analysis of the specific profile of artorganizations in Plovdiv, Bulgaria*. 2018, CBU INTERNATIONAL CONFERENCE PROCEEDINGS 2018, ISSN 1805-997X (Print), ISBN: 978-80-270-5037-6 print Edition, pp. 723-727. **(10 points - Web of Science)**
- **Kazashka, V.**, Ruseva, M., Stoyanova, P. (2017) *Mapping and Ranging of Cultural and Creative Industries in the City of Plovdiv*. CBU International Conference Innovation in Science and Education, Prague 2017, pp. 639-642 **(10 points - Web of Science)**
- **Kazashka, V.**, Ruseva. M. (2018) *The Attitudes of Students in Bulgaria and the Czech Republic towards People with Special Educational Needs*. CBU International Conference Innovation in Science and Education, Prague 2018, 723-733, ISSN-1805-997X (Print), ISBN-978-80-270-5037-6 print Edition **(15 points - Web of Science)**
- **Kazashka, V.** (2015) *Positive attitudes towards children with disabilities and Gifted children*. Social High School speciala pentru deficient de auz Santa Maria, Innovative Technologies for Active Language Class Gifted for You, Bucharest, 2015, ISBN-978-973-0-19280-3, pp. 202-208. **(30 points)**

#### Indicator No. 9. Articles and reports published in specialized editions in the field of arts - 15 points / publication.

- **Казашка, В. (2014)** *Методологически аспекти на научното изследване в областта на педагогиката*. Международна научно-практична конференция „Психолого-педагогически проблеми на развитието на личността на

- професионалиста в условията на университетското образование”, Асоциация на професорите от славянските страни (АПСС), Китен 2014, ISBN-978-954-490-448-7, стр. 156-161.
- [**Kazashka, V. (2014)** *Methodological aspects of scientific research in the field of pedagogy*. International Scientific-Practical Conference "Psychological and Pedagogical Problems of Professionals' Personality Development in the Conditions of University Education", Association of Professors from Slavic Countries (APSC), Китен 2014, ISBN-978-954-490-448-7, p. 156-161.] (15 points)
- **Казашка, В. (2016)** *Финансиране и управление на научни и образователни проекти в областта на изкуството*. Международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството”, АМТИИ 2017, ISBN-978-954-2693-20-2, стр.154-161.  
[**Kazashka, V. (2016)** *Financing and management of scientific and educational projects in the field of art*. International Scientific Conference "Management and Marketing Problems in the Field of Arts", AMDFA 2017, ISBN-978-954-2693-20-2, pp.154-161.] (15 points)
  - **Казашка, В. (2017)** *Социалните и културни иновации в съвременната научноизследователска инфраструктура*. Международна научна конференция „Наука, образование и иновации в областта на изкуството”, АМТИИ 2017, ISBN-978-954-2963-23-3, стр. 303-310.  
[**Kazashka, V. (2017)** *Social and Cultural Innovation in Modern Research Infrastructure*. International Scientific Conference “Science, Education and Innovation in the field of Arts”, AMDFA 2017, ISBN-978-954-2963-23-3, pp. 303-310.] (15 points)
  - Федотенко, И., **Казашка, В. (2018)** *Образователна среда на съвременния университет в контекста на рискология*. Научной конференции научно-педагогических работников, аспирантов и магистрантов ТГПУ „Л.Н. Толстой“, Русия – Тула, ISBN-978-5-6041454-4-9, стр. 131-135.  
[Fedotenko, I., **Kazashka, V. (2018)** *Educational environment of modern universities in the context of riskology*. Scientific conference of non-teaching staff, graduate students and undergraduates of TSPU “L. N. Tolstoy, Russia - Tula, ISBN-978-5-6041454-4-9, pp. 131-135.] (7.5 points)
  - Колев, В., **Казашка, В. (2017)** *Проектът „Артмениджмънт: Пловдив – нови тенденции и класически артистизъм (АРТ)” – една успешно финансирана идея*. Пролетни научни четения 2017, АМТИИ, ISSN-1314-7005, стр.131-138.  
[Kolev, V., **Kazashka, V. (2017)** *The Project Art management: Plovdiv - new trends and classical artiscism (ART) - a successfully funded idea*. Spring Scientific Readings 2017, AMDFA, ISSN-1314-7005, pp.131-138.] (7.5 points)
  - Kolev, V., **Kazashka V.** *Специфичните особености на висшето образование по изкуства и влиянието им при определяне финансирането на факултетите в АМТИИ-Пловдив*. 2017. International Journal, Institute of Knowledge and Management, Scientific Papers Vol 20.3, Knowledge Practice, ISSN 2545-4439 for print version, ISSN 1857-923X for e-version, pp. 1289-1295.  
[Kolev, V., **Kazashka V.** *Specific features of higher education in the field of arts and their influence in determining the funding of the faculties at AMDFA-Plovdiv*. 2017. International Journal, Institute of Knowledge and Management, Scientific Papers

Vol 20.3, Knowledge Practice, ISSN 2545-4439 for print version, ISSN 1857-923X for e-version, pp. 1289-1295. (7.5 points)

Total points in group "D"[Г] – 207.5 points.

#### 4. Group of indicators "E" [Д] - minimum requirements: 40 points

**Indicator No. 17. Citations Citations in monographs and collective volumes with scientific review - 10 points.**

1. Cited article: **Kazashka, V. (2012).** *Positive stigma to people with special educational needs.* Jubilee Conference Collection, Thracian University, p. 258-264, Trakia Journal of Sciences, Bulgaria – Stara Zagora.

**Cited in: Holland, Heather,** Holland, Heather, "Understanding A Sense of School Membership for Students with Disabilities in Two Middle Schools" (2015). Electronic Theses and Dissertations. 1342. H Holland – 2015, Understanding A Sense of School Membership for Students with Disabilities in Two Middle Schools (10 points)

<https://digitalcommons.georgiasouthern.edu/etd/1342>

2 Cited article: **Kazashka, V. (2012).** *Positive stigma to people with special educational needs.* Jubilee Conference Collection, Thracian University, p. 258-264, Trakia Journal of Sciences, Bulgaria – Stara Zagora.

**Cited in:** Handbook of Research on Chaos and Complexity Theory in the Social Sciences, ISBN 13: 9781522501480|ISBN10: 1522501487|EISBN13: 9781522501497|DOI: 10.4018/978-1-5225-0148-0 ŞŞ Erçetin, H Güngör, ŞN Açıkalm – 2016, Different Sides of a Reality: “Positive Stigma”, Handbook of Research on Chaos and Complexity Theory in the Social Sciences – igi-global.com (10 points)

<https://www.igi-global.com/chapter/different-sides-of-a-reality/150416>

[https://books.google.bg/books?id=he0ODAAAQBAJ&pg=PA125&lpg=PA125&dq=Different+Sides+of+a+Reality:+%E2%80%9CPositive+Stigma%E2%80%9D&source=bl&ots=wCbbB2aZjQ&sig=ACfU3U2ti\\_DADUwnY2JFTqCjN3Z5ZLW6g&hl=bg&sa=X&ved=2ahUKewiz24nz3YvhAhVcxMQBHV34BtwQ6AEwA3oECAYQAO#v=onepage&q=Different%20Sides%20of%20a%20Reality%3A%20%E2%80%9CPositive%20Stigma%E2%80%9D&f=false](https://books.google.bg/books?id=he0ODAAAQBAJ&pg=PA125&lpg=PA125&dq=Different+Sides+of+a+Reality:+%E2%80%9CPositive+Stigma%E2%80%9D&source=bl&ots=wCbbB2aZjQ&sig=ACfU3U2ti_DADUwnY2JFTqCjN3Z5ZLW6g&hl=bg&sa=X&ved=2ahUKewiz24nz3YvhAhVcxMQBHV34BtwQ6AEwA3oECAYQAO#v=onepage&q=Different%20Sides%20of%20a%20Reality%3A%20%E2%80%9CPositive%20Stigma%E2%80%9D&f=false)

3. Cited article: **Казашка, В. (2017)** *Кризата – момент на преобразуване или готовност за ново начало.* Пета международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството”, АМТИИ 2017, ISSN-2603-462X. стр. 57-61.

[**Kazashka, V. (2017)** *Crisis – moment of transformation or readiness for a new beginning.* Fifth International Scientific Conference on Management and marketing issues in the field of arts, AMDFA 2017, ISSN-2603-462X. pp. 57-61.

**Cited by: Константинова, Е. (2019)** *Корпоративният модел на мениджмънт – предпоставка за успех или неуспех на една арт изложба (Дамиан Хърст – Съкровището от корабкрушението на „Невероятният”, 9 април – 16 декември 2018, Италия), „Управленски и маркетингови проблеми в изкуството” 2018, изд. АМТИИ – 2019, ISSN--2603-462X, стр. 48-59.* [**Konstantinova, E. (2019)** *The Corporate Model of Management - a Prerequisite for the Success or Failure of an Art Exhibition (Damien Hirst’s Treasures from the Wreck of the Unbelievable, April 9 - December 16, 2018, Italy), Management and Marketing Problems in Art ”2018, ed. AMDFA - 2019, ISSN - 2603-462X, pp. 48-59. (10 points)*

4. Cited article: **Казашка, В. (2017)** *Кризата – момент на преобразуване или готовност за ново начало.* Пета международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството”, АМТИИ 2017, ISSN-2603-

462X. стр. 57-61.

[**Kazashka, V. (2017)** *Crisis – moment of transformation or readiness for a new beginning*. Fifth International Scientific Conference on Management and marketing issues in the field of arts, AMDFA 2017, ISSN-2603-462X. pp. 57-61.]

**Cited by: Караджов, Л. (2019)** *Аспекти на хронотопа в публичните комуникации в изкуството*. VI-та Международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството” 2018, изд. АМТИИ – 2019, ISSN-2603-462X, стр. 131-141. [**Karadzhov, L. (2019)** *Aspects of chronotope in public communication in the domain of art*. VI International Conference on Management and marketing issues in the field of arts 2018, AMDFA - 2019, ISSN-2603-462X, pp. 131-141.] **(10 points)**

**5. Cited article: Казашка, В. (2017)** *Кризата – момент на преобразуване или готовност за ново начало*. Пета международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството”, АМТИИ 2017, ISSN-2603-462X. стр. 57-61.

[**Kazashka, V. (2017)** *Crisis – moment of transformation or readiness for a new beginning*. Fifth International Scientific Conference on Management and marketing issues in the field of arts, AMDFA 2017, ISSN-2603-462X. pp. 57-61.]

**Cited by: Колев, В. (2019)** *Държавното субсидиране в България на творчески проекти от Министерството на културата за периода 2007-2018 година*. VI-та Международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството” 2018, изд. АМТИИ – 2019, ISSN-2603-462X, стр. 142-148. [**Kolev, V. (2019)** *State subsidies for creative projects by the Ministry of Culture in Bulgaria for the period 2007-2018*. VI International Conference on Management and marketing issues in the field of arts 2018, ed. AMDFA - 2019, ISSN-2603-462X, pp. 142-148.] **(10 points)**

**6. Cited article: Казашка, В. (2016)**, *Финансиране и управление на научни и образователни проекти в областта на изкуството*. Международна научнопрактическа конференция „Управленски и маркетингови проблеми в изкуството”, АМТИИ 2017, ISBN-978-954-2693-20-2, стр.154-161.

[**Kazashka, V. (2016)**, *Financing and management of scientific and educational projects in the field of art*. International Scientific Conference "Management and marketing problems in the field of arts", AMDFA 2017, ISBN-978-954-2693-20-2, pp.154-161.]

**Cited by: Иванова, А. (2017)** *Рамка на управление на проекти в областта на изкуството и науката*. Международна научна конференция „Наука, образование и иновации в областта на изкуството”, АМТИИ 2017- ISBN-978-954-2963-23-3, стр. 316-322. [**Ivanova, A. (2017)** *Framework for project management in the fields of art and science*. International Scientific Conference "Science, education and innovation in the field of arts", AMDFA 2017- ISBN-978-954-2963-23-3, pp. 316-322. **(10 points)**

Total points in group "E" [Д] - 60 points.

## **5. Group of indicators "F" [E] - minimum requirements: 50 points**

**Indicator No. 22. Participation in a national scientific, educational, artistic project - 15 points.**

- Participation in project: Art Management: Plovdiv - New Trends and Classical Artistry (ART), AMDFA – Plovdiv, Scientific, Arts, Funded by the Scientific Research Fund, Contract No. DM 05/2 / 14.12.2016 for the period 14.12. 2016-14.12.2018, Project manager Prof. Margarita Ruseva, Ph.D. **(15 points)**
- Participation in project: International conference on *Science, education and innovation in the field of arts*, AMDFA – Plovdiv, Scientific, Arts, Funded by the Scientific Research Fund, Contract No. DPMNF 0/3 / 13.02.2017 for the period 13.02.2017-13.11.2017, Project manager Prof. Dr. Toni Sekerdzhieva-Novak **(15 points)**

**Indicator No. 23. Participation in an international scientific, educational or artistic project - 20 points.**

1. Participation in project: *Researchers in the knowledge triangle - 'K-TRIO 3'* ('GA-818757 - K-TRIO 3 - H2020-MSCA-NIGHT-2018, funded by the European Commission, AMDFA – Plovdiv, Scientific, all fields, for the period 01.06.2018-30.10.2019, Project manager Prof. Milcho Vasilev **(20 points)**
2. Participation in project: European Social Fund, OP Human Resources Development - **2009**, BG 0100 - 3.3.03 - 0048 "Students on the path to book publishing" – financial manager **(20 points)**
3. Participation in project: European Social Fund, OP Human Resources Development - **2009**, BG 0100 - 3.3.03 - 0083 "Practical training of students - future psychologists" – financial manager **(20 points)**
4. Participation in project: Programme HORIZON 2020 - Grant Agreement number: 818757 - K-TRIO 3 - H2020-MSCA-NIGHT-**2018-2019** - financial manager **(20 points)**
5. Participation in project: European Social Fund, OP Human Resources Development - **2012**, BG051PO001-4.3.04-0064 Plovdiv Electronic University (PeU): a national benchmark for conducting quality e-learning in the higher education system – financial manager **(20 points)**

**Indicator No. 24. Management of a national scientific, educational or artistic project - 30 points.**

Project: *Academic Publications 2019*, Research and artistic and project, AMDFA - Plovdiv, 2019 **(30 p.)**

**Indicator No. 25. Leadership of an international scientific, educational or artistic project - 40 points.**

1. Project: Program "PEOPLE" - "FP7-PEOPLE-2010-NIGHT - Proposal No. 265814 - REACT (Researchers in Industry and Academy for Technology Development) **2011** - Project Manager **(40 points)**
2. Project: Program "PEOPLE" - "FP7-PEOPLE-2011-NIGHT - Proposal No. 287367 - RECSSES – Researchers in Chemistry Supporting Economy and Society / **2011** - Project Manager **(40 points)**

3. Project: Program "PEOPLE" - "FP7-PEOPLE-2011-NIGHT - Proposal No. 609736 - K-TRIO- Researchers in Knowledge triangle / **2013** - Project Manager (**40 points**)

4. Project: HORIZON 2020 Program - Proposal No. 633175 - K-TRIO-2 Researchers in Knowledge triangle / **2014-2015** - Project Manager (40 points)

5. Project: Erasmus + Programme - Proposal No. **2014-1-RO01-KA201-002957** - European Best Practices for Supporting Children with High Potential and Access to Training for Gifted Children with Disabilities - Gifted (for) you. - project manager (**40 points**)

6. Project: European Territorial Cooperation, Operational Program Greece - Bulgaria 2007-2013, MAINCode, Maintenance and Life Cycle Asset Management, The Cornerstones for Sustainable Development, **2012** - Project Manager (**40 points**)

Total points for group "F" [E] - 240 points.

Indicator	Content	Minimum requirements for the position of Associate Professor	Submitted by the applicant towards meeting the minimum requirements	Accepted by me as part of the Scientific jury in the competition for associate professor as meeting the minimum requirements
Group "A" [A]	<b>Indicator 1</b> PhD Dissertation	50	50	<b>50</b>
Group "B" [A]	<b>Indicator 2</b>	0	0	<b>0</b>
Group "C" [B]	<b>Sum of Indicators 3 through 5</b> Habilitation thesis	100	100	<b>100</b>
Group "D" [Г]	<b>Sum of Indicators 6 through 15</b> Book published on the basis of PhD dissertation; articles and reports	120	242.50	<b>207,5</b>
Group "E" [Д]	<b>Sum of Indicators 16 through 19</b> Citations or reviews	40	90	<b>60</b>
Group "F" [E]	<b>Sum of Indicators 20 to the end</b> Participation in projects	50	120	<b>240</b>

**The applicant fully covers the necessary minimum in accordance with the national requirements in the area of Arts. The presented projects and scientific activities are of value and proven contribution, as demonstrated by the attached documentary evidence. Vesela Kazashka, PhD, has extensive experience in project activities - as a manager and financial manager. With her knowledge, she will contribute to the activities of AMDFA in applying for, participating in and managing current and future projects, especially EU related ones.**

## **II. Research (creative) activity and results**

Vesela Kazashka, PhD, is a specialist in the field of management (in the scientific sector as well as in art-management) with extensive long-term (over 20 years) experience. Her activity is evident especially in EU projects - in Plovdiv University and AMDFA. She has **taken part in the development of 12 project proposals** (project proposal preparation, especially in the part for management and finance) **and their implementation as part of**



**AMDFA-Plovdiv team:** 1). Language and Art for Development of the Potential of People with Special Educational Needs and Learning in a Multicultural Environment (LAD). 2). Art management: Plovdiv - new trends and classical artistry (ART). 3). Rhythm and melodic parameters of the Bulgarian sentence. 4). International Conference on Science, Education and Innovation in the Field of Arts. 5). Development of young scientists, doctoral students and postdoctoral students and advanced training of teachers in the field of arts. 6). "Rhythm and intonation parallels between linguistic and musical structures" 7). Model for horizontal and vertical transfer of knowledge and practices on the interdisciplinary axis 'nature - art - mental wellbeing' Nature - Art - Mental wellbeing - INTER - NAME. 8). Assessment of new life skills of students, incl. those with special needs. art - practices for personal development with the help of poetic Bulgarian language and Bulgarian musical folklore. (new generation). 9) Theoretical and methodological foundations for the development of art-therapy based technology in the training of experts for interaction with children with special educational needs. 10). Project 741107 BG\_CareerDays: Bulgarian Days of Career Development and Mobility of Researchers. 11). HORIZON 2020 Program - Grant Agreement number: 818757 - K-TRIO 3 - H2020-MSCA-NIGHT-2018-2019.

**The monograph *Plovdiv – art organizations and their management profile*** with a volume of 358 pages is the result of the joint scientific efforts of scientists from AMDFA Prof. Assen Diamandiev - Plovdiv and Plovdiv University Paisii Hilendarski. It is co-authored by Assist. Prof. Vesela Kazashka, PhD, Assist. Prof. Vasil Kolev, PhD, and Assoc. Prof. Margarita Ruseva, PhD, each of them being the author of 119 pages according to a division statement dated 03.12.2018. The exact range of pages of the candidate is not indicated in the statement, which is why only a general evaluation of the work can be provided.

The monograph is structured in the following order: an introduction, three chapters, a conclusion, annexes, and a bibliography including 201 sources. The subject of the study are the art-organizations registered in Plovdiv. The focus of the research is on their management profile, which includes - forms of management, financial management and project management. The aim – to analyse the peculiarities and status of this specific sector, while at the same time identifying the challenges related to the art-organisations' financial management and control and implementation of projects – is decomposed into ten research tasks. I would point out as most important task No. 5) Analysis of the capabilities of the system of financial management and control of funds in the public and private sector, risk assessment and development of the organization; and task No. 10) Summary of the results of the empirical study. The results of the study determine the practical relevance of the monograph. The **first chapter** provides a general historical overview of the development of art management in the city of Plovdiv from antiquity to the present day, especially in the period 2007 - 2018. The **second chapter** – both theoretical and practical in character – is related to the financial management and control in art organizations. Legislation regarding state subsidies, European funds and other financial sources is examined in detail; national and European control bodies and audit practices within the UN are presented; the results of public sector audits are analysed. The basic elements of financial management are addressed by identifying typical gaps in project implementation and proposing solutions to address them. The **third chapter** contains the most relevant information and presents the results of the studies conducted in order to obtain the necessary analytical information about the project management in art-organizations in the city of Plovdiv. The research is based on

data from the NSI, EUROSTAT and an in-depth questionnaire survey on 105 valid out of 120 questionnaires received in electronic format. The chapter defines the creative industries and their classification, analyses the cultural and creative industries in the European Union. The results are presented in a systematic way (in tables and charts). The chapter outlines the specific profile of the creative and recreational industries in Plovdiv, their funding sources and types of projects they implement; the challenges to and advantages for the success of each project.

**The monograph provides a basis to work on the development of a creativity index, taking into account the peculiarities of the national statistical system and socio-cultural characteristics, to construct a rating of the regions in the country regarding the creative industries operating in them, and to critically evaluate the possibilities for using such an approach for assessing regional competitiveness.**

Seven important conclusions are formulated in the monograph regarding the analysis of the obtained results: the importance of the nature of the consumer; the high requirements for the skills and competences of human resource and the need for high-quality vocational training; the need for creative space (which is absolutely available in Plovdiv); developed institutional infrastructure and support, as well as traditions to host social and cultural events. Identified are the factors that influence the development of creative industries in the region; the need for sufficiently informal internal and external communication between the creative groups and the institutions in the city; the need for tailor-made lending and financing solutions with specific proposals; the lack of statistical information. **The monograph contains recommendations, conclusions and has the following contributions (specifically cited below).**

#### **THEORETICAL CONTRIBUTIONS (of the monograph) related to the scientific and project activity of Vesela Kazashka, PhD**

1. For the first time, specific tools are presented for executing more effective financial management and control in art-organizations. The toolset is 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 research into the management profiles of art-organizations. The tools are applicable to research both in Bulgaria and abroad.
3. For the first time the specific management profiles and peculiarities of 105 art-organizations in the city of Plovdiv in the period 2016-2018 were examined and analysed. The analysis provides up-to-date, useful and relevant information on the organizations' affiliation with the cultural industries, their legal form, ownership, gross salary, staff employed, turnover over the previous five years. This data can be used as a baseline for future comparisons and analyses at national and regional level.

#### **PRACTICAL CONTRIBUTION AND ACHIEVEMENTS of Vesela Kazashka, PhD**

1. The published (in co-authorship) monograph *Plovdiv – art organizations and their*

- management profile* will also serve to educate students in the field of art, as well as to develop local and national policies in the art domain. The recommendations made will assist research, educational and practical activities of students, doctoral students, teachers and art managers.
2. The reports published in the *Web of Science* global database are an additional opportunity for international scientific presentation of the city of Plovdiv and AMDFA Prof. Assen Diamandiev – Plovdiv. The published monograph, book and reports contribute to the improvement of the results of the scientific activity evaluation of both the applicant and the Academy by the Ministry of Education and Science.
  3. The implementation of the presented national and international projects, mainly related to the scientific and artistic activity, involved more than 30 students, PhD students, young scientists. For them, these projects are the basis for future scientific development through the valuable knowledge gained from leading scientists internationally.
  4. The presented projects involved 25 leading scientists from 6 countries: Germany, Bulgaria, Romania, Poland, Russia, Israel. Professional contacts were established with scientific teams from Sofia University *Kliment Ohridski*, Plovdiv University *Paisii Hilendarski*, New Bulgarian University and the Bulgarian Academy of Sciences.
  5. The applicant's work on the submitted projects is the reason for attracting additional funds for the Academy in the period 2016-2018 (amounting to BGN 79,620).
  6. A *Financial Management* module was adapted for the *Art Management* programme; as well as modules *Innovations*, *Creativity*, *Strategies* and *Business models* for the programme *Cultural Entrepreneurship*. These modules are applicable to secondary schools of arts and centres for professional education and training in Bulgaria, Romania, Greece and the United Kingdom. Training was implemented and the curricula were approved at the National High School of Performing Arts and Media in Plovdiv.

**The candidate's activity presented is of high quality and contribution. It is completely sufficient so that the applicant be granted the academic rank of Associate Professor at AMDFA Prof. Assen Diamandiev – Plovdiv. Vesela Kazashka has developed and introduced new programs, modules and courses in the field of art management. She actively supports her practical work with scientific analyses and articles that are of benefit to both students and society. She has publications in a global scientific database which is an important contribution for both her and the AMDFA.**

## **II. Teaching and training activities**

### **ADDITIONAL INDICATORS regarding the teaching activity at AMDFA Prof. Assen Diamandiev – Plovdiv**

Since September 1, 2016 to the present Vesela Kazashka, PhD, has been working at AMDFA Prof. Assen Diamandiev – Plovdiv as head of the Professional Training Center; since 01.02.2017 she is also in the academic position of *assistant professor*. Her work experience in this position at AMDFA Prof. Assen Diamandiev – Plovdiv as of May 31, 2019 is **2 (two) years and 4 months**. Dr. Kazashka has developed the following curricula:

*Financial Management and Control, Inclusive Education, Russian language, Health and safety at work and Economics*. She teaches: (a) the course *Financial Management and Control* to students in the Master's programme in "Art Management"; b) the course *Health and Safety at Work* to trainees at the Centre for Professional Training at AMDFA - Plovdiv, majoring in "Graphic Design", "Interior Design", "Office-Secretary"; c) the course in *Russian language* to trainees at the Centre for Professional Training at AMDFA - Plovdiv, majoring in "Graphic Design", "Interior Design", "Office-Secretary"; d) the course *Business Communication* to trainees at the Centre for Professional Training at AMDFA - Plovdiv, majoring in "Graphic Design", "Interior Design", "Office - Secretary"; e) the course *Economics* to trainees at the Centre for Professional Training at AMDFA - Plovdiv, specialty "Office - Secretary"; f) the course *Inclusive education* to students in the bachelor's programme "Bulgarian folk choreography", "Pedagogy of ballet training", "Ethnomusicology" "Pedagogy of music training", "IIF"; g) the course *Russian language* to doctoral students; h) the course *Inclusive education* to students from the post-graduate qualification courses at AMDFA, specialty "Music therapy"; f) the courses *Innovation, Creativity, Strategy and financial management* to students at the National High School of Performing Arts and Media – Plovdiv under the project "Live Skills" 575425-EPP-1-2016-1-UK-EPPKA2-SSA ([www.live-skills.eu](http://www.live-skills.eu)). In the teaching of the above courses Vesela Kazashka applies interactive methods of work, through discussions, students' presentations, case studies related to the management and financing of real projects.

#### **IV. Administrative and community service**

**Vesela Kazashka, PhD, is a member of the editorial board** of the Symposium *People of Science. The University as a Refuge of Thought*, 2015; Proceedings of the conference *Science, Education and Innovation in the field of Arts* 2017; Symposium *People of Art. The Multiple Incarnations of Talent*, 2018; Proceedings of the 2011/2012 Scientific Projects of PU Paisii Hilendarski, ISBN - 978-954-423-921-3, 2014.

She is a **reviewer** of the textbook *"Psychological and pedagogical aspects of human development as a subject of work activity"* authored by a team from the Tula State University of Psychology and Pedagogy composed of: Elena Dekina, Svetlana Zalygaeva, Natalia Pronina, Ksenia Shalaginova.

**Member** of: European Research Network - EURAXESS since 2010.

<https://www.euraxess.bg/bulgaria/about-us#Plovdiv>; Union of Scientists in Bulgaria.

**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"*, according to order of the Minister of Education № ПД09-855 / 20.03.2019.

Vesela Kazashka, PhD, is **coordinator of seminars and scientific conferences**:

International Scientific Conference "Science, Education and Innovation in the field of Arts", headed by Prof. Dr. Tony Shekerdzhieva – Nowak, 12-13 October 2017; "Career for a New ERA" in Plovdiv, October 24, 2017 (<https://eracareerday.euraxess.bg/en>); Public lecture: "Do bilinguals and musicians have a more sensitive ear, or on the impact of early music training and bilingualism in recognizing phrase structure in an unfamiliar language?" 2018; "Communication and Science in a Networked Society", June 11, 2019, Academy of Music, Dance and Fine Arts, *Prof. Assen Diamandiev* – Plovdiv.

**V. Personal impressions of the applicant (if any)**

I have no personal impressions of Vesela Kazashka, PhD.

**VI. Opinions, recommendations and notes on the applicant's activities and achievements**

I have not got any.

**The opinion may conclude with the following assessment:**

On the basis of all the above, and on the conclusions made on the ground of the submitted scientific, project and teaching activities of Assist. Prof, Vesela Kazashka, PhD, taking into consideration her dynamism, the contribution of the submitted monograph and project expertise, **I give my positive assessment and propose to the honourable members of the Scientific Jury of the competition to select Assist. Prof, Vesela Kazashka, PhD, for the academic position of *Associate Professor* in professional field 8.1. Theory of Arts, scientific major *Management and Project Finance* at the Department of Choreography, Faculty of Music Folklore of AMDFA Prof. Assen Diamandiev – Plovdiv**, in accordance with the requirements of the Act for the development of the academic staff in the Republic of Bulgaria.

Date: 30.07.2019

Signature:

Prof. Dr. Milena Shushulova-Pavlova