



EVALUATION REPORT

of the research works of assoc. prof. TANYA GOCHEVA TANEVA, PhD,
faculty member of Trakia University – Stara Zagora, Faculty of Economics,
participant in the competition for acquisition of the academic position "professor" in the higher
educational area 3. Social, economic and legal sciences; professional field 3.2. Psychology;
scientific specialty "Economic psychology and psychology of labour" for the needs of the Faculty
of Economics at Trakia University – Stara Zagora, promulgated in Official Journal, issue 17 on
21 February 2023.

Reviewer: Prof. DSc Snezhana Evlogieva Ilieva, Department of Social, Organizational, Clinical
and Educational Psychology, Faculty of Philosophy, SU "St. Kliment Ohridski"

GENERAL PRESENTATION OF THE MATERIALS FOR THIS COMPETITION

The competition for the acquisition of the academic position „professor“ in the higher educational
area 3. Social, economic and legal sciences; professional field 3.2. Psychology; scientific
specialty "Economic psychology and psychology of labour" was announced for the needs of the
Faculty of Economics at Trakia University – Stara Zagora and promulgated in Official Journal,
issue 17 on 21 February 2023.

This evaluation report has been written with respect to a decision of the Academic Jury, elected
by Order No 1651/ 11.05.2023 of the Rector of Trakia University – Stara Zagora.

The sole candidate for this competition is assoc. prof. Tanya Gocheva Taneva, PhD, researcher at
the Faculty of Economics at Trakia University – Stara Zagora. The documentation of the
candidate is prepared in compliance with the requirements of the Law on the Development of the
Academic Staff in the Republic of Bulgaria for acquiring the academic rank of Full Professor and
the Rules for the Development of the Academic Staff at Trakia University – Stara Zagora.

Assoc. prof. Tanya Taneva, PhD has submitted for the purposes of this competition a total of 40
publications, two of which are single-authored monographs:

- The habilitation work is the monograph *Motivation and structure of activity*, 274 pages, Academic Publishing House of Trakia University, Stara Zagora, 2023.
- A monograph, published on the basis of a defended dissertation work *Subjective determinants of economic risk in the activity of agricultural entrepreneurs*, 207 pages, Academic Publishing House of Trakia University, Stara Zagora, 2022.

Besides the monographs, the participant in this competition has presented a chapter of a
collective monograph (*Impact of entrepreneurial strategies for financing of business on the
intentions for continuing activity*, pp. 50-76 in: "Business and regional development", 2019),
textbook on Economic Psychology and a chapter from a teaching manual. The research
publications in scientific editions, referenced in Web of Sciences and Scopus are 17, four of
which are single-authored, while the rest are co-authored. Eighteen of the publications are articles

and reports, published in peer-reviewed non-referenced journals, or in edited collections, four of which are single-authored, while the rest are in co-authorship, as to a considerable part of them (15), assoc. prof. Tanya Taneva is the first or the second author. The prevailing number of the publications are in English – a total of 28, appearing in foreign scientific journals.

The submitted scientific production matches in content the profile of the competition, namely those publications which are predominantly in the area of economic psychology and the psychology of labour. Together with them, the candidate has submitted publications in the area of social and pedagogical psychology, which reflect the scientific interests and teaching activity of the candidate. The differentiation between the separate thematic areas of the publications is correctly indicated in the presented inquiry.

BACKGROUND OF THE CANDIDATE FOR PROFESSORSHIP

Assoc. prof. Tanya Taneva, PhD holds a master's degree in Psychology with a minor in Philosophy from SU "St. Kliment Ohridski". From 1999 to 2002 she was a PhD student at the Institute of Psychology in BAS, Sofia, as in 2003 she successfully defended her doctoral thesis on *Psychic determinants of economic risk in the activity of private agricultural producers* in the scientific specialty "Psychology of labour and engineering psychology". She continued her career in Trakia University where she became an assistant professor in 1989, then senior and chief assistant, and since 2009 to date she has been an associate professor in psychology of activity (economic psychology) at the Faculty of Economics at Trakia University – Stara Zagora.

Assoc. prof. Tanya Taneva has been involved in a broad professional and organizational activity at Trakia University, by taking up leadership and administrative positions and has been a long-term head of the Department of Social Sciences and Business Language Training within the Faculty of Economics. In 2011-2020 she served as a Secretary General of Trakia University. She has chaired many university commissions on academic ethics, information and media activity, career development, electronic and distance learning, and the publishing council. Alongside her academic career, assoc. prof. Tanya Taneva has participated as an expert and consultant on the problems of education at regional level, and has run a consulting practice in the area of recruitment and assessment of staff and the organizational consulting of firms.

Assoc. prof. Tanya Taneva actively participates in projects: five national and six international, 14 university projects, as in 12 of which she has acted in the capacity of a project manager.

It is apparent from the inquiry that the teaching activity of assoc. prof. Tanya Taneva matches the profile of the announced competition, as she delivers lectures to bachelor and masters students in five faculties of Trakia University. Her lecture courses are in economic psychology, organizational behaviour, business communication and corporate culture, conflict management, organizational consulting, business psychology.

Assoc. prof. Tanya Taneva has been the academic adviser of 52 students in bachelor and masters programmes, and of teachers specializing in 1st, 2nd and 3rd professional qualification degrees, all of whom have defended their theses successfully. She has 2 successful doctoral students in the professional direction "Healthcare management" from MU – Plovdiv, and currently she is the

academic adviser to three PhD students from the professional fields of economics, veterinary medical administration and management of social activities at Trakia University.

FULFILMENT OF THE MINIMAL NATIONAL REQUIREMENTS FOR ACQUISITION OF THE ACADEMIC RANK OF PROFESSOR

From the presented inquiry with the relevant supporting materials, it is evident that assoc. prof. Tanya Taneva has fulfilled the minimal national requirements for acquisition of the academic rank both qualitatively and quantitatively.

An inquiry with detected citations by Bulgarian and foreign authors, including 7 citations in Scopus and Web of Science of articles in co-authorship, published in referenced and indexed scientific editions has been added. The list of citations allows us to conclude that assoc. prof. Tanya Taneva is a recognized scholar not only at a national, but also international level.

The attached inquiries and proofs show that the scientific production of assoc. prof. Tanya Taneva meets the minimal national requirements according to the Rules for application of the LDASRB (modified and amended OJ, issue 15 on 19.02.2019, Table 1, Area 3. Social, economic, and legal sciences, 3.2 Psychology).

Against the required 550 points for the scientimetric indicators, the candidate has achieved almost double the number – 1050 points, which are distributed as follows: indicator A – 50 pt, indicator B – habilitation work – 100 pt, indicator Г – 422 pt, indicator Д – 200 pt, indicator E – 278 points.

GENERAL CHARACTERISTICS AND EVALUATION OF THE SCIENTIFIC PRODUCTION OF THE CANDIDATE FOR PROFESSORSHIP

The habilitation work, which assoc. prof. Tanya Taneva has submitted for this competition for full professorship, is the monograph *Motivation and structure of activity* spanning over 274 pages. I insist on saying that with its very title the monograph poses a challenge for at least two main reasons. On one side, the problems of motivation have already been extensively researched and it appear difficult to find a niche for establishing new directions and trends in the study of motives of personality. On the other hand, the problems of activity have undeservedly been forgotten in recent decades for a number of reasons, some of which perhaps ideological or pragmatic. Psychology of activity was a widely debated topic decades ago, however, in contemporary psychology the understanding of activity is assumed implicitly without searching for a justification for its structure, or application of the action approach in various spheres of human functioning. With her monograph, assoc. prof. Tanya Taneva not only “resurrects” the problems of activity, but offers a new interpretation, which makes it applicable to different spheres of human activity. The concept of finding intersecting points and, more specifically integrating motivation and activity unfolds through the four main chapters of the monograph.

The first chapter follows the evolution of the understanding of activity, by considering the philosophical perspective, and analyses three main stages of constructing a theory of activity in psychology. A review of the contributions of Vygotsky, Rubinstein, and Leontiev is made, yet the

theories are upgraded and the current state of the problem is supported, namely the so-called third generation – interventionist theory of activity.

The critiques regarding the fundamental theory of activity, developed mainly in Russian (Soviet) psychology have been reviewed, without sparing the limitations of the new generation theory, applied for the purposes of organizations by contemporary Western European authors. The components of the structure of activity have been summarized, various perspectives in its perception as a system have been analyzed, and a holistic systematic-structural approach to its study has been defended.

The second chapter is directed towards drawing theoretical frames of motivation. A main accent is placed on the theories of content of motives for labour, as process theories are applied in the context of expectations of the personality and goal setting. A key importance is attributed to the Self-Determination Theory and the related theories, providing a suitable ground to explain the driving forces of human behaviour. The role of three main psychological needs has been underscored – autonomy, competence and relatedness, and proofs have been given from metaanalyses performed on their impact on the development, flourishing, welfare and satisfaction of personality. A holistic approach to understanding motivation is presented, which contains the content aspects of motivation based on integrated process models of motivation.

As a whole, the first two chapters analyze and summarize the main understandings and achievements regarding activity and motivation, which serve as a departure point for argumentation of the author's concept for their integration that has been outlined in the third chapter. Here, the author has defended her concept on the interaction between motivation and activity, by underlining that it may be understood through the prism of Activity Integrated Approach of Motivation. Two types of motivation have been distinguished, by adopting Navarro's idea (2011) of differentiating starting or initial motivation from process or supporting motivation. The starting or initial motivation drives activity, energizes the beginning of activity, and is revealed through the theories of needs and expectations. The process, supportive or on-going motivation is explained through the process theories of motivation – goal setting, fairness in the relation effort-results, valency-instrumentality, activity characteristics model, the role of rewards, the feedback on performance and concepts for external-internal motivation and self-determination.

The motivation in the structure of activity is explained by forming the sub-structures in activity, related to motives, goals, tools, behaviour, results and feedback, and by discussing indicators of motivation in each of the sub-structures of activity. Graphic models are presented which illustrate both the whole concept, and the separate components, such as motives and goals. The general idea is that a similar structure may be fundamental for creating a relatively wholesome and universal tool for studying human motivation, with possibilities for modification, according to different activities and respondents.

The fourth chapter contains a summary of the results from a study on motivation in entrepreneurs and administrative employees, which are used to verify the model proposed in the third chapter. The used research toolbox contains methods for studying the motives, values, motivation for achievement, inclination for risk and suprasituational activity. Through factor analysis, four main

factors for motivation have been drawn – internal motivation; status/ prestige; success/ variety and autonomy/ income. A comparative analysis of motivation in entrepreneurs and administrative employees has been made. The impact of the inclination for risk, motivation for achievement and suprasituational activity has been found on part of the motives for labour. The applied regression analysis reveals an influence of the motives on the sustainability of the intentions for activity in entrepreneurs, as the interest to the activity determines optimistic prognoses. The presented results from dispersion, correlation and regression analyses are suitable proof for the proposed conceptual model in the monograph.

The monograph, published on the basis of a defended dissertation work *Subjective determinants of economic risk in the activity of agricultural entrepreneurs* amounting to 207 pages in fact is not counted in the review process of the research production in this competition for professorship. Nevertheless, it is necessary to mention that it is interesting from the perspective of noting the personality determinants of undertaken risk in entrepreneurship activity. The monograph is updated in the context of contemporary economic and social situation and validates a scientific interest due to its holistic conceptual framework for understanding risk and economic behaviour of entrepreneurs.

An essential part of the publications lies in the sphere of economic and labour psychology, with a textbook on economic psychology, as well as multiple publications, which analyze the factors and determinants of economic behaviour of the personality. In theoretical and empirical plans, the role of perceptions for risk and indetermination of the environment are established, as well as the amount of personal factors that define entrepreneurs' activity. Decision-making, and more precisely rationality, and the subjective benefit in decision-making also determine the direction of the research activity of assoc. prof. Tanya Taneva.

Part of the publications regard studies on social workers, including establishing values and the role of burnout for labour attractiveness. The importance of the professional group in our society determines the empirical value of the results and the inferred regularities and trends may be used in the recruitment and training of social workers. Results from own empirical studies on labour motivation in entrepreneurs, social and medical workers, and students have been analyzed, which contributes to determining the specifics of motivation in different professional groups. The professional training of economists and nurses, continuing education and development of competence and satisfaction from labour in a number of professional groups are other leading trends in the research of assoc. prof. Tanya Taneva.

With her entire research activity assoc. prof. Tanya Taneva has addressed important issues of contemporary labour, economic and organizational psychology as risk and risk behaviour in entrepreneurs, decision-making, motivation for labour, personality values, professional preparation, training and continuing education, professional competence development, burnout and labour satisfaction. There are many empirical data from conducted studies, which are accurately interpreted within a justified theoretical framework.

In the area of social psychology, and more precisely in the sphere of psychological aspects of social work, a number of problems that relate to child and women abuse and human trafficking have been analyzed. The need for abuse prevention programmes is justified, and the parameters

of social work with victims of violence or traffic have been outlined. An accent is placed on the provision of social care and support, promotion of health and healthy lifestyles for seniors. This line of research touches on issues of health and social support to elderly and has a practical value in creating health programmes and schemes for social support and assistance.

In the field of pedagogical and special psychology, the problems of Internet addiction tendencies in children are considered, and a methodology for diagnosing the tendencies to form addictions is presented. The evolution and content of the Binet-Simon test are presented for studying intellect in SEN children, used in the education of healthcare and social activities students.

Digitalization and e-learning as current trends in education are analyzed, and the attitudes to e-learning in students are explored.

The review of the scientific production of assoc. prof. Tanya Taneva describes a plentitude of interests in various problematic areas of psychology, yet it is positioned within clear research frames, that may be summarized in several directions: motivation, values and satisfaction from labour; economic behaviour, risk and risk assessment, making economic decisions, entrepreneurship; professional preparation, training and competence development; social work, care and support for vulnerable social groups, including children and adults, and prevention and maintenance of health.

The scientific production of assoc. prof. Tanya Taneva excels with the structure and argumentation of the theoretical analyses and systematic presentation of scientific concepts and terminology. Many empirical studies have been conducted by using a combination of quantitative research methods and applying statistical analyses that establish important regularities in labour and economic psychology. The performed interpretations are based on theoretical concepts, yet simultaneously, are investigated for applicability leading to well-grounded directions for developing programmes with practical focus and value.

The documentation presented for participation in this competition is accurately summarized and systematized into separate categories, according to scientimetric indicators, the publications in the various problematic areas of psychology are differentiated and official inquiries of the citations and the impact factor of those cited in Scopus are added.

I have no information about, nor have I found any plagiarism in the research works presented by assoc. prof. Tanya Taneva.

EVALUATION OF THE SCIENTIFIC AND APPLIED SCIENTIFIC CONTRIBUTIONS OF THE CANDIDATE

The contributions of the candidate for the academic rank „Professor“ are correctly presented and fully reflect the submitted scientific production. The inquiry contains contributions in the four main directions of assoc. prof. Tanya Taneva's research: economic psychology; psychology of labour; pedagogical and special psychology; social psychology. The relevant contributions have been noted in theoretical, empirical, methodological and applied aspect.

I fully accept the contributions outlined in the inquiry, yet I wish to emphasize on the most essential ones.

Firstly, the author has presented her own conception for activity which is used as an integrated approach to explain and study motivation. She has summarized the existing models of activity, by attributing significance to the last generation theories of activity within whose paradigm she has presented and justified her own model.

The traditional and contemporary understandings of motivation have been recapitulated, a parallel has been drawn between their theoretical value and applicability in practice, and justification has been provided for the separate substructures within the structure of activity and its relation to motivation – motives, goals, tools, behaviour, results and feedback on performance. As a basis, the author has used integrative models of process motivation, however, she has reached beyond their mechanical adaptation and applied an integrated model of activity, that is completely defensible and proven through theories and relevant examples. The emphasis on the systematic-structural approach to studying activity has a distinct value in a theoretical-empirical plan, because it not only contributes to a certain “restoration” of the activity approach in contemporary psychology in Bulgaria, but also to its verification through the adoption of an integrated approach to studying motivation.

From the perspective of motivation, the author has summarized trends and regularities with particular theoretical and empirical value, namely by revealing the intensity of motives for labour. Indicators for motivation have been established in the context of the model of substructures of activity, namely – resilience of the intentions for activity, the relations of motivation to competence, the general satisfaction from labour and the character of interactions in activity. The importance of personality determinants of motivation is underlined, focusing on values, inclination for risk, motivation for achievements, rationality of behaviour and suprasituational activity.

The indicated contributions are important for understanding the nature of motivation, as they note the existing content and process theories of motivation, however, a holistic approach to activity and motivation is applied.

Another group of leading contributions belong to a study on the determinants and factors of economic behaviour. An accent is placed on the perception and assessment of risk, individual determinants during risk taking and entrepreneurial activity, as well as on rationality, application of heuristics and on noting subjective benefit in decision-making. These questions have a substantial application in psychology, they allow a transfer towards economic knowledge and serve as an explanatory model of the factors which precede and determine the choices of personality in an economic context. All of these issues are being studied by contemporary behavioral economy, which applies the achievements of psychology, and mostly considers cognitive and emotional dimensions in decision-making, impulsiveness, rationality, and inclination for risk, i.e. problems, which are explored and reflected in the research of assoc. prof. Tanya Taneva.

The third group of contributions refers to the application of psychology into social work, where the practical benefits dominate and present a certain value in the activity of social workers. They are directed to providing care and support to concerned groups in unfavorable social position – children, women and elderly people.

Further contributions address the educational process of various groups – SEN children, continuing education, digitalization and building digital competence, applicability of e-learning for university students, and, in particular, in foreign language acquisition.

It is apparent that the research production of assoc. prof. Tanya Taneva strikes a balance between theoretical, empirical, practical and applied contributions. Part of the publications, especially in the field of economic and labour psychology, which is the scientific profile of this competition, contain inferred regularities with notable research significance and contribute to the enrichment and development of contemporary psychological knowledge. Another part of the publications, which regard psychological aspects of social work, have a clear practical and applied value. Moreover, they help establish and develop modern social work and serve as a basis for the design of intervention and prevention programmes for children, women and elderly people on a number of socially important problems – abuse, human trafficking, healthy lifestyle and health promotion.

The research publications of assoc. prof. Tanya Taneva establish regularities applicable to a wide circle of professional spheres – in entrepreneurs, public sector employers, teachers, social workers, healthcare workers, etc. The contributions she has made have theoretical and practical-applied character and affirm the status of psychology as a science by legitimizing its importance and applicability in various areas of human activity.

CHARACTERISTIC AND EVALUATION OF THE TEACHING AND PEDAGOGICAL ACTIVITY OF THE CANDIDATE

I have no direct impressions of the teaching activity of assoc. prof. Tanya Taneva, yet her workload and the fact that she teaches at five of the faculties of Trakia University are sufficient to illustrate her commitment and dedication as a lecturer. She has designed multiple courses, part of which are completely new and interesting for the relevant programmes, and for other specialties at bachelor and masters levels, as well as for postgraduate qualification courses. Her involvement in the academic process and her scientific achievements unarguably contribute to the application of psychological knowledge into other spheres of higher education – economics, pedagogy, social work, healthcare, and they also support and improve the quality of education.

CONCLUSION

On the basis of the inferred conclusions and findings about the publications and contributions of assoc. prof. Tanya Taneva, I firmly believe that the candidate fully meets all requirements of LDASRB and the Rules for the Conditions and Order of Acquisition of Academic Degrees and Ranks, and the Rules for the Development of the Academic Staff at Trakia University. All scientimetric criteria are fulfilled, as most of the points exceed the minimal national requirements.

My evaluation is complex and encompasses the research, teaching, expert and practical activity of assoc. prof. Tanya Taneva. Her mentorship of numerous graduates allows her to implement her knowledge and experience in the preparation and training of future specialists in Trakia University. Assoc. prof. Tanya Taneva successfully works in co-authorship and interacts with

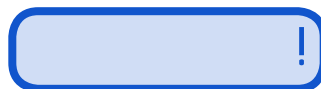
other researchers, which is proven by her collaborative publications and productive teamwork with other scholars and practitioners. The citations of her publications attest to her scientific recognition and contribution to modern psychology.

In view of the highly positive evaluation of the scientific and teaching activity of assoc. prof. Tanya Taneva, I urge the honorable Academic Jury to vote in favour of conferring her the academic rank of Full Professor in the higher educational area 3. Social, economic and legal sciences; professional field 3.2. Psychology; scientific specialty "Economic psychology and psychology of labour".

21.06.2023

Sofia

Reviewer:



Prof. DSc Snezhana Ilieva