

ВЕЛИКОТЪРНОВСКИ УНИВЕРСИТЕТ
«СВ. СВ. КИРИЛ И МЕТОДИЙ»



ST CYRIL AND ST METHODIUS
UNIVERSITY OF VELIKO TARNOVO

OPINION

by Prof. Velislava Chavdarova, PhD,
at St. Cyril and St. Methodius University of Veliko Tarnovo
on the materials submitted for participation in the competition
to occupy the academic position "**professor** "

at Thrace University - Stara Zagora

field of higher education 3. Social, economic and legal sciences professional direction 3.2.
"Psychology" (scientific specialty "Economic Psychology and Labor Psychology", promul-
gated in the Official Gazette, No. 17 of February 21, 2023)

In the competition for "professor" for the needs of the Faculty of Economics, **Assoc
Tanya Gocheva Taneva**

1. General presentation of the received materials

Associate Professor Dr. Taneva has submitted an author's scientific production, which contains 5 monographs, 80 articles and chapters in monographs and 2 educational publications. In the competition for professor, the candidate presents 2 monographs, a chapter from a collective monograph, 36 articles in foreign and Bulgarian journals and anthologies, 1 textbook and a chapter in a textbook, falling into the problem field of economic psychology and the psychology of entrepreneurship; labor and organizational psychology; social, pedagogical and special psychology.

I confirm that all the criteria and formal requirements for the conduct of this competition have been met, including the attached proper documentation and texts of scientific publications exceeding the scientometric requirements for this position.

I can state with conviction that the quantity and quality of the full-text scientific works submitted for review undoubtedly correspond to the profile of the competition, demonstrate a high level of expertise and professional erudition, and correspond to the requirements for holding the academic position of "professor".

2. Brief biographical data of the applicant

The professional and creative path of Assoc. Dr. Tanya Taneva is marked by consistency and persistence. Her teaching activity is distinguished by creativity, precision, professionalism and correctness, including in relation to the professional provision of lectures and seminars with useful teaching aids.

3. General characteristics of the candidate's scientific works

In the habilitation thesis "*Motivation and Structure of Activity*" Tanya Taneva presents both an analytical and empirically verified analysis of human activity and interaction as a key aspect in it, searching for and finding a more universal and valid explanatory concept meaningfully integrating various theories about human motivation with the concept of a generalized structure of the activity, simultaneously asking questions and giving reasoned answers. The subjective practical experience of the author is objectified through a precise, comprehensive and systematic analysis of key concepts of psychological theory. Tanya Taneva has invested her research efforts in the broad discussion field of modern organizational and economic psychology, focused in the specifics of some of the most current topics related to the study of some basic indicators and factors for motivation, in accordance with the author's proposed Activity-integrated approach. The reading of the monographic work gives grounds for evaluating the author's excellent level of analytical training. Systematic presentation leaves the impression of skills in composing knowledge and presenting it correctly. Critical analysis is relevant to the weight of the thesis, simultaneously asking questions, seeking answers and providing solutions.

The analytical-interpretive research perspective proposed by Taneva presents an author's model that considers the influence of the environment and the personality not as the main factors that influence the motivation of the different stages of the activity, but as two types of environment with a large common cross-section, in which the motivation and activity arise, are realized and are possible at all. The proposed integrated approach to motivation manages to overcome the fragmentation in the approaches and tools for its research, in which the motivation for an activity is studied at certain of its stages, instead of its dynamics throughout the activity cycle. The precisely formulated goals, objectives and hypotheses of the empirical studies presented in the monograph are mutually dependent. They imply a systematic theoretical and practical-applied approach, which has been successfully implemented. The author manages to prove that research on the value-motivational aspects of

the attitude to work, the choice of a profession in various spheres of public practice, as well as the quality of professional functioning and training, provide useful information for effective management decisions in specific organizations and professional groups – health and social workers, economists, teachers , etc.

The author knows how to summarize and interpret empirical facts. He is able to go beyond the quantitative data and reach the depth and essence of the studied phenomena. Tanya Taneva's excellent psychological literacy and competence is evident from the precise text. Using a systemic-structural approach, the author has managed to the maximum extent to justify the development of an author's activity -integrated approach , which allows the operationalization of the described specific indicators of strength, sustainability and dynamics of motivation at each stage of the activity. They are a good basis for the further development of a general and relatively universal methodological tool that combines the strengths of activity and basic motivational theories, with the possibility of modifications for specific groups of respondents .

The monograph on the dissertation " **Subjective determinants of economic risk in the activity of agrarian entrepreneurs** " is another work by Assoc. Dr. Tanya Taneva, which I define as a valuable practical-applied tool, summarizing and researching the subjective and objective factors of entrepreneurial risk, including both the personal potential for carrying out risky activities in the situation of autonomous choice of alternatives, as well as the subjective evaluations of the social context in which this choice was made. The influence of demographic characteristics on decisions and economic behavior is also logically and critically traced . *The author manages to offer content possessing the qualities of a useful tool, which at the same time fills the need for both expert and accessible reading, in what answer to the questions " Which personal tendencies determine the taking of different degrees of economic risk?" and "How the peculiarities of personality influence subjective assessments of objective risk factors?"* .

Among the most valuable elements in the scientific work of Assoc. Dr. Tanya Taneva, presented in the series of studies, articles and reports are her inclination and abilities for theoretical research; analysis and summarization of different conceptual trends and methodological approaches in organizational and labor psychology; combining empirical data and theoretical constructions into a comprehensive picture of the researched processes, as well as interest in significant current problems of social practice. *Associate Professor Taneva is not afraid to deal with the big topics of psychological science, giving his author's contribution to*

their conceptualization, nor to polemicize with established concepts and problematize popular understandings. The broad perspective, the reflection on actuality and the transformation of the existing knowledge into a comprehensive understanding of the studied phenomena, turn her works into an original author's creation.

The unequivocal conclusion regarding Tanya Taneva's scientific output is that it is distinguished by thoroughness, research precision, creative approach and undoubted practical applicability.

4. Contributions (scientific, scientific-applied, applied)

I fully accept the formulated contributions, which I comment on as follows:

In connection with the expert scientific analysis of problems in the field of labor and organizational psychology:

- A systematic study of the solutions of modern organizational psychology concerning the main approaches to motivation and activity is presented. The successfully performed meta-analysis presents , approves and verifies author activity-centered approach to behavioral rationality, and arguing its importance as an acquired personal resource for dealing with the objective requirements of the activity .
- An impressively detailed synthesis of theoretical approaches to motivation and activity and practices in their research on a European and global scale has been made.
- studies have been conducted and summarized on the value-motivational aspects of the attitude to work, the choice of a profession in various spheres of public practice, as well as the quality of professional functioning and training, which provide useful information for effective management decisions in specific organizations and professional groups – health and social workers, economists, teachers , etc.
- psychodiagnostic toolkit has been developed for researching the strengths of activity and basic motivational tendencies with the possibility of modifications for specific groups of respondents . They are a good basis for the further development of a universal methodical tool to unify study of behavioral rationality, propensity to risk, supra-situational activity, etc.

In connection with the expert scientific analysis of discussion questions from the field of economic psychology :

- As a result of an analytical review of the existing concepts, new definitions of the concepts "risk" and "economic risk" have been formulated from ch. of economic psy-

chology Comprehensively and convincingly operationalized and developed poorly researched problems in the psychological literature in Bulgaria, related to the subjective and objective characteristics of risk in entrepreneurial and other types of economic behavior, until recently studied mainly by economists.

- The classification of the types of risk and the methods for their research has been expanded by including personal tendencies that determine economic behavior such as motivation for achievement, rationality, general activity , etc.
- The design of the empirical studies was creatively constructed, with a high degree of applicability and implementability on the one hand, and comprehensiveness and thoroughness on the other.
- With proven psychometric characteristics, measuring instruments have been adapted for Bulgarian conditions and establishing dependencies between risk-taking and the personal variables that determine it - satisfaction with the activity, motivation for activity, motivation for achievement, terminal , instrumental values, etc., as variables in the risk profile of entrepreneurs
- For the purposes of the studies, proprietary methodologies have been developed for the study of heuristics and subjective assessments of risk economic factors, of various activity descriptors, for the study of the economic self-awareness of administrative employees and entrepreneurs, which have been applied both in own research and in doctoral and diploma works .

In relation to the methodological aspects and the applied results achieved in the scientific works:

- Precisely, correctly, comprehensively and analytically, the main concepts are presented and commented on.
- The place of activity - the integrated approach in organizational psychology and its application as a methodological basis for future studies - has been convincingly proven.
- Reliable methods have been carefully selected for the implementation of the research procedures and verification of the assumed assumptions.
- Quantitative and qualitative analysis, structured according to the sequence of the studied quantities, was impressively carried out.
- Conclusions and generalizations with realistic and high practical application value are clearly formulated.

- The formulated recommendations successfully verify both the results of the conducted theoretical-applied studies and the rich professional experience of the author.

I can't help but express the opinion that Assoc. Dr. Tanya Taneva is able to successfully achieve her research goals, shows excellent knowledge of the issue, personal and professional commitment to it, as well as impressive skills for scientific research work. I believe that it will be continued with the realization of the future ideas that arose during the writing of her scientific works.

The presented scientific works are original scientific developments. The deposited documentation, including the noted citations, are in order and meet all the criteria in terms of the procedure for conducting the current competition. The information from Tanya Taneva's autobiography testifies to a step-by-step and dignified path to professional realization in the field of psychology.

I state that the entire scientific production provided for review represents an adequate theoretical basis of the professional appearances and practical activities in the previous realization of Associate Professor Tanya Taneva. I believe that to a significant extent it meets one of the most important criteria for modern quality teaching, namely – achieved unity between theoretical constructs and empirical facts. I define this achievement as a significant **contribution** to her scientific research and teaching realization at the present time.

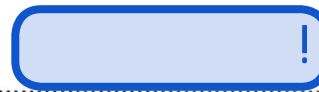
CONCLUSION

The documents and materials presented by Tanya Taneva **correspond to all requirements** of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the Implementation of ZRASRB and the relevant Regulations of Thrace University - Stara Zagora. The candidate in the competition has submitted a significant number of scientific works published after the materials used in the occupation of the academic position "Associate Professor". In the scientific works of associate professor Tanya Taneva, there are original scientific and applied contributions that have received international recognition.

Her theoretical developments have practical applicability, and some of them are directly oriented to academic work. The scientific and teaching qualifications of Assoc. Dr. Tanya Taneva is undoubted.

After getting acquainted with the materials and scientific works presented in the competition and analyzing their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to express my positive assessment and recommend to the Scientific Jury to offer the FS of **the** Faculty **of** Economics to elect Associate Professor Tania Taneva to the academic position of "professor" in the field of higher education 3. Social, economic and legal, professional direction 3.2. Psychology (Economic psychology and psychology of work).

06/20/2023



Prof. V. Chavdarova, PhD