

REVIEW

regarding scientific works and educational activities

on

ASSOCIATE PROFESSOR TANYA GOCHEVA TANEVA, PhD,
lecturer at Trakia University - Stara Zagora, Faculty of Economics,

participant in a competition for the occupation of the academic position of "Professor" in the field of higher education 3. Social, Economic and Legal Sciences, professional direction 3.2. "Psychology", scientific specialty "Economic Psychology and Labor Psychology", for the needs of the Faculty of Economics of Trakia University - Stara Zagora, promulgated in the State Gazette, no. 17 of February 21, 2023

Prepared the review:

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Professor in professional field 3.2. Psychology, Doctor of Science

Varna * 2023

1. General presentation of the received materials for the competition

The competition for the occupation of the academic position "Professor", in the field of higher education 3. Social, economic and legal sciences, professional direction 3.2. "Psychology", scientific specialty "Economic Psychology and Labor Psychology", for the needs of the Faculty of Economics of Trakia University - Stara Zagora was promulgated in the State Gazette, no. 17 of February 21, 2023.

The review was assigned according to the decision of the Scientific Jury, determined by Order No. 1651/11.05.2023 of the Rector of Trakia University - Stara Zagora, protocol No. 1 of the meeting of the Scientific Jury dated 25.05.2023.

The only candidate in the competition is Associate Professor Tania Gocheva Taneva, PhD, lecturer at the Faculty of Economics of Trakia University - Stara Zagora. The submitted documents meet the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria for the occupation of the academic position "Professor" and the Regulations for the Development of the Academic Staff of Trakia University - Stara Zagora.

Associate Professor Tania Gocheva Taneva, PhD, offers 40 scientific works for review in connection with the competition, as follows:

1. Habilitation work - monograph: Taneva, T. (2023) Motivation and structure of the activity, Academic Publishing House - Trakia University, St. Zagora, ISBN: 978-954-338-227-9, 274 p.

2. Published book based on a defended dissertation work for the award of an educational and scientific degree "doctor": Taneva, T. (2022) Subjective determinants of economic risk in the activity of agrarian entrepreneurs, Academic Publishing House - Trakia University, St. Zagora, ISBN 978-954-338-197-5, 207 p.

3. Articles and reports published in scientific publications, referenced and indexed in world-famous databases with scientific information - Scopus and Web of Science - 17 issues, of which 4 are independent, and the rest are co-authored.

4. Articles and reports published in non-refereed journals with scientific review or published in edited collective volumes - 18 pieces, of which 4 independently, and the rest co-authored. Of them, 6 in Bulgarian, 1 in Russian, and the remaining 11 in English.

5. Published chapter of a collective monograph: Taneva, T., Bibishkova Kr. (2019) Influence of entrepreneurial strategies for business financing on intentions to continue the activity, pp. 50-76, in: Business and development of regions, Ivanov, S., N. Kostadinova, R. Otuzbirov, T. Taneva, N. Petrova, G. Kiryakova, R. Angelova, K. Bibishkova, T. Ivanova, T. Bozhanska, M. Iliev, R. Kalev, ISBN 978-619-7095-24-1, PH RIC "Iskra - MI", 148 p.

6. Published university textbook or textbook used in the school network: Taneva, T. (2016) Economic Psychology, ISBN 978-954-338-091-6, e-edition, Trakia University - Stara Zagora.

7. Published chapter of a university textbook or a textbook that is used in the school network: Taneva, T. (2021) Intelligence research in children with special educational needs/intellectual

disabilities, in: Nursing care of adults and children with disabilities, second supplemented edition, Taneva, D., Tsokova, J., Taneva, T., Becheva, M., Katsarska, R., Kirkova, A., Ed. Lax Book, ISBN: 978-619-189-162-7.

The scientific works presented in the competition, with the exception of the published book based on a defended dissertation work for the award of the educational and scientific degree "Doctor", are accepted for review, as they are outside the works specified in the abstract of the dissertation for the award of the educational and scientific degree "Doctor" and the competition for the academic position of "Associate Professor".

A published book based on a defended dissertation work for awarding the educational and scientific degree "Doctor" is taken into account only when forming the opinion on the candidate's compliance with the minimum national requirements for occupying the academic position "Professor" in accordance with the Law on the Development of the Academic Staff in the Republic of Bulgaria.

A report on the noticed citations after occupying the academic position "Associate Professor", as well as the other required documents, was submitted for the competition. From the reference for the noticed citations, it is clear that Associate Professor Tanya Gocheva Taneva, PhD, is recognizable as a scientist not only in our country, but also abroad. I draw this conclusion based on the presented reference for citations in Scopus and Web of Science.

Associate Professor Tanya Taneva, PhD, was the supervisor of two doctoral students who successfully defended their dissertations.

From the scientific works submitted for participation in the competition, the obtained the educational and scientific degree "Doctor", the noted citations and the successful scientific supervision of doctoral students, it is clear that Associate Professor Tanya Gocheva Taneva meets the minimum national requirements for occupying the academic position "Professor", field of higher education 3. Social, economic and legal sciences, professional direction 3.2. Psychology, according to the Appendix to Art. 1a, para. 1 of the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria (New - SG No. 56 of 2018, in force from 07.06.2018) - Minimum national requirements for scientific, teaching and/or artistic or the sports activity of the candidates for acquiring a scientific degree and for occupying the academic positions of "Principal Assistant", "Associate Professor" and "Professor" in field 3. Social, Economic and Legal Sciences, professional direction 3.2. Psychology.

2. Applicant data

Tanya Taneva has a master's degree in psychology. He also has an educational and scientific degree "Doctor" in occupational psychology and organizational psychology.

He has accumulated considerable experience as a lecturer and manager in the field of higher education. For many years he was the Secretary General of the Trakia University - Stara Zagora. She was the chairperson of the University's Ethics Committee, as well as a member of a number of other university committees. He is currently the Head of the Department of "Social Sciences and Business Language Education" at the University's Faculty of Economics.

Tanya Taneva also has significant experience as a consultant outside the field of higher education. In the period 2002-2006, he was a consultant to the Regional Inspectorate of Education - Stara Zagora. Performed the functions of a psychologist in a team for complex pedagogical evaluation at Regional Inspectorate of Education - Stara Zagora, in the period 2003-2006. He is an expert in personnel selection and evaluation and in organizational consulting, for the needs of companies and organizations in the period from 1998 until now .

Associate Professor Tanya Taneva, PhD, has managed 11 university projects. Participated as an expert and trainer in 9 international and 5 national projects.

The educational profile and the accumulated professional experience as a lecturer, researcher, consultant and supervisor of Associate Professor Tanya Taneva, PhD, are consistent with the requirements for occupying the academic position "Professor" in professional direction 3.2. Psychology, according to Art. 60, para. (1), item 1 and item 2 of the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria.

3. General characteristics of the candidate's scientific output, scientific and scientific-applied contributions.

The scientific researches of Associate Professor Tanya Taneva, PhD, are mainly in the thematic fields of economic psychology, work psychology and organizational psychology, social psychology and pedagogical psychology. Tanya Taneva concentrates her efforts on current problems and aspects of the activity and experiences of people in their various roles within their social interactions. For example, in the field of economic psychology, the emphasis is on people's economic behavior, risk and uncertainty behavior, entrepreneurship and decision-making. Scientific research in this direction is a further development of problems "illuminated" until now mainly by specialists in the economic sphere. The value of the scientific findings of Associate Professor Tanya Taneva, PhD, lies in the fact that the explanatory models of the mentioned phenomena are empirically tested in an up-to-date historical and cultural context - something that is extremely important in psychology, bearing in mind that people's experiences and behavior is determined, on the one hand, by cultural meanings that are assimilated in the process of socialization, and on the other hand, by the situational context in the wider or immediate social (organizational, school, etc.) environment. In this regard, interrelationships have been established between risk-taking and individual-psychological determinants of risk in entrepreneurial and other types of economic behavior, such as activity motivation, achievement motivation, activity satisfaction, professed values, etc. Also revealed is the modification of the effects of cognitive gain-loss heuristics, unrealistic optimism, choice of alternatives, time discounting, the perception of financial, health and even life risk, by the socio-economic context that determines the expected personal and social outlook for the respondents. (see 9-2, 9-3, 9-4, 9-7, 9-8, 9-22, 9-23, 9-24, 9-25, 9-26, 9-27, 9-28, 9-29, 9-30, 9-39, 9-40 from the list of publications on the contest).

In the thematic field of pedagogical psychology, Associate Professor Tanya Taneva, PhD, theoretically and through empirical verification investigates significant problems related to the activity of teachers - the satisfaction of exercising the profession in the specific conditions of socio-economic transition in Bulgaria and the frequent structural and content changes in the modern Bulgarian school, as well as the effects of digitization of educational content on children and the

tendency to form Internet addiction in primary school age. On this basis, a methodology was developed and tested for the diagnosis of addiction tendencies.

For the training needs of students in health care and social activities, a chapter was developed in a teaching aid for the study of intelligence in children with special educational needs (with intellectual deficits), where the Binet-Simon model for diagnosis and analysis of intellectual disabilities in children with disabilities, accessible and applicable in practice to assess the severity of the disability and the children's development potential. (see 9-17, 9-18, 9-34, 9-37, 9-38, 9 – 41 from the list of publications on the competition).

In the thematic field of social psychology (psychology of social work), up-to-date data on violence against children, against women and human trafficking as social problems are summarized at the time of the research. Factors determining the need for social care and support for older people, as well as attitudes towards a healthy lifestyle, were investigated. Basic characteristics of social work at the current stage of development of society are outlined. (see 9-7, 9-13, 9-15, 9-14, 9-19, 9-30 from the list of publications on the competition).

The most significant scientific and scientific-applied contributions of Associate Professor Tanya Taneva, PhD, are in the field of work psychology and organizational psychology. They are related to the own model for the study of motivation in the activity presented in the habilitation work, called by the author "Activity-integrated approach for the study of motivation". The monograph - Taneva, T. (2023) Motivation and structure of the activity, Academic Publishing House - Trakia University, St. Zagora, ISBN: 978-954-338-227-9, 274 p., has two habilitated reviewers, was published by an academic publishing house and in terms of volume and content meets the requirements for a habilitation thesis.

The goal that Associate Professor Tanya Taneva sets for herself in the monograph is the creation of a more universal and valid explanatory concept for human activity and for motivation as a key component in it.

The conclusion that can be drawn from reading the monograph is that the goal has been achieved. The author presents his analyzes and concepts in four chapters. In the first of them, he makes a thorough logical and critical analysis of the evolution in the development of the explanatory models for the activity, within the three stages of the process and the explanatory possibilities and the operational suitability of each of the theories. The deficits and prospects for the development of the activity theory within the system-structural approach are clearly outlined.

In the second chapter, a critical review of basic theories of motivation and their development is made. Content, process and process-content models are presented. Emphasis is on integral process and process-content models, through which an attempt is made to generalize the strengths of known motivational theories in order to overcome limitations in motivation research across the course of long-term and sustained human activity. Although motivation is always related to some specific activity, it is most often studied outside the general structure of the activity itself, which makes the applicability of the results in real practice problematic. It is this contradiction that the author of the monograph tries to resolve by synthesizing the author's model "Activity-integrated approach to motivation", created on the basis of the systemic-structural approach. The author's model builds on

the idea of creating integral models, but not through the previously known attempts to integrate motivational theories, but through integration between the theory of motivation and the theory of activity, which creates prerequisites for combining the strengths of both paradigms.

The model is presented in the third chapter, and in it the units of analysis of motivational theories are extrapolated onto an activity structure, decomposed into motivational, goal, instrumental, behavioral and result substructures, with their own content. In each of the substructures, basic indicators of motivation and the factors that determine its content, strength, dynamics and sustainability are proposed. Such operationalization is a prerequisite for building 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 and contexts. The proposed "Activity-integrated approach to motivation" tries to overcome the fragmentation in motivation research, in which the motivation for an activity is studied at certain stages of it, and not in the whole cycle and dynamics of the activity.

In the fourth chapter, the results of the author's own empirical research are presented, through which the main indicators and factors of motivation are verified, according to the proposed "Activity-integrated approach to motivation". The results show that when the indicators and measures of internal and external factors that influence people's motivation, proposed in the explanatory model, are related to the characteristics of the specific activity, they can give predictive power to motivation research.

The monograph of Associate Professor Tanya Taneva, PhD, is a deeply thought-out and thorough scientific work with significant scientific and applied contributions. It is an indicator of scientific maturity and high methodological and psychological culture of the author. The synthesized model - "Activity-integrated approach to motivation" is a remarkable and original scientific contribution of the competition candidate. (see 9-2, 9-10, 9-11 of the list of publications on the competition).

The significant research work of Associate Professor Tanya Taneva, PhD, "in the field" is impressive. The scientific production with which he applied for the competition is the result of a number of her own empirical studies, which were planned, conducted and their results analyzed at a markedly high methodological level. The scientific findings do not remain "closed" in the publications, but are widely used within the consulting practice and the participation of Tanya Taneva in projects as an expert and trainer with different categories - students, entrepreneurs, teachers, public sector employees, managers etc.

In general, the scientific production of Associate Professor Tanya Taneva, PhD, with which she participated in the competition for the academic position of "Professor", has a contribution to the transfer of modern scientific and scientific-applied achievements in the field of psychology in the practice of entrepreneurs, managers, public sector employees, pre-school and school teachers and organizational psychologists and in the teaching of psychological disciplines in higher education and within the postgraduate qualification of teachers, health workers, psychologists and representatives of the public sector and business.

At the moment, I have no information and I have not detected any plagiarism by Associate Professor Tanya Taneva, PhD, in the publications submitted for the competition.

4. Characterization and assessment of the candidate's educational and pedagogical activity

Associate Professor Tanya Taneva, PhD, and I work in different higher schools, and therefore I am unable to give an assessment of her teaching activity. However, the information presented by the University shows that Associate Professor Tania Taneva is respected by students and fellow lecturers. She has gained considerable experience in teaching psychological disciplines to students from various majors.

I am convinced, bearing in mind the scientific achievements of Associate Professor Tanya Taneva, PhD, as well as the experience as a consultant and expert, that Trakia University - Stara Zagora would benefit from her activity in the academic position of "Professor", both from the point of view of improving and maintaining the quality of the educational process, as well as for training the next generations of researchers in the subject area of management, economic psychology, work psychology and organizational psychology.

Conclusion

Bearing in mind the above in the review, I draw the following conclusions:

1. Associate Professor Tanya Taneva, PhD, meets the minimum national requirements for holding the academic position "professor", field of higher education 3. Social, Economic and Legal Sciences, professional direction 3.2. Psychology, according to the Appendix to Art. 1a, para. 1 of the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the requirements of Art. 86, para. 1 and para. 2 of the Regulations for the Development of the Academic Staff at Trakia University.
2. He has accumulated professional experience as a lecturer and manager in the field of higher education, as a consultant on the problems of work psychology, as well as as an expert, trainer and researcher in scientific projects in the subject area of the competition, in accordance with the requirements of the Law on Development of the academic staff in the Republic of Bulgaria for occupying the academic position "Professor".
3. Offers for participation in the competition scientific production with significant scientific and practical-applied contributions, with the possibility of wide transfer of achievements in social, educational and consulting practice.
4. She is recognizable as a scientist at home and abroad.

All this gives me grounds for a positive assessment of Associate Professor Tanya Taneva, PhD, as a candidate for the academic position of "Professor".

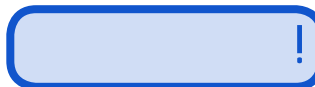
In this regard, my opinion is that the Scientific Jury should propose, in accordance with the procedure adopted at Trakia University - Stara Zagora, that Associate Professor Tanya Taneva,

PhD, be elected to the academic position of "Professor" in the field of higher education 3. Social , Economic and Legal Sciences, professional direction 3.2. Psychology, scientific specialty "Economic Psychology and Work Psychology".

09/06/2023

city of Varna,

Reviewer:



Prof. Valery Stoyanov, DSc