



Международно Висше Бизнес Училище
International Business School

OPINION

Assoc. Prof. Ivan Andreev, Ph. D.

International Business School

Subject: public defence of a dissertation for the award of the educational and scientific degree "Doctor" in the professional field 3.7. Administration and Management (Business administration).

Author of the dissertation: Marieta Alexandrova Gotseva, PhD student in an independent form of education in International Business School

The topic of the dissertation: Staff motivation, communication, and management of educational institutions

Grounds for presenting the report: Order № 261 of 23.12.2021 of the Rector of the IBS and Minutes №1 of 06.01.2022 of a meeting of the Academic-Scientific Council.

I. Information about the Ph.D. student

Marieta Alexandrova Gotseva graduated with a master's degree in Finance from the University of Veliko Tarnovo "St. St. Cyril and Methodius". According to Order № 121 / 29.06.2020 of the Rector of the International Business School she is enrolled in an independent form of education in PN 3.7 Administration and Management, doctoral program "Administration and Management" (Business Administration). Gotseva's professional career is related to the field of education, as she has extensive practical and managerial experience.

He is currently the director of the Technical Vocational High School "Nikola Vaptsarov" in Radomir. He actively participates in numerous trainings, seminars and projects related to school education and innovative teaching methods, through which he systematically improves and upgrades his professional competencies.

II. General characteristics of the dissertation

The presented dissertation on "Staff motivation, communication and management of educational institutions" is developed in a volume of 226 standard pages and structurally includes: introduction, main text systematized in three chapters, conclusion, list of references, applications related to empirical research and vocabulary. The content of the dissertation research is appropriately visualized by means of 6 pcs. tables and 23 pcs. figures. The bibliographic reference includes 35 sources in Bulgarian and 121 sources in English. The selected literature sources and the work with them confirm the author's in-depth awareness of the chosen issues and the opportunities to systematize, analyze and critically interpret theoretical concepts and opinions.

The dissertation is dedicated to a topical and important managerial and economic issue. Staff motivation and communication in educational institutions are among the key factors for their successful development. The emphasis in the development is placed on the demand and supply of innovative approaches for improving the motivational and communication processes in the management of the activities in the structures of the educational system.

The title of the dissertation is precisely formulated. Object, subject, goal, tasks, research thesis and working hypotheses of the research are clearly defined. The restrictive conditions in terms of content and topic are correctly presented. The scientific apparatus is appropriately chosen, and the methodological framework of the research is rationally presented.

In accordance with the established academic and scientific standards, the dissertation, together with the abstract on it and the developed scientific publications on the topic are a complete product of independent research.

III. Evaluation of the content of the dissertation

In terms of content, the development is characterized by a solid theoretical foundation, critical and constructive analysis of scientific achievements and rational justification of their own conclusions and results.

In the first chapter, the focus is on the theoretical and conceptual foundations of motivation and communication and their impact on staff behaviour. The definitions of basic concepts, such as: motivation, communication, communication process, are precisely derived and formulated. Different systematizations of the types of communication are presented, according to separate classification features.

The essence of the main components that form the basis of communication processes in educational institutions is defined. The influence of the motivation of the staff to increase the efficiency of the activity is studied, as the emphasis is placed on the career development in the school environment.

Chapter two of the dissertation research is devoted to assessing the importance of staff motivation and communication in the management of educational institutions. The types of employees and their responsibilities and competencies are defined, and the differences between a leader and a manager are clearly outlined, indicating their distinctive qualities. The communication processes between all participants in the educational field are studied.

PhD student Gotseva demonstrates skills for formulating, interpreting and verifying scientific results, as well as identifying and analysing a system of indicators for assessing the effectiveness of the management process. The essential characteristics of organizational behaviour as a factor for achieving the goals of educational institutions are outlined.

The empirical studies are the basis of the content of Chapter Three of the dissertation. Participating respondents are classified and systematized into three main groups of staff: principals, teaching staff and non-teaching staff. The obtained results are presented graphically and analysed in depth. The applied system of methods and approaches is the basis of in-depth research on the selected topic with clearly presented theoretical and practical-applied results, verified by the application of adequate methodological tools. Specific proposals and opportunities for improving the motivational and communication processes in the management of the activities of educational institutions are outlined.

The conclusion of the dissertation systematically presents the results and summaries of the study. The guidelines for deepening the research in the considered field are presented.

IV. Evaluation of the received scientific and scientific-applied contributions

The realization of the research results substantiates the theoretical-conceptual and methodological soundness of the dissertation. The author's views are arguably defended, the applied research approach is original. I accept without reservations the formulated scientific and scientific-applied contributions, based on a thorough study of the content of the dissertation, which objectively reflect the achieved research results.

V. Evaluation of dissertation publications

The 16 scientific publications submitted under the defence procedure (independent and co-authored) are directly related to the topic and content of the dissertation. They sufficiently publicly present the achievements of PhD student Gotseva to the scientific community and stakeholders.

The number and volume of the presented publications significantly exceed the minimum scient metric indicators for obtaining the educational and scientific degree

"Doctor" determined by the Law on the Administration of the Republic of Bulgaria and the regulations for its implementation.

VI. Evaluation of the abstract

The abstract is 46 standard pages. It objectively corresponds to the dissertation and reliably presents in a synthesized form the content structure, the main conclusions and research results of the research, and meets the established requirements for its development.

VII. Critical remarks, recommendations, and questions

In any scientific research it is possible to identify certain inaccuracies and omissions, both in substance and in form. I would like to recommend to doctoral student Marieta Gotseva to continue her research in the direction of approbation of tools for research of the management of communication and motivational processes in the school environment.

I also ask a specific question: What changes occur in the motivation of staff and forms of communication in the activities of educational institutions in terms of learning in an electronic environment?

VIII. Summary conclusion

The dissertation on the topic "Staff motivation" is a comprehensive, independent scientific study containing scientific and practical results and contributions. The development fully meets the requirements of the Law on the Protection of Human Rights and Fundamental Freedoms and the Regulations for its implementation. PhD student Marieta Gotseva demonstrates opportunities to study, research and critically analyse scientific theories of concepts, to systematize knowledge, to conduct empirical research and to formulate independently conclusions, recommendations, and solutions to the problems.

With this Opinion I give a positive assessment of the qualities of the dissertation and allow myself to unreservedly suggest to the honoured members of the Scientific Jury to vote for the educational and scientific degree "Doctor" of Marieta Alexandrova Gotseva in "Administration and Management" (Business Administration), in the professional field 3.7 Administration and management.

March 02, 2022

Prepared the opinion:


Assoc. Prof. Ivan Andreev, Ph. D.