

SCIENTIFIC OPINION

Prepared by: assoc. prof. Svetla Boneva, Ph.D, CGAP

University of National and World Economy – Sofia

“International Economy and Policy” Faculty

Department of “International Economic Relations and Business”

Scientific specialty 05.02.10: “World Economy and International Economic Relations”

Professional field 3.8: “Economy”

Object of the scientific opinion: **Ph.D thesis in the doctoral program “Economics and management” (Industry) within professional field 3.8. “Economy” at International Business School**

Prepared on the ground of: **Order of the rector of International Business School №23/01.02.2023 for participation in a scientific jury for awarding of an educational and scientific degree "doctor" in a professional direction 3.8. Economy**

Author of the Ph.D thesis: **Andrian Georgiev Georgiev**

Title of the Ph.D thesis: **DEVELOPMENT OF A MANAGEMENT STRATEGY MODEL FOR INCREASING THE KNOWLEDGE AND SKILLS OF THE POPULATION OF BULGARIA FOR PROVIDING FIRST AID**

1. Information regarding the candidate and the presented materials in the procedure

Andrian Georgiev Georgiev has been a Ph.D student in individual form of studies in the doctoral program “Economics and management (Industry)” within

professional field 3.8. “Economy” at International Business School.

The International Business School has provided the members of the scientific jury with the following documents: the doctoral thesis (dissertation), the annotation of the dissertation (abstract of the thesis), a list of the publications of the candidate, a list of the main scientific contributions in the doctoral thesis suggested by the author, CV of the author, one opinion on the research, full text of the publications included in the list of publications.

The doctoral thesis consists of an introduction, an exposition in three chapters, a conclusion, a list of references and 3 appendixes. The text covers 173 pages, of which 17 pages are appendices. It is structured in an introduction, three chapters, a conclusion, 3 appendixes, 38 tables, and 37 figures. The bibliography covers 108 sources, of which 41 are in Cyrillic, and 67 are in Latin.

2. General characteristics of the doctoral thesis

The first chapter, titled “Analysis and assessment of the legislative and regulatory framework in Bulgaria, concerning the knowledge and skills of the population of Bulgaria to perform FA”, presents an overview of the terminology and a correct generalization of the regulatory framework on the topic, the economic aspects and financing of emergency aid in Bulgaria are considered, and an interesting comparative benchmark analysis of good practices of leading European countries.

The second part of the dissertation “Approach and methodological toolkit for conducting an empirical study on the preparation and readiness of the population of Bulgaria to provide FA in the event of an accident or acute illness” presents a critical analysis of the knowledge and skills for performing adequate FA in the first minutes of any incident and self-assessment of the population in Bulgaria, examines an adequate approach to developing a management strategy model and a correct methodological toolkit for conducting the empirical research of the study.

The third chapter of the dissertation “Development and approbation of a strategy model for increasing the knowledge and skills for providing FA to the specific target group” analyses the results of the experimental study defining the model for increasing of FA knowledge and skills of the community as well as the development of a management strategy model to increase the readiness and confidence of the population to provide FA. Approbation and validation of the FA training system has been performed together with an economic justification for the need for a model of management strategy and increasing the knowledge and skills of the population of Bulgaria to perform FA.

3. Evaluation of the research results and research contributions and the importance of the dissertation

The results of the doctoral thesis and publications of the candidate involve scientific and applied results: analysis, methodologies, evaluations, empirical results,

practical conceptions on the topic and contributions. They fulfil the requirements for awarding the doctoral (Ph.D) degree.

The results of the research are clearly and precisely formulated and can be used by other researchers, experts, consultants and analysts.

The main contributions that could be outlined in this thesis are four and I accept them as formulated by the author of the thesis.

“1. Based on an analysis of the Bulgarian legislation, the deficiencies in the Bulgarian legislation regarding the definition and application of the term "first aid" have been identified, studied and systematized. As a result, the thesis defined first aid as a specific area of critical importance to be studied and developed.

2. An in-depth comparative analysis of good practices in European countries regarding the preparation of the population for providing first aid in the event of an accident or acute illness was carried out, based on which guidelines were proposed for increasing the capacity of Bulgarian society in providing first aid.

3. As a result of a nationally representative study, empirically comparative characteristics of the behavior of the Bulgarian society have been derived, trends in the behavior of the studied object have been outlined and conceptual views have been proposed for activities and trainings to increase the capacity of society to react in the event of a need for first aid. An important practical-applied contribution on a social problem unexplored in the last three decades.

4. A model is proposed for developing a management strategy to increase the readiness and confidence of the population to provide first aid. The model has been tested as the achieved success rate exceeds the originally set goal of 85%. These results form the most significant contribution with a scientific-applied nature of the dissertation work.”

4. Evaluation of the publications

The publications of the author prove his excellent professional preparation and knowledge regarding the main Bulgarian and foreign authors in the field; the application of proper research methods; and his ability to formulate adequately motivated conclusions and proper recommendations based on his research:

1. Georgiev, Andrian. *The experience of the leading European countries in the preparation of the population in case of an accident*. Proceedings of an international conference " TOURISM AND GLOBAL CRISES ". Publishing house "I&B". 2021. pg. 830-839
2. Georgiev, Andrian. *European practices to reduce the health and social consequences of sudden cardiac arrest (SCA)*. magazine "MEDICINE AND SPORTS". Publishing house "UNI - MM" EOOD. 2021. # 3-4. pg. 46-51
3. Georgiev, Andrian. Tsanova-Savova, Silvia. *Research, analysis, and assessment of the Bulgarian population's preparedness to provide first aid*. International Journal of Scientific Research and Management. IJSRM ISSN: 2321-3418. 2021. vol 9 No 11. pg. 463-470.
<https://ijsrm.in/index.php/ijsrm/article/view/3540>
4. Georgiev, Andrian. *The need to include first aid practice in formal and informal education, in order to ensure the safety and health of children*. 2022. (in print)

5. Evaluation on the minimal national requirements

The materials that have been presented fulfil the minimal national requirements for awarding the doctoral (Ph.D) degree. This is valid for the quality of the doctoral thesis (the full text of the dissertation), the annotation (abstract) of the dissertation and the list of the publications of the candidate and the indexations of the publications.

6. Critical remarks and recommendations

No substantial critical remarks to the candidate and his research. I have one recommendation to the candidate – to translate in English (after the end of the procedure for the awarding of the academic degree “Doctor”) and to publish in proper foreign editions his doctoral thesis which is currently written in Bulgarian language and defined in Bulgaria. Thus the research will reach a broader audience and provide more citations for the author and his affiliation.

7. Conclusion

The doctoral thesis titled “DEVELOPMENT OF A MANAGEMENT STRATEGY MODEL FOR INCREASING THE KNOWLEDGE AND SKILLS OF THE POPULATION OF BULGARIA FOR PROVIDING FIRST AID” and the publications presented by the doctoral student Andrian Georgiev Georgiev in the current procedure for awarding the academic degree “Doctor” (Ph.D) announced by the International Business School cover all necessary requirements for the occupation of this academic degree. The publications of the candidate are original and valuable pieces of research, demonstrating the adequate scientific style of their author.

All of the abovementioned arguments and facts give me the ground to vote “YES” for the awarding of the academic degree “Doctor” to Andrian Georgiev Georgiev.

7.03.2022

Sofia

Signature: *С.Бонева*

(assoc. prof. Svetla Boneva, Ph.D)