

OPINION

by Assoc. Prof. Ekaterina Dimitrova Ivanova – Keremidarska, PhD
part-time associate professor at the Department of Geography, Regional Development and
Tourism, Faculty of Natural Sciences, Konstantin Preslavsky University of Shumen
regarding a procedure for the academic position “Associate Professor” in the field of higher
education 3. Social, economic and legal sciences,
3.1. Sociology, anthropology and cultural sciences (Ethnography - Bulgarian ethnology),
announced by Konstantin Preslavsky University of Shumen, published in State Gazette № 37
on 17.05.2022

The only candidate is Assist. Prof. Ivelina Avramova Eftimova, PhD, Department of
History and Archeology, Faculty of Humanities, Konstantin Preslavsky University of Shumen.

The members of the Scientific Jury are appointed by the Order of the Rector of Shumen
University № ПД-16-133/15.07.2022 г. The scientific production submitted by Assist. Prof.
Ivelina Avramova Eftimova, conforms to the minimal national requirements, according to art.
2b, para. 2 and 3 of ZRASRB.

Evaluation of the pedagogical achievements and activities of the candidate for the required position

Ivelina Avramova Eftimova graduated with a degree in history from Konstantin
Preslavsky University of Shumen in the department of "History" in 2001. She defended her
doctoral dissertation on the topic "Gender positions in the Bulgarian traditional society" in
2006.

In 2009 - 2011 she was an assistant in the department, and from 2011 up to now she is
an assistant professor. Her main activity during this period is preparation, organization and
management of the educational process.

- She is a course supervisor of the BA programme "History and Geography" (2009-
2016); from 2017-2021 she is a course supervisor of the BA programme "History and
Geography" and she was a course supervisor of the BA programme "Teaching English
Language and History" in 2016 (1 year students).
- She organizes and conducts field ethnographic research
- She participates actively in university, national and international forums in the field of
her research interests: ethnology, ethnic identity, ethnology of aging and environmental
anthropology.
- She takes an active part in scientific projects: university projects during the years -2013,
2014, 2016 – up to now; national scientific projects – 2013 and 2014; an international
research project - 2020 – 2023.

- She is responsible for the quality of training of the academic staff at the Department of History and Archeology (2012 – 2014).
- A member of the Credit Transfer Committee (2014 – 2016).
- She was an editor and compiler of the journal "Istorikii" volume 8 - 2015 and volume 9 - 2016.

*Evaluation of the scientific contribution and results of the scientific research of Dr.
Ivelina Avramova Eftimova*

She wrote a monographic work entitled "Ethnological aspects of old age and aging in Bulgarian society (from tradition to modernity), Shumen, University Publishing House, 2022 and a textbook (electronic module) Genus and family. Gender roles, available at <http://cdo.shu.bg/course/view.php?id=333>

Dr. Eftimova is the author of a large number of articles; for this procedure she has submitted 23. She has 12 citations in the Bulgarian and international scientific journals.

The main contribution of her entire scientific work is the application of the ethnological approach and an innovative study of old age and aging in Bulgarian society against the background of the transition from tradition to modernity in the period before and after 1989. For the purposes of her research, she used the pensioners' clubs, created in the place of the previous OF (otechestven fronts organizations. With her independent field research and personal contacts with the elderly, Dr. Ivelina Eftimova is doing a historical-ethnographic study of pensioners' clubs and their activities in the period before and after 1989.

Her observations and research show the importance of pensioners' clubs and define them as viable forms of civil association, which is a mechanism of control of individuals in society. Over time they acquire their own appearance and successfully emancipate themselves. The material and financial support of the state and municipal institutions, albeit in a limited amount, helps the pensioners' clubs, since the low incomes of the pensioners do not allow them to take part in many different activities. Dr. Eftimova's research on pensioners' clubs shows their importance for society and their sustainability as a community with common vision and problems and that can be solved through the organized form of the pensioners' club, not individually. With their rich cultural activity, pensioners' clubs maintain a living connection with the traditional folk culture, which is passed down from generation to generation and helps to preserve the calendar holidays and customs, which are the unbroken connection with the roots of every nation, because a nation without roots, like a tree, withers and dies.

Dr. Ivelina Eftimova's monograph "Ethnological aspects of old age and aging in Bulgarian society /from tradition to modernity/" is her habilitation work. The monograph contains 112 pages and presents the ideal old age or the ideal of successful aging in the transition from traditional to modern society, shows reverence and pays respect to the authority of the elderly. To a large extent, this ideal is preserved in the understandings of pensioners born in the 40-50s of the 20th century. The proposed text is aimed at those pensioners who have a clear idea of what their old age should look like and are not passive observers, but actively defend their right to a respected, socially integrated old age close to the traditional ideal.

The set goal is achieved through the main tasks, which are discussed in 4 main chapters. The first chapter presents the social approach, the micro-meso-macro and the research model

of the ethnology of old age as a scientific direction with appropriate theoretical approaches for research, such as: the life cycle theory, the bio-psycho-social approach, the so-called modernization theory, as well as the widely used in the ethnological and sociological studies role theory and the biographical approach. In the second chapter, an attempt is made to show how, why and in what direction the traditional attitude towards old age and elderly people is changing under the influence of modernization and industrialization. In traditional culture, status rises with age for women and men. The third chapter concentrates on the establishment and activities of the pensioners' clubs in the time before and after 1989, a period during which some characteristic features stand out and are given special attention. The fourth chapter examines the cultural activities of pensioners' clubs. The bibliography of the study includes archival sources, published statistical data, information from newspapers, annals of pensioners' clubs and mostly field-collected ethnographic information. The monograph represents a significant scientific contribution in the field of ethnology, anthropology, sociology and other sciences that study these problems.

The documents and scientific production provided by Dr. Eftimova in the procedure for the academic position "Associate Professor" fully meet the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria.

In view of the above, I convincingly give my positive evaluation and propose to the members of the respected Scientific Jury to support the candidacy of Dr. Ivelina Eftimova for the academic position of "Associate Professor" in the field of higher education 3. Social, economic and legal sciences; 3.1 Sociology, anthropology and cultural sciences.

13.09.2022

Assoc. Prof. Ekaterina Keremidarska, PhD

