

REVIEW

by Prof. DSc Sonya Ilieva

for a dissertation work on the topic:

"Study of mechanisms for the formation and institutionalization of corporate social responsibility and social investment"

with author: Prof. PhD Diana Antonova Antonova

1. Brief information about the candidate

Prof. Diana Antonova's autobiography is impressive.

In 1975 she was born in Ruse. He graduated from the physics and mathematics class at the Baba Tonka Mathematical High School in Ruse. In 1978 she graduated from the Academy of Economics "D. A. Tsenov"- Svishtov, specialty "Management and planning of the national economy". She defended his doctorate in Economics and Management on the topic: "Territorial organization of agricultural machinery in our country" in 1990. In 2009-2012 she became an associate professor with a scientific specialty "Organization and management of production" (marketing management) and Deputy Dean of Faculty of Business and Management in scientific and human resources. In 2009-2012 she was the head of the Department of Management and Business Development.

In 2010 she was elected professor with the topic of habilitation work: "Use of knowledge-based clusters for innovative development of industrial enterprises" in the scientific specialty "Organization and management of production" (industry). 2012-2015 - Deputy Dean of the Faculty of Business and Management for Scientific and Personnel Development.

She was elected Vice-Rector of the University of Ruse for Research in 2016.

2. Information about the dissertation

The dissertation consists of an introduction, five chapters, a list of used literature and site, a list of abbreviations and acronyms, 4 appendices, with a total volume of 560 pages.

The literature consists of a total of 420 titles, of which: in Cyrillic - 88 titles; in Latin - 247 titles; online sources - 85.

The text of the dissertation is illustrated with 63 tables, 10 images and 57 figures and supplemented with 4 appendices.

3. Analysis of the content of the dissertation

The introduction outlines the relevance of the dissertation and the need for theoretical consideration of the main problem - study of mechanisms for the formation and institutionalization of corporate social responsibility and social investment. The presentation of the essence, classical and alternative concepts of CSR precedes the analysis and research of the philosophical foundations of key categories such as social responsibility and corporation, evolution of corporate relations and legal status of modern corporation, analysis of the Corporate Sustainability Code and its application in various companies. An integral part of

the development is a study of the methodological nature of CSR and SI, as well as the attempt to reveal the humanistic orientation and moral and ethical foundations that influence the corporate perception and moral choice of business representatives.

The urgency of the issue is determined by offering solutions for the formation of a new generation of professionals prepared for work in corporate social management and internal social activities, as well as organizing effective relationships between stakeholders in civil society to strengthen socio-economic foundations of the welfare state.

The first chapter "Analytical study of the development of CSR and SI" emphasizes that today in different countries the participation of business in solving social problems is either difficult to regulate within the existing civil, tax, labor and environmental legislation, or is carried out independently under the impact of specially designed incentives and privileges. Business organizations operate in a dynamic environment and must respond to changes in it due to differences in consumer requirements and / or competitors' strategies. At the same time, they themselves influence the environment through their behavior. The ability of companies to successfully adapt to such conditions strongly depends on their ability to accumulate knowledge of the management of society. This is important both for the internal company balance of the relationship and for the relationships with customers, suppliers, government institutions, contact audiences and stakeholders. In Bulgaria, this process is at a relatively early stage of its development and arises in the conditions of dominant position of the state, extremely weak development of civil society institutions and oligarchic business development. The rules of interaction between the described institutions, the role of individual countries and the measurement of their participation in social development are still in the process of formation.

The following stages in the evolutionary development of CSR can be separated: 1) creation of the concept (mid-1950s - mid-1990s); 2) development of the concept on its own basis (from the early 1990s to the present). The main features of these evolutionary periods are based first on a number of relevant categories and thematic frameworks; and secondly, the philosophical nature of the initial category of "responsibility", which requires researchers to take into account a comprehensive consideration of factors related to normative and positive science.

It is emphasized that the analysis of the latest trends for the participation of Bulgarian business demonstrates the transition from a traditional chaotic model of charity to social investment. According to a representative study of the Association of Industrial Capital, the social investments of the business are focused mainly on internal programs.

In the Second Chapter "Study of the Methodological Nature of CSR and SI" the highlights are related to four groups of problems, covering methodological issues of CSR and social investment.

The first group of them is related to the analysis of stakeholder theory. The Stakeholder concept is one of the most widely used scientific tools for dealing with CSR issues and the basis of stakeholder theory in the strategic management of the company.

The second group of problems is related to the recognition of the legitimacy of the organization - an issue of great importance to all stakeholders, as they act as a guarantor of corporate trust. The third group of problems requires answers about the understanding of the form of strategic corporate governance, which sets leadership standards at a higher level than legal regulation and defines CSR as a system for managing the relationship between the organization and the environment in which the company operates (all stakeholders) .

The fourth group of problems is presented by the results of a previous study by the team of the Laboratory for Social Research at Ruse (RES) in their various types (biomass, wind turbines, biofuels, photovoltaics).

The third chapter "Scientific and applied role of CSR and JI in the internal social policy of the organization" examines the complex methodology for quality of working life, analyzing the development in recent decades of the concept of optimal use of labor potential of the individual, his intellectual , creative, organizational and moral-ethical abilities. The subject of interpretation is the substantive and procedural theory of motivation in the general nature of social and labor relations. The use of formal and informal rules for providing social benefits for different groups of human resources in the enterprise, their conclusion / non-inclusion in individual employment contracts when hiring is argued.

A methodological approach for conducting an empirical study on the factors for improving the productivity of operational staff in industrial enterprises is presented.

The need to involve SMEs in the definition and implementation of efforts and measures to solve environmental problems is justified, as they account for about 95% of all enterprises and generate a large share of added value in the EU economy.

An overview and results of an applied project methodology focused on student-centered learning practices (SCL) implemented through ICT tools and collaboration between university and industry are presented within the Erasmus + project "InoLearn4BEEs", Grant Agreement: 2017 -1-RO01- KA203-037145.25 As part of the approach, an empirical study is being conducted in four European countries (Romania, Bulgaria, Slovakia, Poland) with local stakeholders from different industries and sectors.

Chapter Four, "Opportunities and Approaches for Institutionalizing CSR and JI," focuses on compiling a company social passport as a major contributory issue in Chapter Four. When assessing the level of social development of the company, one of the possible methodological approaches is the use of data from the social passport of the organization. B as a result of own studies of such documents in the chapter will be proposed structure of this basic document.

The proposed social passport is universal in nature and can be adapted to different types of organizations. The homogeneous structure of social indicators allows the interested public and local authorities to compare the state of social development with other organizations in the territory of their government and to develop an adequate and sound tax and credit policy.

This chapter presents the Methodology for determining the social development of the team, as well as the social passport, consisting of two parts: I) "Socialization of labor"; and II) "Social infrastructure". The methodology for determining the social development of the team,

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In this chapter it is proved that the evaluation of social investments, social partnership and policy consists in clarifying the correlations between the volumes (costs) of domestic social investments (in different directions) and the indicators of labor productivity and performance indicators, profitability, capitalization), as well as between the volume (costs) of external social investments (in different areas) and the performance indicators of business activities.

In the Fifth Chapter "Approbation of theoretical and methodological formulations for the use of mechanisms for formation and institutionalization of CSR and JI" is identified and ranked differences in attitudes of employees working in micro / small, medium and large companies from Bulgaria, Russia and Serbia. Given the similar socio-historical situation and the different level of socio-economic development in the present, the focus is on researching the importance and implementation of CSR in companies.

It turns out that the reaction of business to sustainable development is diverse. Larger corporations in the industry are striving for sustainable development by introducing corporate social responsibility strategies to show that the business response to sustainable development is diverse. Larger corporations in the industry are striving for sustainable development through the introduction of corporate social responsibility strategies.

A conceptual model for the transformation of educational strategy in business universities is presented. More than ten years after the introduction of the UN Global Compact Initiative's Principles for Responsible Management Education (PRME), nations are reviewing what has been achieved.

An overview of the state of industrial SMEs in Bulgaria is made. The results of research conducted by various research teams in the Southwest Planning Region (2008) and in the North Central Planning Region (2012) of Bulgaria are presented through in-depth interviews with a common questionnaire and expert assessments. A comparative analysis of the influencing factors - favorable and deterring the innovative activity of SMEs and its relationship with internal CSR in the traditional for Bulgaria industrial sector - furniture production. An up-to-date study of the state of industrial SMEs in Bulgaria is included. The results of research conducted by various research teams in the Southwest Planning Region (2008) and in the North Central Planning Region (2012) of Bulgaria are presented through in-depth interviews with a common questionnaire and expert assessments. A comparative analysis of the influencing factors - favorable and deterring the innovative activity of SMEs and its relationship with internal CSR in the traditional for Bulgaria industrial sector - furniture production.

4. Critical remarks and suggestions

As a reviewer, I declare that the presented dissertation fully satisfies the scientific precision and content, therefore I have no critical remarks.

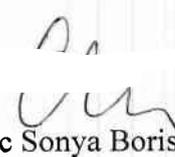
5. Conclusion

I propose to the scientific jury to award Diana Antonova Antonova the scientific degree "Doctor of Science". Field of higher education: 3. Social, economic and legal sciences. Professional field: 3.4. Social activities. Scientific specialty: Organization and management outside the field of material production (Social activities).

26.04.2022

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Reviewer:


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