

OPINION

of dissertation on the topic: "**Study of mechanisms for the formation and institutionalization of corporate social responsibility and social investment**"

under the procedure for obtaining the scientific degree "Doctor of Science" in the 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)* with author **Prof. PhD Diana Antonova Antonova**

by **Prof. DSc Plamen Kirov Ivanov** – Konstantin Preslavsky – University of Shumen, member of the scientific jury, according to the order of the Rector of ShU Konstantin Preslavsky № RD-16-020 from 25.02.2022.

1. General characteristics of the submitted materials under the procedure.

Candidate details.

Diana Antonova Antonova graduated from the Academy of Economics "D. A. Tsenov"- Svishtov, specialty "Management and planning of the national economy". He defended his doctoral dissertation in Economics and Management on the topic: "Territorial organization of agricultural machinery in our country" in 1990. After winning a competition in 1994, she was appointed Chief Assistant in the Department of Business and Management at Angel Kanchev University. He has successively held the academic positions of "**Associate Professor**" in *Organization and Management of Production (Marketing Management)* and "**Professor**" in *Organization and Management of Production (Industry)*.

She was Deputy - Dean of the Faculty of Business and Management in terms of scientific and human resources, Deputy - Dean of the Faculty of Business and Management in Scientific and Personnel Development, Head of the Department of Management and Business Development. Since 2016 she has been elected deputy. - Rector of the University of Ruse for research.

Prof. PhD. Antonova has specialized in a number of *Western countries (UK, Belgium, Portugal, Slovenia, Spain, Germany, Austria)*. She has lectured as a guest lecturer at universities in *Portugal, France, Ireland, Great Britain, Greece, USA, Uzbekistan*. She is the coordinator of the *Reshica International Academic Network on Entrepreneurship and Innovation in Southeast Europe - for the University of Ruse*.

She is a member of the Board of Directors of SAGE "School Association for Global Education" - Coordinator of UNESCO Associated Schools in Bulgaria. Member of the Association of Teachers of Economics and Management in Industry and the Union of Scientists - Ruse, Executive Director of the Foundation

"Bistra and Galina" - Ruse. Prof. PhD Antonova is the editor-in-chief of the international scientific journal "Entrepreneurship and Innovation" of the FBI at the University of Ruse, a member of the editorial boards of the journal "Amalle Universitati E. Murgu", Studi q Economice, Romania, the magazine "Industrial Management" at TU - Sofia, "Technology and Innovation" of NTS - Sofia. She is a member of the scientific committees of 10 scientific conferences at home and abroad, as well as a member of the Editorial Boards of two scientific publishing houses - IkoConsult and Primax. She serves as a consultant to the Eureka Institute for Applied Economic Research and the Association of Teachers of Economics and Management.

She is a member of the research teams of 2 projects under the Seventh Framework Program of the EU. Works in joint research teams on international projects of the European Commission, UNESCO - education, MES - NSF, US State Department, Stability Pact. He has won 12 awards, including the "Ruse Award - 2011" for leading a research team with high scientific achievements.

She speaks English and Russian.

She is the author of more than 130 publications at home and abroad - 3 monographs, 15 studies, 30 articles, 6 of which with impact factor, reports, textbooks and teaching aids.

She is the supervisor of 8 doctoral students, of which 7 have successfully defended and 1 is in the process of training.

1.2. Documents submitted under the procedure.

The presented scientific production for participation in the competition includes a dissertation, 13 articles and reports published in scientific journals, referenced and indexed in world-famous databases with scientific information, 19 articles and reports published in non-refereed journals with scientific review or published in edited collective volumes , 1 study, 15 citations or reviews in scientific journals, referenced and indexed in world-famous databases with scientific information or in monographs and collective volumes, 10 citations in monographs and collective volumes with scientific review, 5 citations or reviews in non-refereed journals with scientific review .

In terms of quantitative and qualitative parameters, the scientific production of the candidate meets the criteria for the required minimum scientometric indicators under the procedure, according to Art. 26. of LDASRB, art. 35. of the RLDASRB and art. 34, para (2) and (3) of the Regulations for the development of the academic staff of the Konstantin Preslavsky – University of Shumen.

2. General characteristics of the dissertation and the abstract.

2.1. Dissertation work. Prof. PhD Antonova has developed a dissertation with a total volume of 560 pages, which includes an introduction, five chapters, a list of used literature and site, a list of abbreviations and acronyms, 4 applications. The text of the dissertation is illustrated with 63 tables, 10 images and 57 figures. The bibliography contains 420 literature sources, of which 88 are in Cyrillic, 247 in Latin and 85 online.

In her research work, the author offers concepts, solutions and models for the formation of professionals prepared for work in corporate social management, which confirm the relevance of the proposed dissertation.

In the first chapter Prof. PhD Antonova presents theoretical statements, methodological developments and world experience in the field of theory of CSR and SI, their nature and interdependence.

Chapter two "Study of the methodological nature of CSR and JI" presents issues related to methodological issues of CSR and social investment.

This chapter presents an analysis of the concepts of CSR, corporate citizenship and corporate sustainability.

An empirical study of various parameters determining the environmental aspect of CSR is presented and a pilot project of the Intermodal Transport and Logistics Cluster Ruse is tested and good practices for the application of RES are indicated.

In Chapter Three, Prof. Dr. Antonova analyzes the quality of working life, social and labor relations between employees and employers, and presents a methodological approach to conducting an empirical study on the factors for improving the productivity of operational staff in industrial enterprises. This chapter focuses on the results of applied project methodology related to student training practices in the field of business education and training in engineering and entrepreneurship. In matrix form Prof. Antonova presents the indicators for evaluation of JI (social investments) and SP (social partnership). The key role of economic efficiency in the social activity of each company is indicated.

The social determinant of CSR is derived. A pilot approbation of an approach to assess the factors leading to higher productivity of operational staff in the furniture industry is presented.

Parameters are proposed that ensure compliance between the activities of small and medium enterprises and regulatory documents for environmental protection.

A project methodology based on a pilot study on learning practices oriented to students and implemented through ICT - tools and cooperation between universities and industry is presented. The need to adapt the learning processes in the field of higher business education in engineering and entrepreneurship to the needs of business has been proven.

Chapter four "Opportunities and approaches for institutionalization of CSR and JI". In it, the author presents the basic requirements, structure and importance of the social passport for the development of the company's social strategy.

Chapter five. "Approbation of theoretical and methodological formulations for the use of mechanisms for the formation and institutionalization of CSR and JI."

The object of research in this chapter are the methodology for ranking the differences in the attitudes of employees in the context of CSR, the deterrents and

favorable factors for the creation and implementation of innovations, the Code of Corporate Sustainability. The importance of responsible business leaders and professionals for the labor market has been proven.

The author concludes that the transformational model for the implementation of the principles of responsible university education in management (PRME) is an expected and sought-after form of knowledge management in university structures. This model is the strategic core of curricula and external partnerships.

It has been proven that the CSR concept is a solid institutional basis in the practice of socially responsible business.

According to Prof. Dr. Antonova, the implementation of a motivational system of the ISCOL type should become a section of the social strategy for increasing the socialization of labor. The presented mathematical model allows to solve the issue of the distribution of funds allocated for social development on the one hand and to determine the change in the level of social development of the corporation at different amounts of funds invested in the social sphere on the other.

On the topic of the dissertation work Prof. Dr. Diana Antonova has 23 reports, 9 articles and 1 study and this fact proves the large amount of research and scientific work on the problems in the dissertation.

2.2. Abstract. The presented abstract corresponds in form and content to the generally accepted requirements for this type of work.

3. Relevance of the scientific problem. I believe that in the proposed dissertation Prof. Dr. Antonova develops current and significant for modern society issues related to social innovation, social responsibility, CSR, corporate sustainability, corporate citizenship and social investment.

4. Scientific contributions. The dissertation is presented by Prof. Dr. Diana Antonova Antonova as an erudite and competent researcher, innovative scientist and lecturer.

The scientific and scientific-applied contributions of the dissertation are as follows:

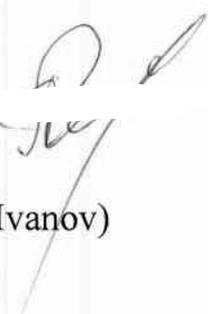
- Analysis of theoretical statements and methodological developments related to corporate social responsibility and social investment.
- Author's concept of the nature and content of corporate social responsibility and social investment.
- Assessment and analysis of the multiplier factors underlying the transformation of social responsibility.
- Diagnosis of the methodological features of the process of corporate self-regulation.
- Modified spatial model of social investment.
- Algorithm for the absorbing capacity of the corporation in the global network of multinational companies.
- Approaches and principles of the social passport of the organizations.
- Model for eco-efficient management of the modern business organization.

- Conceptual model for transformation of educational strategy in business universities.
- CSR development programs in higher education through the application of the principles of Responsible Management Education - PRME.

5. General conclusion. Based on the above, I give a positive assessment of the candidate and recommend to the Distinguished members of the scientific jury to award **Prof. PhD Diana Antonova Antonova** the scientific degree of "**Doctor of Science**" in the professional field: 3.4. "Social activities", field of education: "Social, economic and legal sciences", scientific specialty: "Organization and management outside the field of material production (Social activities)".

05.04.2022

Shumen

PREPARED THE OPINION: 

(Prof. DSc Plamen Ivanov)