



OPINION

on dissertation work for awarding the educational and scientific degree „**Doctor**“
in a field of higher education 3. Social, economic and legal sciences, professional field 3.7.
Administration and Management, scientific specialty "Application of computing in
economics"

Author of the thesis: Neda Venelinova Chechelova

PhD student (full-time) at the Department of Mathematics, Physics and Informatics, Faculty
of Forest Industry at the University of Forestry, Sofia

**Dissertation topic: Research of the e-business system in the context of increasing the
digital and professional competencies of consumers**

Member of the Scientific Jury: Prof. Valentin Kirilov Velev, PhD,

Sofia University of Mining and Geology, scope of higher education 3. Social, economic and
legal sciences, professional field Economics, the scientific specialty“ Economics and
Management”

Appointed as a member of the Scientific Jury with Order of the Rector of University of
Forestry No ЗПЦ-530/ from 17.10.2022

1. Compliance with the procedure.

The training procedure and the development of the evaluated dissertation work were carried
out in an accredited scientific unit under the supervision of Assoc. Prof. Dr. Radoslav
Miltchev. The work was discussed and referred for defense by a once-enlarged faculty council
with voting rights. Acquaintance with the submitted documents showed that the scientific and
educational process was carried out in accordance with the requirements and procedures of
the Academic Staff Development Act in the Republic of Bulgaria, and that the necessary
grounds for conducting a defense were present.

2. Brief biographical data about postdoctoral student.

Master Neda Chehlarova is an educational product of UF. After graduating from secondary
education with a specialty in "foreign language profile", he continued his education at UF,
where he obtained a bachelor's degree and a master's degree with the qualification "Business
Manager". Without interruption, the educational process continues on a doctoral program, the
result of which is the dissertation submitted for official defense. The above reflects a ten-year
period dedicated to a purposeful educational process, which I hope, in addition to formal
results, has formed expected skills and qualifications.

3. The actuality of the problem.

The author of the dissertation work, Neda Venelinova Chehlarova, has directed her research interests in the issue of improving the e-business system by upgrading the existing ones and developing new forms of functioning. For this purpose, the position is defended that this can be achieved by creating conditions for increasing the digital and professional competences of users, which will contribute to achieving growth in the efficiency of the E business system. These considerations provide the necessary arguments to unequivocally express the position that the discussed scientific development is contemporary and dissertation able, is dedicated to a significant scientific-practical question, the answer(s) to which is sought through the performance of comprehensive scientific research activity.

4. Relevance of the topic of the dissertation and expediency of the set goals and tasks.

The comparison of the formulated goal of the research, the tasks resulting from it, related to the object and the subject of research, allows to assess that they are formulated appropriately and composed in development. Deciphering their content, it can be categorically assessed that there is no contradiction between them and the formulated topic, but there is a logical interdependence.

5. General presentation of the dissertation, knowledge and mastery of the issue.

The dissertation is presented on 153 pages of main text. Additionally, a list of 205 sources of information and applications with the surveys used in the study are presented. It is structured in three chapters, ending with conclusions to each of them. From familiarization with the text, one gets an idea of an extremely comprehensive and in-depth analysis of the E-business system. Apparently, the author has gone into the process of E-business in detail, which has allowed him to reveal a number of peculiarities and reservations for its improvement. The accumulated solid scientific research base from the correctly performed critical analysis is rationally used to obtain evidentiary material in confirmation of the formulated scientific thesis.

6. Research methodology.

There is a clearly defined goal, subject, object and tasks, as well as an adequate research hypothesis. The methodology includes a complex of theoretical and empirical studies, the consistent and purposeful implementation of which in the context of the set tasks guarantees the achievement of the set goals. The scientific methods used include: observation, analysis, concretization and generalization, survey, interview, SWOT-analysis, experiment. Standard means and platforms were used for processing the data in electronic form.

7. Evaluation of dissertation results (Discussion of the conclusions, contributions and publications to the dissertation).

My categorical assessment of the peer-reviewed dissertation work is that it is a completed scientific study in which a meaningful educational and scientific research process has been reflected. The presented conclusions, summaries and formulated contributions faithfully and correctly reflect what was done and what was achieved in the dissertation. The main part of

them have gained professional fame through the presentation in publications of scientific forums.

8. Critical notes and questions.

As with most dissertations, which in terms of scope and depth are most often the first large-scale publications for the corresponding author, certain claims can be made here. At the same time, as noted in the development, there is a thesis, purpose, conducted experiment, results, i.e. a scientific product is presented that has the elements of a complete and thorough scientific work. In this sense, it is more important to note things that would be useful in future work, namely: 1. The title of the dissertation could be more concise, reflecting the keywords of the work: "Increasing the digital competences of users in the system for e-business"; 2. The title indicates "digital and professional competences", but the exposition focuses on digital competences, as an element of professional ones; 3. In several places, as contributions, conducted analyzes are indicated, which are a means, and contributions are the results, their summary and use, as a result of the analysis.

9. Personal impressions.

I did not have the opportunity to form personal impressions about the author of the dissertation work.

10. Conclusion.

The dissertation work is dedicated to a real scientific and applied problem, and the results obtained are a reflection of independent scientific research. The formulated goal has been achieved and adequate solutions to the resulting tasks have been found. The conclusions drawn follow logically from the research carried out and have real potential for improving the E-business system. The formulated contributions are correctly stated and correctly reflect the possibilities of application in practice. Based on the above, I confidently state that the dissertation work on the topic: "Research of the e-business system in the context of increasing the digital and professional competencies of consumers " is a finished scientific product of a successfully conducted educational and scientific process. I appreciate that there are all the reasons to vote "YES" for master Neda Venelinova Chehlarova to be awarded the educational and scientific degree "doctor" in professional direction 3.7. Administration and management, scientific specialty "Application of computing technology in the economy)"

Prepared opinion:



The review was submit:

(Date)