

SCIENTIFIC REVIEW

By: Assoc. Prof. Dr. Vesselin Panov Loulanski

Higher School of Security and Economics (HSSE)

About: contest for professor (two) in the field of higher education 3. Social, economic and legal sciences; in professional direction 3.7 "Administration and Management" (Health Management) at the Higher School of Security and Economics.

1. Information about the contest

The competition was announced for the needs of the ERC "Economics and Management" of HSSE, and published in the State Gazette, issue 99/13.12.2022.

I take part in the scientific jury for the contest as an internal reviewer according to Order No. 92/27.02.2023 of the Rector of HSSE.

2. Information about the candidates in the contest

To participation in the competition, two candidates have submitted documents within the legal deadline: associate professor Neven Yordanov Enchev Von Goldenburg, and associate professor Majid Naji Kadim.

The present review is for Associate Professor Neven Yordanov Enchev Von Goldenburg, Ph.D.

- *Brief biographical reference.*
 - Prof. Dr. Enchev Von Goldenburg was born on 25.05.1970 in Plovdiv, Bulgaria.
 - Acquired Master's degree in Medicine at the Medical University in Plovdiv (1990 – 1996).
 - Acquired Master's degree in Psychology from Plovdiv University "St. Paisii Hilendarski" (1997 – 1999).

- Conducted specialization in "Obstetrics and Gynecology" in 1999.
- Graduated in Health Care Management Course organized by the World Bank and the British Council - Bulgaria in 2000.
- Acquired Master's degree in "Business Administration" at Plovdiv University "St. Paisii Hilendarski" (2004 - 2007).
- Acquired Master's degree in "Health Management" at the Medical University in Plovdiv (2014 – 2015).
- Acquired Master's degree in "Diplomacy and International Relations" at Plovdiv University "St. Paisii Hilendarski" (2016 - 2018).
- Defended the educational and scientific degree "doctor" at Medical University - Sofia (Faculty of Public Health) in 2016. The scientific specialty within which the doctoral degree was obtained is "Social medicine and organization of health care and pharmacy", and the topic of his doctoral dissertation is "Quality Management in a Modern Active Care Hospital".
- In 2017, he was elected and holds since the academic position of "associate professor" in "Organization and management outside the sphere of material production" (Health Management) at the Higher School of Agribusiness and Regional Development - Plovdiv (Faculty of Economics and Management).
- He speaks foreign languages at a professional level - English and German. Married, with two daughters.
- ***Professional positions held to date:***
 - Medical Representative at Dr. Theiss Naturwaren GmbH (1996 - 2000).
 - Medical representative at Merck, Sharp and Dohome Bulgaria (2000 - 2003).
 - Medical representative at Pfizer Bulgaria (2003 - 2007).
 - President and founder of the Quality of Life Foundation since 2009.
 - Managing partner and Executive director of Medline Hospital Plovdiv (2007 - until now).

- Managing partner and Executive director at MBAL "Central Onco Hospital" (2012 - until now).

The candidate has an impressive education and professional career.

3. Fulfillment of the requirements for occupying the academic position

3.1. Fulfillment of quantitative requirements

The candidate submits 39 scientific works in full volume for review.

All submitted works were published after holding the academic position of "associate professor" and were not part of the competition for "associate professor". Additionally, 15 scientific works that are in print are presented.

The presented 39 scientific works fully cover the criteria of Art. 29 of “ЗПАСРБ” for occupying the academic position "professor", which is why the present review is based mainly on them.

3.1.1. Total number of scientific developments:

- publications in Bulgarian periodical medical journals - 35 issues, with a total volume of 271 pages;
- monographs - 2 issues, with a total volume of 305 pages;
- textbooks - 2 copies, with a total volume of 241 pages.

The total volume of works that are accepted as subject of review (39 issues) amount to 817 pages.

The additionally presented works in print (15 copies) are accepted for information. They give the impression that they have been accepted for publication after rigorous scientific review, and in terms of thematic focus, they are a continuation of the scientific interests and specialization of the candidate in the field of health management, prevention of health risk, and public health.

3.1.2. Total number of citations:

- 27 pieces.

All presented citations are in modern Bulgarian peer-reviewed scientific publications, peer-reviewed scientific conferences, and monograph works.

3.1.3. Authorship:

- first author - 4 issues, of which independent author - 4 issues;
- second author - 35 copies;
- third author and subsequent author - 0 items.

For all collective publications, a proper reference for separation protocols is presented with the individual contributions of each member of the author collective.

All presented publications (including those in print) are in modern Bulgarian peer-reviewed scientific publications, part of the national reference list at NACID.

3.1.4. Participation in international scientific projects:

- 1 piece.

Expert participation in a project "Nutrition for the elderly - cross-sectoral approach for training and coaching" under Erasmus + Strategic Partnership.

3.1.5. Fulfillment of the quantitative indicators for holding the position of "Professor":

According to the requirements of Art. 2b, par. 2,3 of "ЗПАКРБ" and Art. 2b, par. 5 of the "ЗПАКРБ", the applicant has submitted a sample report - appendix to Art. 1a, par. 1 of "ИИЗПАКРБ" - for the minimum required points by groups of indicators for the academic position "professor" under Art. 60, para. 3 of "ИИЗПАКРБ", from which it is evident that his scientific publications, citations and project participations exceed by 80 points the minimum requirements (550 points) in the area 3. Social, economic and legal sciences, professional direction 3.7 Administration and management, exceeding the specified minimum points for the different groups of indicators.

3.2. Fulfillment of quality requirements

The candidate's scientific works are up-to-date, significant and enrich modern knowledge on the topics covered in them in the field of health management and medicine. The publications of Associate Professor Enchev Von Goldenburg are logically multidisciplinary, which is an expression not only of the complex research subject, but also of the multidimensional erudition of the author. Through correctly set and feasible tasks, justified methodology and convincing

evidence, concrete results are reached in the investigated problems. According to the requirements, all presented publications are refereed, and monographs - reviewed by established specialists in the relevant scientific field.

4. Assessment of teaching and learning activities

I have no direct observations of the candidate's teaching activity, but as Dean of the Economics and Management Department, within which the master's program in "Health Management" is implemented, I am convinced that the educational process in terms of level, content and specialization would meet the highest standards for quality with the inclusion of qualified practitioners with extensive management experience and competencies. A guarantee for this are the disciplines taught by the candidate so far - Management in health care, Economics and financing of health care, Human resources management in health care, Project management in BYAPP and HSSE.

The health economy exerts a key influence on all other economic sectors, not only as a factor of economic growth (healthy labor factor market - increased productivity - reduced costs of treatment and absenteeism), but also as a system in itself. It is significant that health services are gradually becoming the most significant economic sector in industrialized countries, tending to occupy the highest share of GDP, becoming the largest employer, and offering innovations and solutions to long-delayed health, economic and social problems. All this calls for increased attention to a proper understanding of how the health sector functions and is managed, and in particular:

- The normative problem of health market efficiency and the role of government policy;
- The conditions of access, justice and compromise, distinction and management of the health service as a private and as a public good;
- The principal-agent problem and the rising healthcare costs;
- Asymmetric information and hence adverse selection and moral hazard in health insurance;
- The positive and negative external effects of the system - the importance of prevention or vaccinations against risky behavior and unhealthy lifestyle choices;
- Length and quality of life as a function of health care investment.

In view of the stated considerations, I find that the candidate has managed to develop and engage the attention of students and professionals in the above areas, which is particularly visible in the presented 2 textbooks on health management - "Economics and financing of health care" and "Management of human resources in health care". They are distinguished by up-to-date content, didactically

appropriate presentation style, lexical purity, logical connections and consistency of the topics under consideration, solid bibliography, emphasis on solving practical tasks. This makes them easily digestible by students and representatives of social practice.

I also consider that the applicant's academic profile and managerial competences fully correspond to the scientific specialty and the additional specification of the competition.

5. General characteristics of the presented scientific works/publications

5.1. Main directions in the research activity.

The main investigations in the candidate's scientific work are in two main thematic fields: 1/ health management (human resources management in health care, health care financing, management of hospital facilities, demographic trends as a factor in the demand for health services market; macroeconomic policy in the health care sector); and 2/ practical and managerial aspects of clinical medicine (psychology at the workplace, social aspects in obstetrics and gynecology, stress management of employees in the health care sector, oncogynecology, endocrine gynecology, caesarean section and others).

5.2. Summary of the obtained scientific and applied results.

The main scientific and applied results of the candidate could be summarized in several groups:

- **Methodology** (testing and arguing the results of the conducted research through the correct use of appropriate research methods, such as historical approach, descriptive analysis, inductive-deductive analysis, comparative method, statistical methods and others);
- **Data used and choice of research object** (predominantly primary sources were used, with a large part of the research being done on self-collected information through a survey method and focusing the research on the main key problems related to the management of health services in the relevant organizational units and areas of competence);
- **Analysis** (the predominant part of the works achieve a priori and correctly the limited practical goals of the conducted research, but the more fundamental monographs and textbooks offer a complete and comprehensible dissection of the health care system by types of services and directions);

- **Conclusions and recommendations** (a number of original solutions with a clear thematic profile have been proposed, as follows: on the issues of patient economic choice and payment for medical services [publications numbers 5,7,8,10,23,24,25,26,35]; on the issues on the prevention and management of stress at the workplace with very curious survey results [11,22,13,14,15,16,17,18,19,20,21,22]; on the issues of family planning and demography [6, 9]; prevention and operationalization of oncological diseases in women [1,2,3,4,27,28,29,30,31,32,33,34]).

5.3. Evaluation of monographs as an object of review.

The candidate has submitted two monographs for review - "Risk management in endometrial carcinoma" and "Fertility study among minority ethnic groups in Bulgaria".

In the monographic work "Risk Management in Endometrial Carcinoma" an in-depth analysis of the management options for disease risk management was carried out with a view to determining an optimal model for its minimization:

- A risk management matrix is proposed, with five levels of maximally accurate description and definition of risk, giving a synthetically informative quantitative dimension to the risk assessment.
- Subsequently, an opportunity is offered to prepare a plan to meet the negative consequences of the realization of the risk and to take preventive management actions to minimize it.
- Results of in-depth statistical studies on the circumstances of patients with endometrial carcinoma have been performed and presented, with a view to a clear understanding of the causes and possibilities for risk assessment and management.
- The main economic factors that have an impact on the prevention of the risk of the mentioned disease are presented.
- In a practical aspect, the monograph pursues a current and socially significant goal: the modern trends in increasing the incidence of endometrial carcinoma provide sufficient material for doctors to study the causes of the incidence, and the reaction of surgical and other types of treatment on the quality of life of patients.
- The analysis of the data used provides an opportunity to draw conclusions and recommendations regarding the systematic management of risk, the economic components of risk, prevention, intensive and special care for patients with endometrial carcinoma.

In the monographic work "Research on the birth rate among minority ethnic groups in Bulgaria" a socio-economic analysis of the Roma ethnic group was carried out in relation to the issues of birth rate and family planning.

- In the framework of an in-depth sociological study, the various aspects of the reasons for the peculiarities in the reproduction of minority groups have been analyzed.
- The risks related to the health, social and economic status of the representatives of the Roma ethnic group are presented as a result of non-compliance with health recommendations and national legislation on marital status and family cohabitation.
- A complete picture of the possible policies to overcome poverty, ignorance and crime, as well as the lenient attitude towards the weaker sex in view of their and their children's health status and social development, is outlined, which can also be evaluated as a practical contribution of national importance.

6. Assessment of scientific and applied contributions

The scientific ones and scientific-practical research interests of assoc. prof. Enchev Von Goldenburg are in-depth and of a contributing nature, which makes them valuable for management practice in the country. Among them, the following contributions could be singled out with particular importance, which build on and summarize what was stated in item 5.3:

- Management theories are systematized in the field of health management, human resource management in health care, risk assessment and management, and the same are further developed in the direction of creating and implementing adequate public policies for them.
- With clear practical potential are interpretive analyzes of key elements of disease management and prevention, workplace stress, family planning, and minority demographics.
- Approaches to identify the factors affecting the effectiveness of the health system and the possibilities of their use in achieving its organizational, economic and financial sustainability are defined.
- Economic models for management in the health sector have been studied, presented and analyzed, as well as current programs on human resource management in health care with a didactic focus.

I consider each of the mentioned contributions to be an original, personal achievement of the candidate, with correct reference and without infringing the copyrights of other researchers.

7. Critical notes and recommendations

Although partial comments could be addressed to individual elements of the candidate's scientific output submitted for review, the reviewer finds it rather productive to make a few general recommendations to the candidate, which are in no way critical, but rather related with the additional exposure of the candidate's works to the world collegium of health management:

- Directing the publication activity to international scientific journals and their international readership;
- The additional inclusion of comparative studies in future research on the topic, which will allow a more distinct positioning of the state, problems, opportunities and alternative solutions of health management in the country;
- Use of simulation models of the state of health services to allow the outline of probable trends and to inform the management through the possibility of developing example scenarios that a priori cover the possible risks.

8. Conclusion

On the basis of my quantitative assessment of the publication activity, and my qualitative assessment of the scientific and practical value of the scientific publications of Associate Professor Neven Yordanov Enchev Von Goldenburg, taking into account the overall scientific, research, scientific-organizational, expert and managerial activities of the candidate, which presents him as a proven health manager with rich practical experience and theoretical culture, I am convinced that he is a fully formed scientist with authority, rich practice and expertise in the field of the academic contest, therefore I give my positive assessment for his election to the academic position "Professor" in IIH 3.7 "Administration and Management" (Health Management).

I would like to recommend the candidate to the other members of the Specialized Scientific Jury to vote positively and elect Assoc. Prof. Dr. Neven Yordanov Enchev Von Goldenburg to the academic position "Professor" in IIH 3.7 "Administration and Management" (Health Management) at the Higher School of Security and Economics - Plovdiv.

21.03.2023

Plovdiv

Signature:.....

assoc. prof. dr. Vesselin Panov Loulanski