



REVIEW

From: Prof. Dr. Atanas Georgiev Lyondev, habilitated at the Higher School of Security and Economics, Plovdiv, in the field of higher education 3. Social, economic and legal sciences, professional direction 3.8 Economics, scientific specialist: Finance, money circulation, credit and insurance, Department of Economics and Management

- ✓ №39480: Register of scientific activity in the Republic of Bulgaria:
<https://cris.nacid.bg/public/scientist-preview/16592>
- ✓ №29680: Register of academic positions and dissertations at NACID:
<https://ras.nacid.bg/dissertation-preview/16592>
- ✓ <https://www.researchgate.net/profile/Atanas-Lyondev>
- ✓ https://scholar.google.com/scholar?hl=bg&as_sdt=0%2C5&q=atanas+lyondev&oq=bg
- ✓ <https://orcid.org/0000-0002-2852-571X>

REGARDING: The scientific works of the candidate Assistant Professor Neven Yordanov Enchev Von Goldenburg, dm presented for participation in a competition for the academic position „Professor" at the Higher School of Security and Economics, Plovdiv, in the field of higher education 3. Social, economic and legal sciences, professional direction 3.7 Administration and management, scientific specialty "Health Management", announced in the State Gazette, no. 99/13.12.2022

PLOVDIV, 2023

I present my review of this competition as a member of the Scientific Jury, determined by Order No. 92/27.02.2023 of the Rector of HSSE

The review was developed according to the requirements of the current Law on the Development of the Academic Staff, the requirements of the Regulations for the Application of the Law and the Regulations for the Development of the Academic Staff of HSSE, Plovdiv.

The only candidate in the competition for the academic position "Professor" at HSSE is Associate Professor Neven Yordanov Enchev Von Goldenburg, dm. The deadlines for the competition have been met and the submitted documents have complied with the requirements.

1. GENERAL PERSONAL AND PROFESSIONAL INFORMATION ABOUT THE CANDIDATE

Associate Professor Neven Yordanov Enchev Von Goldenburg dm was born on 25.05.1970 in the city of Plovdiv. Married, with two daughters.

In 1996, he graduated from the Medical University of Plovdiv and graduated as a Master of Medicine. In 1999 specializes in Obstetrics and Gynecology at St. Mina Hospital, Plovdiv. From 2007 to the present, he has been the Managing Partner of Hospital - "Medline" Plovdiv. Since 2012, he has been a Managing Partner at "Central Onco Hospital".

In 2012, he graduated with a Master's Degree in Health Management at the Medical University of MU - Plovdiv. Defended the Educational and Scientific Degree "Doctor" at Sofia Medical University, Faculty of Public Health, in 2016. In 2017, he was elected and held the academic position of Associate Professor of "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.

The candidate is completing a master's degree in Psychology at PU "P. Hilendarski" in 1999 and in Business Administration in 2007. He also completed a course in Health Care Management organized by the World Bank and British Council Bulgaria in 2000.

In 2017, he held the academic position of Associate Professor at the Higher School of Agribusiness and Regional Development, Plovdiv, majoring in "Health Management".

Associate Professor Neven Yordanov Enchev Von Goldenburg dm has very good written and spoken English and German and has excellent computer literacy.

2. GENERAL CHARACTERISTICS OF THE REPRESENTATIVES TO REVIEW PUBLICATIONS

According to the presented list of publications, the candidate has 39 publications related to the subject of the competition. Of these, I accept thirty-nine scientific papers for review, which were published after obtaining the educational and scientific degree "docent". At the moment, six monographs have been published independently and in co-authorship, two of which after taking up the academic position of associate professor - "Fertility research among minority ethnic groups in Bulgaria" in 2022 and "Risk management in endometrial carcinoma" in 2022 He is the author of two textbooks for students in the disciplines he teaches: "Economics and financing of health care" and "Healthcare Human Resource Management".

In this competition Associate Professor Neven Yordanov Enchev Von Goldenburg dm participated with 39 scientific papers as follows:

- Author's monographs – 2 pcs
- Textbooks – 2 pcs
- Publications printed in scientific magazines and collections – 35

There are also numerous participations in scientific conferences and symposia in our country and in the country. It is also worth noting that in the majority of their scientific works, a total of 39 candidates are the first or second author. A good impression is made by the broad scope of the candidate's scientific research.

Summarized data from review papers show the following location to Assoc. Von Goldenburg:

- First author – 4
- Second co-author – 35

Regarding bibliographic citations, according to the presented document from 2022, Assoc. Von Goldenburg was cited 27 times in Bulgaria.

The problem studied by the candidate is devoted to the scientific specialty of the current competition - Health Management (Scientific publications according to the list of numbers: 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23 , 24, 25, 26 and 35, including two student textbooks cited above).

The candidate's scientific works are up-to-date and enrich modern knowledge on the relevant topics. The chosen approach is to reach specific results through logically set and feasible tasks in the researched scientific field.

Ass. Prof. Von Goldenburg's publications are diverse and cover major areas of health management. Of course, he has priority areas of interest and development. His scientific output is mainly in several main directions - human resource management, health care financing, demographic problems, social aspects in medicine, stress, psychology, obstetrics and gynecology, etc.

In his monograph "Investigation of the birth rate among minority ethnic groups in Bulgaria", based on his extensive research, Assoc. Prof. Von Goldenburg sets himself and largely succeeds in achieving the following two main goals: the first is to analyze the attitude of Roma women towards childbirth and the views of them for an optimal number of children in their families. And the second, based on the obtained results and conclusions, to develop and propose an optimal model for regulating the Roma birth rate, so that it is adequate and meets the needs and possibilities of the Roma families. The second goal is extremely ambitious, current and of particular social significance. The four major scientific studies conducted by Assoc. Von Goldenburg are nested and comprehensive and cover patients from almost all corners of Bulgaria.

In his monographic work "Risk Management in Endometrial Carcinoma", the author also analyzes the modified approach in endometrial carcinoma, as an absolute indication for total hysterectomy.

Regarding the requirement to assess the relevance and significance of the scientific works and publications of Assoc. Prof. Von Goldenburg presented to me for review, I consider that they contain up-to-date, significant from a medico-biological and clinical aspect scientific information, for the achievement of which they are proposed logically and sequentially related work tasks.

Most of the works presented to me for review are the author's own research. Assoc. Goldenburg's idea to compare the results of surveys conducted among two generations of women is interesting. This research technique makes it possible to discover and prove a significant difference regarding the method of childbirth for women who are now giving birth and the same applied for their mothers. Based on this type of comparison, the author makes a thorough analysis of the obtained results. Ass. Prof. Von Goldenburg found a high relative share of surgical delivery in the modern generation of women of childbearing age, four times higher compared to the same,

previous generation studied, the mothers of the respondents. These data provide a very strong argument for reflection, protocol change and public awareness of the late effects and financial implications for the hospital.

In two of his studies, Ass. Prof. Goldenburg offers the indicator "pre-planned birth pattern", in the study of which he finds a tendency to increase the positive response depending on age, ethnicity and education.

The author also examines in detail the factors that largely determine the desire of pregnant women regarding the method of delivery/birth - operative or per vias naturalis. The question of their motivation under the influence of the obstetrician-gynecologist, who will eventually monitor the pregnancy, is critically asked. The author also manages to prove that "fear of pain during childbirth" turns out to be one of the leading arguments for pregnant women to prefer operative delivery/birth.

Ass. Prof. Von Goldenburg's studies among obstetrician-gynecologists show that almost two-thirds of the respondents performed a Caesarean section, due to the wishes of the patients. A dependence was found on long-term professional experience and previous operative delivery/birth. The status of the health facility is also a determining factor. A significantly higher cesarean rate in private healthcare facilities has been proven. The legalization of Caesarean section as an operative method at the request of the patient has been discussed, and a difference has been found between the desire of young obstetrician-gynecologists and specialists with longer obstetric experience.

In several of his publications, the author tries to develop the problem of the methods of the operative protocol of behavior in caesarean section and the various techniques with the necessary tools available and makes a detailed description of the way to go until making a decision for operative completion of birth.

3. SCIENTOMETRICAL DATA (COMPLIANCE WITH NECESSARY MINIMUM NATIONAL REQUIREMENTS)

According to the Reference for the fulfillment of the necessary minimum national requirements presented by Assoc. Prof. Von Goldenburg, acc. Art. 2b and Art. 26 of the Law on the Development of the Academic Staff in the Republic of Bulgaria and Appendix to Art. 1a, para. 1 of the Regulations for its implementation (PPZRASRB), adopted by PMS No. 202 of 10.09.2010, final update from 19.02.2019, tab. 2. "Number of points according to the candidate's indicators",

the same amount to 630 points, with which the candidate has fully fulfilled the necessary requirements for the academic position of "professor".

4. PEDAGOGICAL ACTIVITY AND EXPERIENCE

Associate Professor Von Goldenburg has an academic internship as a teacher, for the period 2018-2022, in the Higher School of Agrarian Development of the Regions and in the Higher School of Security and Economics, in the specialty "Health Management", with the discipline "Project Management".

From 2007 to the present, he is the Executive Director of Med Line Clinic AD and managing partner, assisting in the training of students on health management projects at HSSE.

5. SIGNIFICANCE OF CONTRIBUTIONS TO SCIENCE AND PRACTICE

Prof. Von Goldenburg's scientific and practical interests are very deep and of a contributing nature, which makes them particularly valuable for gynecological practice in our country. Among them, the research regarding the application of new methods in the management of human resources in health care in our country stands out. In his other studies, Ass. Prof. Von Goldenburg defined and made an in-depth analysis of stress-related problems among healthcare workers.

In the scientific publications of Associate Professor Von Goldenburg, clear, precisely and correctly formulated goals are evident, for the realization of which the candidate sets specific tasks. In most cases, they are correctly and logically derived from each other, and lead to the achievement of the goal, followed by a visual representation of the results obtained.

The global dimensions of stress among doctors are the reason for Assoc. Prof. Von Goldenburg, in his author's research, to look for a connection between doctors' awareness of the problem and the quality of their work. An indisputable fact that has been the subject of numerous studies is the correlation between stress and the adaptation of physicians to new jobs. The author examines a huge number of studies, hypotheses, looks for a connection between them and the quality of life of healthcare workers.

The developments of Ass. Prof. Von Goldenburg deal with the important and current topic, with a clear imprint on the national indicators - the birth rate in the country. The author repeatedly

emphasizes that the tendency to decrease the birth rate should give the state a strong motivation to stimulate it. Ass. Prof. Von Goldenburg develops and offers adequate models for overcoming the demographic crisis. That is why this part of his works can also be evaluated as a contribution of national practical importance.

6. CRITICAL NOTES AND RECOMMENDATIONS

I do not know the candidate personally, which is not an obstacle to assert that he is a professional, with a serious business card, a scientist with a consistent and clear approach to the problems related to the regulation of processes and activities in health management, with extensive professional and managerial experience acquired in the health sector. It is obvious that he has a good education (three master's degrees, a doctorate and a habilitation) and a qualification in the field of his scientific creativity. His very good command of written and spoken English and German and his excellent computer literacy allow him to use a significant amount of foreign sources of information and to keep his scientific output up to date.

I have no significant criticisms of the candidate regarding his production presented in the competition for professorship. Given the experience gained and the authority gained, I recommend Associate Professor Von Goldenburg to continue his activity as a teacher, maintaining research activity and participating in projects by publishing scientific production in global databases.

I fully agree with the conclusions drawn from the results of four large studies conducted by Assoc. prof. Von Goldenburg. I also accept the practical contributions, but I believe that in this direction the author should continue to work and take into account the new trends imposed by the period of reorganization of health care, which continues in Bulgaria.

7. CONCLUSION

The scientific production presented for review is sufficient in terms of type, volume and quality and meets the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Implementation and the Rules for the Development of the Academic Staff of HSSE, Plovdiv. The candidate's publications show that he has a good theoretical and practical training, and is distinguished by research qualities in the fields of knowledge studied by him, which presents him as a proven specialist gynecologist, scientist and innovator. Given the

quantitative and qualitative characteristics of the presented scientific publications, the importance of contributions to science and practice, and the candidate's qualities, I consider that his candidacy meets the requirements for occupying the academic position of "professor".

All this gives me a moral reason to give a **positive assessment** and recommend that the members of the respected Scientific Jury vote positively and propose to the Academic Council that Associate Professor von Goldenburg be elected to the academic position of "Professor" at the Higher School of Security and Economics, Plovdiv, in the field of higher education 3. Social, economic and legal sciences, by professional direction 3.7. Administration and management, scientific specialty "Health Management".

03/23/2023
Plovdiv

Reviewer:
(Prof. Atanas Lyondev PhD)