

OUTLOOK

**BY PROF. DSC. TANYA GORCHEVA –
DEPARTMENT OF “INTERNATIONAL ECONOMIC RELATIONS”,
OF SA “D. A. TSENOV” – SVISHTOV,
FOR OPENING A PROCEDURE FOR DEFENDING A DISSERTATION ON THE
TOPIC
“ECONOMIC DETERMINANTS OF INTERNATIONAL ENTREPRENEURSHIP:
MODELS, CONDITIONS AND WAYS OF FUTURE DEVELOPMENT”
FOR ACQUIRING THE EDUCATIONAL AND SCIENTIFIC DEGREE “ DOCTOR
OF SCIENCE”
IN THE PROFESSIONAL FIELD 3.8. “ECONOMICS”**

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I. General presentation of the dissertation

a) Overview and problem statement

The presented dissertation on the specified topic is in the final stage of development. It is structured on the following supporting points – essence and concepts of international business and international entrepreneurship; models of international entrepreneurship in the context of internationalization; participation of small and medium-sized enterprises in international business; stimulation of the competitiveness of exports and international entrepreneurship.

The dissertation has a volume of 463 pages and consists of an introduction, an exposition in six chapters, a conclusion, a list of used literature and appendices. The content of each chapter is divided into separate paragraphs. The main text contains 19 tables and 16 figures. A wide range of literary sources, amounting to 303 titles in Polish and English, has been studied. The exposition is distinguished by a pronounced descriptive spirit. The structure is built in such a way as to cover various essential moments of the specified topic. The dissertation work has been discussed and sent for defense to a scientific jury from the Department of Economics at the Faculty of Social, Economic and Computer Sciences of the Varna Free University "Chernorizets Hrabar".

From 01.09.2024. the author of the dissertation performs the functions of Dean at the Faculty of Administration and Social Sciences at the University of Economy and Innovation in Lublin, Poland.

b) Framework of the study and notes on the introduction of the dissertation work

The introductory part of the study develops the necessity and significance of the problems related to the trends characterizing the contemporary processes of business internationalization and the specifics of modern entrepreneurship under the influence of fierce competition in the international market environment. The relevance of the topic is argued, outlining the significant studies in the field of interpenetrating processes of internationalization and globalization, as well as the need for innovations in order to gain competitiveness of entrepreneurship, especially those operating in the scope of small and medium-sized businesses. Contemporary theories from various authors and schools are analyzed in order to establish the degree of development of the problems. The idea is promoted that in today's dynamic business environment there is a need to supplement and enrich knowledge about international entrepreneurship in the conditions of business digitalization and the imposition of the principles of corporate social responsibility in the concepts of entrepreneurship management.

The object and subject of the study are described in detail. The *integral goal* is associated with the determinants of modern international entrepreneurship in the conditions of modern socio-economic changes shaped by the COVID-19 pandemic. The integral goal is decomposed into several levels, examining the determinants of international entrepreneurship that determine the business of small and medium-sized enterprises, as well as those determinants that determine the success of entrepreneurship in the field of innovation, stimulating competitiveness in international trade. The study attempts to follow an innovative approach in the analysis of internal determinants (including management systems, entrepreneurial and market orientation, strategic planning and inclusion in international cooperation networks). An essential aspect of the study's objectives is the inclusion of *key success factors based on quantitative and qualitative indicators*. The empirical analysis covers the period 2017–2024 and is based on surveys of 300 enterprises and 100 interviews with managers from Polish and European companies.

On this basis, three *research hypotheses* have been formulated that focus the stages of the upcoming analysis, examining the influencing determinants in an analytical order. The decomposition of the hypotheses contributes to the formulation of the *research thesis*, which emphasizes that: “The success of an entrepreneurship in the international plan is a combination of its growth, development, competitive position, development intentions, as well as the current balance of the enterprise, both in material and social terms.”

In the context of the framework for conducting the research, the candidate sets herself *three main tasks*, the solution of which should lead to confirmation or rejection of the dissertation thesis.

2. Notes and recommendations

The first chapter builds a broad theoretical foundation that contributes to the formulation of the research problems. The theoretical framework of international entrepreneurship in the context of globalization and international trade is built. Key concepts and models of internationalization are systematized, providing a conceptual basis for further analysis. Opinions, definitions, aspects and approaches of various authors from different time periods are presented.

The second chapter analyses the processes of internationalization, emphasizing the role and importance of small and medium-sized enterprises (SMEs). It examines the forms of international inclusion of SMEs in international and/or global networks, following the strategic behaviour of cooperation and participation in various business networks.

The third chapter reveals the theoretical connection between innovation and competitiveness, presenting innovation as the central driver of entrepreneurship operating in an international/global environment. The types, processes and models of innovation are systematized, emphasizing their role in the development of entrepreneurship.

The research in **Chapter 4** focuses on the financial dimension of international business. It analyses the impact of taxation on the behaviour of companies operating in an international environment, including issues related to tax optimization and regulatory asymmetries.

The fifth chapter focuses on the contemporary determinants of international entrepreneurship, including digitalization, corporate social responsibility and human capital development strategies, emphasizing their role in shaping competitiveness in a dynamic business environment.

The sixth chapter of the presentation justifies the methodological structure and conducts an empirical study, on the basis of which the tasks set are solved. The empirical study is based on a survey, in which 150 Polish companies and 150 foreign companies (or their overseas branches) operating internationally were surveyed with the idea of establishing the nature and strategy for the functioning of the respective entrepreneurship. In parallel, the empirical study also includes one hundred interviews with managers of some of the selected companies, with the aim of building the managerial profile of the respective entrepreneurship. A database is created based on the criteria and indicators established in the questionnaires, respectively the parameters of the interviews conducted, the processing of which is carried out using the statistical package Statistica 10.0. and the SEPATH module. As a result, two structural equation models are obtained, which help in comparative analysis of the results, how successful the selected entrepreneurship are, both in their functioning and in their management.

During the development, the candidate has complied with the rules of **scientific ethics** related to **correct citation** of literary sources. No plagiarism has been established. **The abstract** accurately and completely reflects the statements and results of the dissertation work, following its content. It is 27 pages long and has been prepared in accordance with the standard requirements for an independent scientific work.

Without analysing the presentation of the dissertation, itself, I define **several recommendations** for refining the research in the future, namely:

- The conducted research on the nature and features of contemporary international entrepreneurship and its economic determinants is characterized by a very wide range of accompanying topics, problems and areas of analysis, and this makes it difficult to fulfil the tasks set in the introduction. In this sense, the presented dissertation looks like a kaleidoscope of the ongoing processes of internationalization and globalization of modern business and despite the described limitations for conducting the research, efforts to delve into the essence of the object and subject of the research have remained

superficial. Therefore, I would recommend that future research narrow the focus and emphasize a clear definition of the parameters of the research.

- The disclosure of the economic determinants of modern international entrepreneurship is a complex and multi-layered topic not only due to the exceptional dynamics of the business environment, but also due to the heterogeneous nature of modern international business, which manifests itself both in international trade in goods and in international trade in services; both in the movement of capital flows in the form of direct investments and in the form of portfolio investments. That is why the author has rightly focused on studying the economic determinants in the field of international trade. But the development trends for each individual form of manifestation in trade are different, so the results of the study cannot be identical. For this reason, I believe that if the author continues her research in the indicated area in the future, she should examine these individual areas of international trade in a differentiated manner.
- There is a certain asymmetry in the content and depth of the study. For example, the first two chapters are developed in depth and comprehensively, while the exposition in the next three chapters is rather mechanical and limited. I propose that for future research, the theoretical framework from the first two chapters be combined with the topic of each of the following chapters separately, in order to delve deeper and reveal the essential characteristics of the observed international entrepreneurship separately under the influence of innovation processes, separately under the influence of competitive opposition, separately under the influence of digitalization, etc.

3. Scientific and applied contributions of the dissertation work

Regardless of the remarks made, which do not diminish the importance and achievements of the presented scientific research, it should be noted that the dissertation work has a number of merits. In the rich in ideas, statements and factual material, the following main scientific contributions obtained as a result of the dissertation research can be highlighted:

A) First of all, it should be noted that the research concerns a significant and topical problem of the contemporary theory of international entrepreneurship, which is assessed as an indisputable advantage.

B) A theoretical foundation for research has been built, which allows us to derive contributing moments in the course of the analysis, to which we refer:

- ✓ Systematization and deployment in a managerial plan of business strategies for the success of international entrepreneurship, which are associated with the determinants of business internationalization;
- ✓ Formation of a comprehensive approach to the study of organizational transformation with institutional and economic perspectives of international entrepreneurship;
- ✓ Revealing the importance of digital maturity as an endogenous determinant for increasing the efficiency of innovations of modern international entrepreneurship;
- ✓ Expanding the theory of competitiveness by integrating the institutional capacity for training and the readiness for digital transformation of international entrepreneurship.

C) An integrated conceptual framework for conducting a survey has been formed, which allows for the creation of a database, on the basis of which the author conducts statistical analyses using the Statistica 10.0 package. and the SEPATH module. Factor analysis of the data, descriptive statistics have been applied, which allow comparing and verifying the results for individual groups in relation to the analysed variables.

4. Conclusion

In conclusion, I should emphasize the efforts and work of the candidate for the creation of the proposed scientific work in its completed form. I establish that a significant problem has been addressed and considered in its current and poorly researched aspects. It should be added that the reference for fulfilling the criteria and requirements for candidates for obtaining the scientific degree “Doctor of Science (Economics)”, presented by the candidate, shows a result that exceeds the minimum national requirements. The reference for publications on the topic of the dissertation work lists numerous scientific articles and other scientific works, which attests to the persistence in scientific research on the topic and consistency in scientific developments. For this reason, I recommend to the esteemed scientific jury that the indicated scientific degree be awarded to Dr. Silvia Dorota Skshipek-Ahmed.

Signature:

Svishtov

21.08.2026

/Prof. D.Sc. Tanya Gorcheva/