

STATEMENT

for the acquisition of the educational and scientific degree of "Doctor."
at the Department of Economics and Management of Tourism at the Academy of
Economics "D. A. Tsenov" – Svishtov

Prepared the opinion: Assoc. Prof. Dr. Genka Ivanova Rafailova

Author of the dissertation: Galya Koleva Moneva

The dissertation topic is "Restaurant Menu Engineering for the Purposes of Revenue Management."

Scientific field 3. "Social, Economic and Legal Sciences", professional field 3.8 "Economics", scientific specialty "Economics and Management" (Tourism)

I. General presentation of the dissertation:

The dissertation "Restaurant Menu Engineering for the Purposes of Revenue Management" has a volume of 240 pages and a structure as follows – introduction (6 pages), main text in three chapters (224 pages), and conclusion (10 pages). The information in the dissertation is visualized in 33 figures and 23 tables. The list of references consists of 158 sources, of which 116 are in Latin, and 42 are in Cyrillic. The development includes three applications.

The dissertation was admitted for defense at a meeting of the Department of Economics and Tourism Management at the „D.A. Tsenov“ Academy of Economics, Svishtov, in accordance with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Implementation of the Law on the Development of the Academic Staff in the „D.A. Tsenov“ Academy of Economics. Parts of the scientific development have been presented at various scientific forums – conferences, round tables, and doctoral research sessions. The PhD student has made a sufficient number of publications in accordance with the regulatory requirements – 2 studies, 1 article, and 2 reports /one is co-authored/.

The dissertation's research object is menu engineering in the restaurant industry as a means of effective revenue management in tourism. The subject of the study is the process of optimization of management operations in the restaurant business by applying the principles of restaurant management and menu engineering methods.

II. Assessment of the form and content of the dissertation.

1. Relevance and significance of the research presented in the dissertation

The dissertation aims to analyze and investigate the role of restaurant menu engineering in revenue management in the restaurant business to optimize its revenues and increase its competitiveness. This orientation of the study determines its particular relevance and significance in today's complex, unpredictable, and risky external environment. On the one hand, it is marked by intense competition, incl. on the part of alternative competitors, dynamic inflationary processes and rising electricity prices, supply problems, global climate change and uncertainty in the quality of basic food products. On the other hand, the modern consumer demand for restaurant products is characterized by high demand, the requirement for a good quality-price ratio, security, balanced and healthy nutrition, etc. In this aspect, adequate management approaches and tools are needed to support the stability and successful development of the restaurant business. The research in the dissertation is extremely suitable for highlighting opportunities for increasing the competitiveness of the restaurant business in Bulgaria, more effective revenue management, and improving the quality of service in the restaurants. At the same time, the dissertation's research work in revenue management and menu engineering enriches and expands the theory and practice in these areas.

2. Assessment of the language, volume, and tools of the dissertation

The language used in the dissertation is scientific, with correct and accurate use of terms and concepts, stylish and clear. The dissertation is developed in an acceptable volume and with a balanced, classical structure. The first chapter presents a detailed and critical review and analysis of the theory and practice in event management and menu engineering. The second chapter presents the study's methodology and the author's conceptual model. In the third chapter, the results of the approbation of the model are summarized and derived, and on this basis, recommendations are made to the management of the restaurant business.

Appropriate tools were used to implement the study - theoretical review and analysis, situational analysis, questionnaire and case study, modeling and simulations, etc.

3. Evaluation of the author's summary of the dissertation

The author's summary of the dissertation "Restaurant Menu Engineering for the Purposes of Revenue Management" is developed in a classic style and corresponds to the content of the dissertation, providing the necessary information in accordance with the regulatory requirements.

III. Scientific and scientific-applied contributions of the dissertation.

In his dissertation, "Restaurant Menu Engineering for the Purposes of Revenue Management," the author enriches the theory with significant ideas and scientific contributions that have the potential for further research and development of the science of restaurant business management. The author's contributions can be highlighted as:

1. Summary of the theoretical premises for restaurant management and menu engineering in historical and contemporary aspects;
2. Author's definitions, complementing the existing ones, for revenue management and menu engineering;
3. Conceptual model of menu engineering for the purposes of revenue management in the restaurant business;
4. Multicomponent methodology for studying menu engineering for revenue management purposes;
5. Guidelines for optimizing revenues, increasing the competitiveness and profitability of the restaurant business.

IV. Questions on the dissertation.

1. Do the concepts of "revenue management" and "revenue management" overlap from a lexical, theoretical, and practical point of view?
2. What is the potential of menu engineering to consider social and environmental aspects when developing the menu as an element of the overall restaurant product?

V. Summary assessment of the dissertation and conclusion.

The dissertation submitted for review on the topic: "*Restaurant menu engineering for the purposes of revenue management*", authored by **Galya Koleva Moneva**, contains the necessary theoretical and scientifically applied results. They have an original contribution to science and meet all the regulatory framework requirements. The dissertation shows that the PhD student has in-depth theoretical knowledge and research skills in the scientific specialty "Economics and Management (Tourism)", and demonstrates qualities and abilities to conduct scientific research independently. As a result of the above arguments, I recommend with conviction that the members of the scientific jury be awarded **the educational and scientific degree "Doctor" in the scientific specialty "Economics and Management (Tourism)"** to **PhD student Galya Koleva Moneva**.

Date: 29.07.2024

The author of the statement:

(Assoc. Prof. Dr. Genka R