

Evelina ATANASSOVA

Innovative educator with a strong foundation in academic teaching, research, and content creation. Experienced in creating engaging and inclusive learning environments while fostering strong collaboration with colleagues. Skilled in curriculum development, project leadership, mentorship, and scholarly research. Recognized for adaptability, collaboration, and delivering measurable results in line with institutional goals.

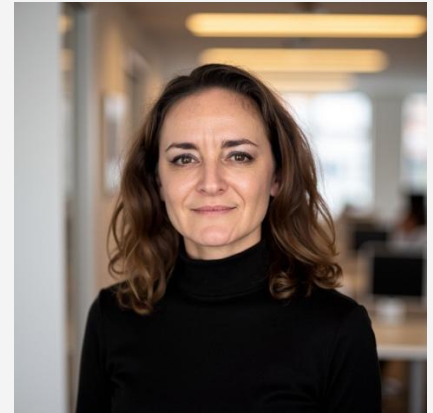
Work History

**2018-09 -
Current**

Associate Professor of Business Administration, Human Resources and Leadership

UMass Global, Aliso Viejo, USA

- Lead course development, including curriculum, assignments, activities and technology products.
- Oversee courses and adjunct instructors.
- Chair the School of Business and Professional Studies curriculum assessment and development.
- Serve as Institutional Review Board member.
- Integrate real-world examples into lessons, making course content more relevant and engaging for students.
- Mentor students and advise on career paths, degree requirements and post-graduate education options.
- Participate in the development of a comprehensive curriculum, ensuring alignment with standards and academic goals.
- Serve on academic committees, contributing insights and expertise. to enhance institutional policies and practices.
- Enhance student comprehension by implementing innovative teaching methods and strategies.
- Update curricula and lesson plans for primary instructors, researching developments in relevant



Contact

Address

Anaheim, USA 92807

Phone

+1 714 307 3307

E-mail

evelina.atanassova@gmail.com

WWW

[Bold Profile](#)

AREAS OF SPECIALIZATION

- Research interests:
Organization and management theories, organizational behavior, human resource management, social networks, social capital, leadership studies
- Teaching interests:
Organization

fields and updating materials to reflect most recent data and statistics.

- Mentor new faculty members, offering guidance on effective teaching techniques and classroom management strategies.
- Serve students, clients and programs through participation in assessment processes, academic support units and university committees and task forces.
- Champion the use of technology in the classroom as an effective tool for enhancing student learning experiences across all subject areas.
- Support diverse learners by adapting lessons and providing individualized instruction to meet their unique needs.
- Teach business administration, management and HRM courses at the undergraduate, graduate and doctoral levels.

**2018 -
Current**

Lecturer

California State University Fullerton, Fullerton, USA

- BA courses in Human Resource Management and Organizational Behavior, MBA course on Team Leadership

2017 - 2018

Adjunct Professor

Saybrook University, San Francisco, USA

- Developed Ph.D. and Masters level courses for the Department of Leadership and Management
- Taught Ph.D. and Masters online courses
- Supervised dissertations

**2014-04 -
2018**

Adjunct Professor

Brandman University, Irvine, USA

- BA courses: Research methods, Organizational Development and Change
- MBA/M.Sc. courses: Organizational Leadership; Organizational Development and Change; Ethics and Leadership; Research Methods; Conflicts and Negotiations; Systems and Leadership; Human Resource Management

management theories and organizational behavior, organizational leadership, human resource management, research methods, decision making, conflicts and negotiations, teams, and organizational development

SKILLS

Online teaching
Educational leadership
Teaching excellence
Lesson planning
Research and analysis
Curriculum design
Curriculum creation
Course design

AWARDS

May 2024 UMass Global School of Business and Professional Studies Faculty of the Year

May 2023 UMass Global Faculty Awards for Service, Mentoring, and Collegiality

June 2017 Outstanding Reviewer Award, The Academy of Management, OB Division

January 2016 Teaching Excellence Award, Brandman University

2015-03 -
2015-05

Visiting lecturer

HEC Paris School of Management, Paris, France

- M.Sc. course: Leading Organizations

2013-09 -
2013-11

Visiting lecturer

Audencia School of Management, Nantes, France

- M.Sc. course: Human Resources Management

2005-09 -
2010-12

HR Manager

Bulgarian Telecommunications Company (currently operating as Vivacom)

- Implemented performance management systems, providing constructive feedback and coaching opportunities for employees.
- Collaborated closely with department heads in executing strategic workforce planning initiatives that aligned human capital resources with company goals.
- Monitored and handled employee claims involving performance-based and harassment incidents.
- Led decision-making and implementation of HR policies, procedures, programs and functions.
- Motivated employees through special events, incentive programs, and constructive feedback.
- Facilitated organizational change through effective communication and collaboration with senior management.
- Streamlined HR processes for increased efficiency with the use of HRIS systems.
- Promoted a culture of continuous learning through the coordination of professional development opportunities and workshops for employees at all levels within the organization.

2004-11 -
2005-08

HR Specialist

Bulgarian Telecommunications Company (Vivacom)

- Developed job descriptions for all positions in the company
- Consulted the management in designing new organization structures, including positions, number

2015-2016 Scholarship for
PhD studies, HEC Paris

September 2015 Teaching
Excellence Award,
Brandman University

2011-2015 Full scholarship
for PhD studies, HEC Paris

PROFESSIONAL SERVICE

Reviewer for Journal of
Organizational Behavior

Reviewer for The Academy
of Management Annual
Meetings

Certified Coach by the
International Coach
Academy

LANGUAGES

English - fluent

Russian – speak, read, and
write with basic
competence

French – speak and read
with basic competence

Bulgarian – native

- of employees per position, hierarchy, reporting, etc.
- Coordinated the job grading process in the company (HAY methodology)
 - Prepared and conducted training sessions for the HR generalists
 - Supervised the HR generalists on the respective corporate activities
 - Performed personality testing and analysis (SHL/OPQ methodology); gave feedback to employees and consulted them about future opportunities and areas for potential development

Education

2016-01 **Ph. D.: Organization Management & Human Resources**

HEC Paris – Paris, France

- Dissertation: “Social capital: Contingencies and strategies”
- Dissertation committee: Michel Lander (Supervisor, HEC Paris), Marco Tortoriello (Bocconi University), Amalya Oliver-Lumerman (Hebrew University), Joseph Lampel (University of Manchester), Françoise Chevalier (HEC Paris), Peter Ebbes (HEC Paris)

2009-01 **M.A.: Organizational Leadership**

Chapman University College – Orange, CA, USA

Thesis: “Reflections on Organizational Leadership”

2005-01 **M.A.: Human Resources Management**

New Bulgarian University – Sofia, Bulgaria

Thesis: “Developing a strategy for implementing performance management system in the Bulgarian Telecommunication Company”

2004-01 **B.A.: Sociology**

Sofia University – Sofia, Bulgaria

Thesis: “The political transition of Bulgaria through the lenses of the transforming educational system”

Conference Presentations

Atanassova, E., & Cabori, D. (2025, June 28-30). Empowering or impairing? The effect of Generative AI on class teamwork, learning, and engagement. [Conference Presentation]. Education and New Developments, Budapest, Hungary. https://end-educationconference.org/wp-content/uploads/2025/06/Conference_Program_END2025.pdf.

Atanassova, E. (2024, June 23-26). Engaging students online with media projects [Conference Presentation]. International Conference on Assessing Quality in Higher Education, Berlin, Germany. <https://assessmentinstitute.indianapolis.iu.edu/international/berlin-resource-guide.html>

Atanassova, E. (2023, June 13-17). How to bridge the gap between higher education and industry with agility: Lessons from the Big Techs [Conference Presentation]. The Paris Conference on Education, Paris, France. <https://pce.iafor.org/presentation/submission71038/>

Atanassova, E., & Galloway, L. (2022, June 15-19). Spotlighting student success: A stakeholder approach to analyzing and improving student performance through program reviews [Conference Presentation]. The Paris conference on Education, Paris, France. <https://submit.iafor.org/submission/submission63567/>

Atanassova, E. (2021, June 2-4). Internalizing diversity through course curricula [Conference Presentation]. International Conference on Diversity in Organizations, Communities & Nations. Online.

Atanassova, E. (2020, July 14-16). Measuring agency in social capital development: Constructs development and measurement validation. [Conference Presentation]. Sunbelt Virtual.

Atanassova, E. (2019, October 31). Human Capital vs Social Capital: The Talent Management of Tomorrow. [Keynote]. HR and Leadership Forum, Sofia, Bulgaria.

Atanassova, E. (2016, August 5-9). The Devil is in the Detail: The four routes to social capital. [Conference Presentation]. The Academy of Management Annual Meeting, Anaheim, USA.

Atanassova, E. (2016, July 7-9). The Social Capital Path to Performance. [Conference Presentation]. 32nd EGOS Colloquium, Naples, Italy.

Atanassova, E., & Lander, M. (2015, July 2-4). Should I bridge or should I bond? A meta-analytical investigation of the contingent value of social capital. [Conference Presentation]. 31st EGOS Colloquium, Athens, Greece.

Atanassova, E. (2012, June 5-6). Investigating the impact of social network evolution on social capital: A research proposal. [Conference Presentation]. The 4th International Conference and Doctoral Consortium by ISEOR and Organizational Development and Change Division of the Academy of Management, Lyon, France.

Publications

Atanassova, E., & Cabori, D. (2025). *Empowering or impairing? The effect of Generative AI on class teamwork, learning, and engagement*. *Education and New Developments 2025* (2), pp. 125-129. doi: <https://doi.org/10.36315/2025v2end026>.

Deszca, G., Ingols, C, Atanassova, E, & Cawsey, T. (2023). *Organizational Change: An action-oriented toolkit*. Sage.