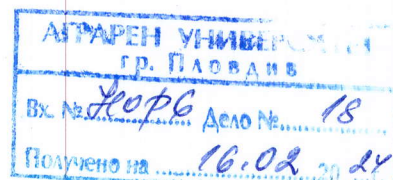


REVIEW



Regarding the competition for the occupation of the academic position "Professor" in the field of higher education 3. "Social, economic and legal sciences", Professional direction: 3.8. Economics, Scientific specialty: Organization and management of production (Agriculture and subsectors), announced in the State Gazette no. 99/28. 11. 2023 with candidate **associate professor Dr. Violeta Dinkova Dirimanova**, for the needs of the Agricultural University - Plovdiv, Faculty of Economics, cat. "Management and Marketing".

By **Prof. Dr. Vasko Nikolov Koprivlenski** - Agricultural University - Plovdiv - higher education area 3. "Social, economic and legal sciences", Professional field: 3.7. Administration and management, Scientific specialty: Production organization and management, approved as a member of the scientific jury by decision of the FS of the Faculty of Economics (protocol No. 214/11.01.2024), appointed by Order No. RD – 16-44/19.01. 2024 of the Rector of the Agricultural University - Plovdiv.

In the announced competition for awarding the academic position "professor" in the scientific specialty Organization and Management of Production Assoc. Dr. Violeta Dinkova Dirimanova is the only candidate. She is a full-time associate professor in the Department of "Management and Marketing" at the Agricultural University - Plovdiv.

1. Brief introduction of the candidate

Assoc. Prof. Dr. Violeta Dirimanova was born on 27.09.1973. She completed her higher education in 1996 at the Technical University, branch of Plovdiv, Bulgaria as a Master, and in 1999 she graduated from Dimitris College at the American Farming School, Thessaloniki, Greece – specialty Agricultural Business. In 2000, after a successful competition, she was accepted as an assistant in cat. Management and Marketing at Agrarian University - Plovdiv. In the period 2002-2008, he successively held the positions of senior assistant and chief assistant. In the period 2003 - 2007, he was a full-time doctoral student at Humboldt University, Berlin, Germany, where in 2007 he defended his doctoral studies on the topic: "Economic effects of land fragmentation: property rights, land markets and contracts in Bulgaria ". In 2014, he acquired the academic position "Docent" in cat. Management and marketing of AU - Plovdiv.

Assoc. Prof. Dr. V. Dirimanova developed a successful career as a teacher and scientist. She has additional competences and skills in English, German and Russian, acquired during her doctoral studies and during her participation in a number of international projects and specializations. Excellent command and application of statistical software products in his work: Statistic Tool Pack; SPSS and STATA , the development of business plans and proposals for research projects.

All this gives me reason to believe that the professional development of Assoc. Prof. Dr. V. Dirimanova complies with the requirements of the RSARB and the regulations for its application in AU - Plovdiv.

2. General description of the scientific production

In the competition for "Professor" Assoc. Prof. Dr. Violeta Dirimanova participates with a total scientific production of 40 papers, which do not repeat the ones submitted for the acquisition of the ONS "doctor" and the academic position "associate professor". Of them, 8

independent, in 9 units. is first author, in 15 nos. is the second author, and 8 of the publications are in collective. Scientific production can be grouped as follows:

- Scientific publications in publications that are referenced and indexed in world-renowned databases with scientific information, 18 or 45% of the total number of publications,

- Scientific publication in non-refereed journals with scientific review or in edited collective volumes - 17 items. or 42.5% of the total,

- Habilitation work - monograph 1 pc. – 2.50%.

- Published chapter of collective monograph 1 pc. – 2.50%.

- Published study aids – 1 pc., manuals 1 pc. and textbooks 1 pc. a total of 3 pcs. – 7.50%.

- Published articles in world-renowned scientific databases with Impact Factor **Scopus and Web of Science** are a total of 4 or 10% of the total.

In general, the candidate's scientific output significantly exceeds the minimum national requirements under Art. 26, para. 2 and 3 of ZRASRB for the academic position "professor". With 550 points required. Assoc. Prof. Dr. Dirimanova collected 2410.11 points or 4.38 times more.

3. Teaching activity

Assoc. Prof. Dr. V. Dirimanova started working at AU - Plovdiv, after successfully passing a competition, as an "assistant" on 10.01.2000. Until now, her academic development has proceeded in the following order:

- Obtained educational and scientific degree "doctor" - 11.06.2008.
- Senior assistant since 14.11.2002.
- Chief Assistant from 21.07.2008
- Docent from 19.01.2015

The total teaching experience at the Agricultural University - Plovdiv as of 10.01.2024 amounts to 24 years.

From the presented report on the academic workload, it can be seen that she has an academic workload above the norm. The total number of hours shown in OCS "Bachelor" and OCS "Master" for the period 2018 - 2023 amounts to 4310.6 hours. Assoc. Prof. Dr. Dirimanova also conducted 45 lessons in a foreign language with students from South Africa. This indicates that there are enough hours in the department for the academic position of "professor" for which she is applying.

Assoc. Prof. Dr. Dirimanova's teaching activity at AU-Plovdiv from 10.01.2000 to the present includes the delivery of lectures and exercises in the disciplines: Agrarian Management, Organization and Management of Agrarian Production, Planning and Forecasting, Economic Analysis, Entrepreneurship, Organizational Behavior, Organizational Culture and Branding.

From 2004 to 2007, at Humboldt University, Berlin, Germany, he gave exercises and lectures on the disciplines: "Resource Economics" and "Institutional Economics".

The candidate carries out consulting activities and provides advisory services on behalf of the Ministry of Agriculture and the National Agricultural Advisory Service.

The candidate's teaching activity exceeds the requirements of the Law on the Development of the Academic Staff and the Rules for its Implementation at AU-Plovdiv.

4. Research activity

The research activity and publications of Associate Professor V. Dirimanova are diverse in their subject matter, but all of them can be related to solving current aspects of the agrarian economy. The publications are dedicated to poorly developed problems of our agrarian practice and can be systematized in five main areas:

- Organization and management of agricultural production
- Agricultural management. Economic issues and production efficiency
- Entrepreneurship
- Organizational Behavior and Culture
- Resource and institutional economics

A significant part of the results of Assoc. Prof. Dr. Dirimanova's work were obtained from **her participation in international and national projects** as follows:

- **National scientific or educational projects – 7 pcs.** respectively financed by the "Scientific Research" Fund of the Ministry of Education, Ministry of Health, the Operational Program "Science and Education for Intelligent Growth";
- **Participation in 6 international scientific and educational projects** financed under the 5th and 7th framework programs and under the Horizon 2020 framework program with funds from the European Union.

Assoc. Prof. Dr. Dirimanova is the head of three of the scientific projects. He is a participant in the others.

As a result of the work on the scientific projects, the candidate has provided valuable practical assistance to real business objects and structures and has presented contributions that are not only scientific, but also of a practical-applied nature.

The scientific developments of Associate Professor Dr. V. Dirimanova present her as an established researcher who works successfully in a team with researchers from other scientific fields and other countries.

5. Significance of the obtained results, proven with citations

The significance of the results obtained from the scientific work of Associate Professor Dr. V. Dirimanova can be seen from the reference for the noticed citations of the candidate. A total of 92 citations in renowned foreign scientific publications, referenced and indexed in the world-famous databases **Scopus and Web of Science, are presented.** As with the other scientometric indicators, the criteria for occupying the academic position "professor" have repeatedly exceeded the minimum national requirements under Art. 26, para. 2 and 3 of ZRASBR.

The scientific publications of Dr. V. Dirimanova have a wide resonance in the specialized field scientific literature. This shows a high public evaluation and expressed interest in the scientific developments of Assoc. Prof. Dr. Dirimanova among scientific circles at home and abroad.

6. Basic scientific and applied science contributions

The scientific activity of Assoc. Prof. Dr. Violeta Dirimanova is diverse and up-to-date. It contains scientific-theoretical, methodological and clearly expressed practical-applied ones contributing moments in the field of the organization and

management of agricultural production. Thematically, the research results indicated in the scientific publications can be grouped into the following main directions:

(1) analysis, design and application of the AKIS system, which supports the transfer of knowledge and the consulting activity in the agriculture of Bulgaria; (2) analysis and evaluation of the Farmer Advisory System in the country; (3) analysis and management of knowledge and innovations for the rational use of resources, increasing biological diversity, improving the quality of resources and stimulating regional ecosystems in the bioeconomy; (4) study and analysis of institutional changes in land relations, (5) study of multifunctional agriculture as a factor for increasing income from agricultural production and improving social life in rural areas and (6) comparative analyzes of the income of agricultural production in the implementation of bio-based and circular agricultural innovative practices.

In summary, the scientific, methodological and applied contributions contained in the works of Assoc. Prof. Dr. Dirimanova can be grouped into the following more important areas:

The nature of scientific and theoretical contributions are:

1. The analysis of the theory of consulting activities in agriculture (M, 1, 14, 15, 16, 21, 23, 25, 26, 32, 33, 34).
2. A model of the "System of knowledge and innovation in the field of agriculture" in Bulgaria has been developed and it has been shown how it works in practice at all levels and for all agricultural producers. This model was developed not only for Bulgaria, but also for other EU members. (M, 15, 16, 26, 32, 33, 34).
3. An in-depth scientific-theoretical review of the neo-institutional economy was carried out for the analysis of property rights, in the functioning of the land market and the relationships between owners and producers in Bulgaria and another European country - Moldova (20).
4. Based on the literary analysis of the theory of property rights, it is shown: what are the factors that determine the intensity, dynamics and specificity of land relations in Bulgaria, how the relations between owners and producers influence effective management and the capitalization of the land resource in favor of agricultural manufacturers. (3, 5, 9, 36).
5. A thorough theoretical review of the concept of "multifunctional agriculture" has been made and it has been shown that the size of the agricultural holding is a determinant for the introduction of differentiated or multifunctional agriculture (27, 29).

Contributions related to:

1. A model of the "System for knowledge and innovation in the field of agriculture" has been created for Bulgaria. It includes all participants in the system: (1) the public sector, (2) private commercial and consulting organizations, (3) industry associations and foundations, (4) agricultural production cooperatives and groups, and (5) the academic and scientific community associated with the agricultural sector. The model has been demonstrated at several international and national scientific forums. (16, 23, 32, 33, 34).
2. A simplified typology of actors offering delivery of advisory services was created - "public", "private", "farm" and "hybrid". Through this typology, the relationships between

- individual consulting organizations and farmer associations related to agricultural producers and their agricultural activity are shown (13,14,15, 28, 32, 34, 35).
3. On the basis of conducted interviews, an empirical analysis of the possibilities of multifunctional agriculture for the stabilization of social and economic life in rural areas and for the protection of natural resources was made. (27 , 29)
 4. The institutional changes in land relations in Bulgarian agriculture, the innovations in the industry, the increase in biological diversity, the improvement of the quality of resources and the stimulation of regional ecosystems in the bioeconomy have been analyzed (3 , 5, 6, 11 , 19, 21).
 5. An in-depth analysis of organic production in Bulgaria was made and the prerequisites, opportunities, strategic guidelines and recommendations for increasing its economic efficiency were revealed (6,7,12,17,18, 19, 25, 35). (6, 19, 25).

In the presented monograph with the title: "Consultancy: System of knowledge and information for the development of agriculture", the following can be mentioned as significant **scientific and scientific-applied contributions**:

1. An overview of the historical development of the consulting activity was made. Its goals and role in the formation of agricultural policy are revealed.
2. The emergence of consulting organizational structures has been tracked. Their scope and opportunities related to the marketing and distribution of agricultural products, environmental protection, effective farm management, rural lifestyle, development of young farms, etc. have been analyzed.
3. The main geographical, economic and political factors influencing the consulting services, the place of the latter in public management structures and their relationship with education are revealed.
4. An adapted methodology for consulting and training agricultural producers is presented.
5. An in-depth analysis of the knowledge and innovation system in Bulgaria's agriculture was made. The ways and methods for consulting small agricultural producers in Bulgaria are substantiated.
6. An assessment was made of the Agricultural Advisory System in Bulgaria in terms of: control, attributes, financing and its effectiveness.

The report on contributions clearly highlights the main positive aspects of V. Derimanova 's work. She shows that in her research work, the candidate is able to apply appropriate theoretical and methodological approaches and tools, to analyze the organizational - economic and management issues of agrarian production, to systematize the results of research and to offer rational and substantiated solutions with a clear scientific and practical applied value.

The specified contributions are the personal work of the candidate. The publications are dedicated on weakly developed problems. The scientific ones developments everything distinguished by originality, precision and systematicity of the research. New ideas, approaches and solutions are offered. A wide literary awareness, ability to apply both traditional and established scientific methods and new and adapted methodological tools has

been demonstrated in scientific developments. This makes the achieved results clear, understandable and easily applicable in practice at home and abroad.

7. Critical notes and recommendations

My recommendations to Assoc. Prof. Dr. Violeta Dirimanova are, to continue and deepen his scientific research in the field of applied management, entrepreneurship and the development of new organizational forms in the agrarian sector, adapting and using them for the purposes of teaching among students, the management of scientific projects, in the preparation of doctoral and master's students in this scientific direction.

8. Personal impressions

I have known Assoc. Prof. Dr. Violeta Dirimanova since she started working with us, in cat. Management and Marketing 24 years ago, during which we work together in the learning and scientific process.

She is a highly motivated teacher and researcher, very capable and proactive, knows how to work in a team, ambitious and collegial.

CONCLUSION

Based on the analysis made of the pedagogical and research work of Assoc. Prof. Dr. Violeta Dirimanova, I believe that she meets the requirements of the ŽRASRB and the Regulations for its application of the Agricultural University - Plovdiv.

Assoc. Prof. Dr. Violeta Dirimanova presents a scientific production which, by its volume, thematic orientation and the quality of scientific and applied contributions, enriches theoretical knowledge and supports practice in the field of organization and management of agrarian production. Her professional knowledge, skills and personal qualities show that she is an established teacher and researcher.

This gives me reason to evaluate her overall activity and recommend to the honorable scientific jury to vote POSITIVELY, and the Faculty Council of the Faculty of Economics to elect Assoc. Prof. Dr. Violeta Dinkova Dirimanova to occupy the academic position of "Professor" in the scientific specialty Production Organization and Management (Agriculture and subsectors).

08/02/2024

Member of the Scientific Jury:
(Prof. Dr. V. Kopriylenski)

