



REVIEW

concerning

the competition for "**Professor**" in scientific specialty: 'Organization and management of production', announced in the State newspaper № 62/21.07.2023

with candidate **Assoc. Prof. Peter Borisov Borisov**

by

Associate professor Dr. Teodora Orfeeva Parisheva-Stoeva, 3.0. 'Social, business and legal sciences', 3.7 'Administration and Management', Organization and management of production, appointed as a chairman of the scientific jury by order № №РД-16-900/25.09.2023 of the Rector of the Agricultural University.

1. Brief presentation of the candidate.

Associate Professor Peter Borisov Borisov is a longtime lecturer at the Management and Marketing Department at the Agricultural University – Plovdiv. Since June 2015 he has held the position of Associate Professor and in December 2020 he has acquired the degree of **Doctor of Science**. Since 2004, Associate Prof. Peter Borisov has delivered lectures and exercises in the disciplines: "Organization and Management of Agricultural Production", "Strategic Business Planning", "Competitiveness Management", "Innovation Management", "Conflict Management", "Fundamentals of Business Management", "Agricultural Management".

2. General description of scientific production.

In the competition for "professor" associate professor Peter Borisov Borisov participated with a total output of 73 scientific papers, grouped as follows:

- ❖ Scientific publications in the nomenclature specialty – 73 pieces, of which:
 - Publications related to the dissertation thesis - Habilitation work - monograph - 2 pieces that are not subject to consideration;
 - Publications with impact factor – 15 copies;
 - Publications in peer-reviewed and refereed scientific journals – 43 issues;

The personal participation of Associate Professor Peter Borisov in these 73 works is illustrated by the fact that 3 are independent, in 25 it is first, in 15 – it is second, and in the remaining 30 it is the third and next author.

- ❖ Textbooks – 1.
- ❖ Study guides – 2.

For the preparation of the review, 73 scientific publications and works are analyzed, of which 15 are scientific publications in editions that are referenced and indexed in a world-famous database of scientific information, 43 are publications in non-refereed journals with scientific review or in edited collective volumes, 7 are published

chapters of a collective monograph, 3 published study manuals and textbooks and 3 published analyzes and technologies.

3. Teaching activities.

Associate Professor Peter Borisov is a longtime lecturer at the Management and Marketing Department at the Agricultural University – Plovdiv. Since 2004 he has been giving lectures and exercises in the disciplines: "Organization and Management of Agricultural Production", "Agricultural Management", "Strategic Business Planning", "Competitiveness Management", "Innovation Management", "Conflict Management", "Fundamentals of Business Management".

Study employment of the candidate.

The teaching experience of Associate Professor Peter Borisov amounts to 13 years and 10 months. The hours of Associate Professor Peter Borisov for the period 2018 – 2023 amount to 2952 hours. The teaching activity is complemented by the management of 13 successfully defended PhD students.

The following training materials have been published:

- Borisov, P., T. Radev. Business Planning, "Lettera", Plovdiv, 2009. p. 214 — Textbook.
- Borisov, P., T. Radev, V. Dirimanova. (2014) Manual on the Organization and Management of Agricultural Production. Academic Publishing House, Plovdiv, 2014, p. 132 – Teaching manual.
- Bencheva, N., P. Borisov. Guide to Exercises on Business Management Fundamentals. Academic Press of the Agricultural University, Plovdiv, 2012, p. 200 – teaching guide.

The curricula related to the disciplines "Strategic Business Planning", "Competitiveness Management", "Innovation Management", "Conflict Management" have been developed.

4. Research.

The scientific fields of publication are related to:

- Management and development of the competitiveness of viticulture and agricultural enterprises;
- Sustainability management of agriculture and the wine sector;
- Impact of the CAP on the development of agriculture, landscape and public goods;
- Strategic management of the digitalization of agriculture and agricultural holdings.
- Management of the competitiveness of business organizations

- Management and sustainability assessment of the agricultural sector
- Economic efficiency of technologies and varieties.

Citation and referencing of scientific production.

The list of citations of Associate Professor Peter Borisov numbers over 100 citations of his scientific publications.

Participation in scientific projects.

Associate Professor Peter Borisov participates in 11 national scientific or educational projects, as well as in 12 international scientific or educational projects.

5. Comments and recommendations.

I have no critical comments to work of Associate Professor Peter Borisov.

I recommend him to continue to work purposefully and with creative enthusiasm in the future.

6. CONCLUSION:

Based on the analysis of the candidate's pedagogical, scientific and scientific-applied activities, I believe that Associate Professor Peter Borisov meets the requirements of the Act on Development of the Academic Staff in the Republic of Bulgaria, and the Regulations of the Agricultural University regarding its implementation and I therefore confidently give it a **POSITIVE** assessment.

I venture to suggest to the Honorable scientific jury to give their positive vote as well and the Faculty Council of the Faculty of Economics at the Agricultural University - Plovdiv to elect **Associate Professor Peter Borisov Borisov** as "**Professor**" in the scientific specialty "Organization and Management".

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Plovdiv

THE REVIEW IS PREPARED BY:
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