

OPINION

From **Assoc. Prof. Violeta Dinkova Dirimanova, Ph.D.**

member of the scientific board appointed by the Rector of the Agricultural University, Plovdiv, according to order noRD – 16-900/25.09.2023. of the Rector of the Agricultural University.

About: the competition for "professor" in the scientific specialty 3. Social, economic and legal sciences, professional direction, 3.8. Economics, scientific specialty "Organization and management of production (Agriculture and sub-sectors)", announced in SG no. 62 of 1121.07.2023 with PhD candidate Petar Borisov Borisov from the Department of "Management and Marketing" at the Agricultural University, Plovdiv

1. General data on the candidate's career and thematic development.

Associate Professor Petar Borisov Borisov was born on March 17, 1980 in the city of Plovdiv. In 2003, he completed his higher education majoring in "Agrarian Economics" at the Agricultural University, Plovdiv, and in 2008 he received the educational and qualification degree "doctor". In 2009, he began his teaching and research activities at the Agricultural University - Plovdiv. In 2015, he became an associate professor in the "Management and Marketing" department, and in 2020 he obtained a scientific degree "Doctor of Sciences" on the topic "Strategic planning of the competitiveness of the wine-growing sector".

The teaching activity of Prof. Dr. Borisov for the last 5 years is 2952.6 hours. He gives lectures in the department in the following disciplines: "Fundamentals of business management", "Organization and management of agrarian production", "Strategic business planning", "Competitiveness management", "Innovation management", "Conflict management". He has participated in various national and international projects. In his work on international projects, he has demonstrated an excellent command of the English language.

In his career development, he has offered consultations and advisory services on behalf of the Ministry of Education and Culture, Ministry of Agriculture, the National Agricultural Advisory Service, MIG "Karnobat", MIG "Tervel-Krushari", IZK "Maritsa" - Plovdiv and European Investment Bank.

I know the candidate for "professor" already as a student studying at the Agricultural University, and subsequently as my colleague in the Department of Management and Marketing. Petar Borisov has always been very responsible, precise and purposeful in his work. Working with him has always been a pleasure because of his integrity, dedication and determination.

2. General description of the presented materials.

In the competition for "Professor", Associate Professor Petar Borisov participated with a total output of 73 papers, grouped as follows:

- Habilitation work - monograph - 2 issues;
- Publications in peer-reviewed and refereed scientific journals – 15 issues;
- Publications in non-refereed journals with scientific review or in edited collective volumes - 43 issues;

- Published chapter of a collective monograph – 7 issues;
- Published teaching aids, manuals and textbooks – 3 copies;
- Published analyzes and technologies – 3 issues;
- Scientific research projects – participation in national and educational projects (11 items) and participation in international projects (12 items).

To prepare the opinion, all the proposed materials were analyzed. It was established that the candidate was the first author in 24 issues, the second author in 20 issues, and the third and subsequent author in the rest. The habilitation thesis is presented with two monographs, in which Associate Professor Petar Borisov is a co-author.

3. Main directions in the candidate's research work.

The main directions in the research activity of Associate Professor Petar Borisova are:

- Management and development of the competitiveness of wine-growing enterprises and agriculture;
- Management of the sustainability of agriculture and the viticulture sector;
- Economic efficiency of technologies and varieties;
- Impact of CAP on the development of agriculture, landscape and public goods;
- Strategic management of the digitization of agriculture and agricultural holdings;
- Managing the competitiveness of business organizations.

The work in the first two directions, Associate Professor Petar Borisov clarify the essence of (1) strategic planning as an approach to managing the competitiveness of the viticulture and agrarian sector, (2) the main factors determining the competitiveness of the viticulture sector on a micro and macro level level, as well as sustainable development in a holistic aspect in the viticulture sector.

In the third direction of the candidate's research activity, attests a methodology for evaluating the economic efficiency of technologies for the production of agricultural crops, as well as for evaluating new (or adapted) varieties of agricultural crops.

In the third and fourth directions, a methodology was developed and certified for the analysis and assessment of the impact of CAP on the development of agriculture and agricultural holdings in Bulgaria, as well as a methodology was created for the analysis and assessment of the impact of digitalization on the competitiveness of agricultural holdings and the agricultural sector.

The last direction tests the methodology for developing a strategy for managing the competitiveness of business organizations. All these directions in which the candidate has worked have materialized in scientific articles published in refereed and peer-reviewed scientific journals.

4. Evaluation of the pedagogical preparation and activity of the candidate. Its role in the training of young scientific personnel.

The total teaching experience of Associate Professor Petar Borisov is 15 years. He is an extremely busy lecturer in the Department of Management and Marketing and has delivered an average of over 590 hours per year for the past five years. The main disciplines in which he gives lectures are "Organization and management of agricultural production", "Strategic business planning", "Management of competitiveness" and others. Associate Professor Petar Borisov has proven himself in his teaching work, but he is also a successful supervisor of 4 Bulgarian and 9 foreign doctoral students, who have successfully defended their degrees at the Agricultural

University, Plovdiv in the "Economic" Faculty.

5. Significance of the obtained results, proven by citations, publications in prestigious journals, awards, membership in international and national scientific bodies, etc.

The publications of Prof. Petar Borisov are mainly published in peer-reviewed international and Bulgarian scientific journals. 15 of the articles were published in peer-reviewed journals with a high global and quality impact factor that participate in the main international databases Scopus and Web of Science. The remaining publications were published in peer-reviewed journals and proceedings. The significance of the obtained results is confirmed by the citations made. The candidate's scientific works are cited in 100 copies. scientific works.

6. Significance of contributions for science and practice.

The scientific-research activity of Petar Borisov, PhD, has a scientific-theoretical and scientific-applied nature in the respective directions. His scientific publications are diverse and cover various topics. The publications examine the competitiveness and economic efficiency of the technologies and varieties used in the viticulture sector, the role of CAP on the development of agriculture and the management of the competitiveness of organizations in the agrarian sector:

Management and development of competitiveness and the role of economic efficiency of technologies and varieties for the development of the viticulture sector. In this direction, contributions of a scientific nature are related to the essence of the socio-economic category "competitiveness" of the wine-growing enterprise and the development of a conceptual framework for diagnosis and assessment of the main factors determining the competitiveness of the wine-growing sector - on a micro and macro level level. The applicant has also prepared a methodology for the analysis and evaluation of the economic efficiency of agricultural holdings, for the analysis and evaluation of the contribution of subsidies to the profitability of an individual agricultural crop, as well as a methodology for the analysis and evaluation of the effectiveness of investments in wine holdings. The contributions of a practical-applied nature are the creation of an approach to change to achieve a higher level of competitiveness in wine-growing enterprises and the creation of a model of a financial-innovation system to increase the competitiveness of the wine-growing sector.

The role of CAP on the development of agriculture, landscape and public goods. Here, the contributions of a scientific nature are the creation of a methodology for the analysis and evaluation of the impact of the CAP on the landscape in the form of the regional competitiveness of the agricultural industries, as well as the analysis and evaluation of the public goods that agriculture provides in rural areas. In a practical-applied nature, the influence of the CAP in the formation of values, resulting from the functions of the landscape in the regional economy, was analyzed and evaluated, as was the role of public goods in the regional development of rural areas.

In recent directions related to digitalization and the management of the competitiveness of organizations in the agricultural sector, the scientific and applied contributions of the candidate are related to analyzing the role of strategic management in forming the company's competitiveness of the business organization and creating the strategy for accelerating digitalization in agricultural holdings .

7. Critical notes and recommendations

I have no critical remarks about the candidate, but I recommend that he continue to publish in scientific works and in journals with a high impact factor, so that his scientific results from the projects in which he participates and will participate are evaluated.

8. Personal impressions and opinion of the reviewer


I have known Associate Professor Dr. Borisov for many years, we have worked together and very actively in the educational and scientific process. For me, he is a young and motivated person who has the qualities to achieve his goals with knowledge and a lot of work. Prof. Dr. Borisov also has very well developed organizational skills, which he acquired during his administrative work as deputy dean and deputy rector at the Agricultural University.

CONCLUSION

Based on the analysis of the pedagogical, scientific and scientific-applied activities of the candidate, I believe that Associate Professor Petar Borisov Borisov meets the requirements of, the National law and the Regulations of the Agrarian University for its application. The scientific-metric criteria of the candidate have covered the requirement to obtain the title of "professor". The candidate demonstrates a high level of scientific and applied knowledge and achievements in the field of organization and management of production in agriculture and sub-sectors. During his time at the "Management and Marketing" department, Associate Professor Borisov proved that he is a very good teacher and an active participant in scientific projects.

All this gives me reason to **positively** evaluate his overall activity.

I take the liberty of proposing to the honorable Scientific Jury to also vote positively, and the Faculty Council of the Faculty of Economics at the Agrarian University - Plovdiv to elect Associate Professor Petar Borisov Borisov as "Professor" in a professional direction, 3.8. Economics in the scientific specialty Organization and management of production.

REVIEWER:.....
(Assoc. professor Violeta Dirimanova, PhD)

Date: 18/10/2023