



## SCIENTIFIC OPINION

From Prof. Snezhinka Konstantinova Stoyanova, Ph.D., University of Food Technologies – Plovdiv, Professional Direction, 3.8. Economics, Scientific Specialty “Economics and Management”, designated as a member of the Scientific Jury, according to Order No. RD-16-900/25.09.2023 of the Rector of the Agricultural University – Plovdiv.

**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 Sub-sectors), announced in State Gazette No. 62 of 21.07.2023 with candidate Assoc. Prof. Petar Borisov Borisov, D.Sc.

### 1. Brief introduction of the candidate

Assoc. Prof. Petar Borisov Borisov, D.Sc. was born in 17.03.1980, in Plovdiv.

For the period 1998–2003 he studied and obtained a Bachelor's degree in Agricultural Economics at the Agricultural University – Plovdiv.

In 2009 he defended his doctoral dissertation on the topic: “Competitiveness of vine-growing enterprises in the Southern wine-growing region” and obtained a Ph.D. in the Scientific Specialty 05.02.21 “Organization and management of production”.

From 2009 to 2015 she was a Chief Assistant Professor at the Agricultural University – Plovdiv.

In 2015, the Faculty of Economics awarded him the academic position of Associate Professor in the scientific specialty of “Organization and management of production”.

In 2020, the Agricultural University – Plovdiv awarded Petar Borisov the scientific degree “Doctor of Sciences” based on a defended dissertation on the topic: “Strategic planning of the competitiveness of the wine-growing sector”.

### 2. General description of scientific production.

Assoc. Prof. Petar Borisov, D.Sc. is admitted to participate in the competition for the academic position “professor” with 73 scientific papers, which are distributed as follows:

- Monographs – 2 issues;
- Articles and papers in publications that have been peer-reviewed and indexed in world-renowned databases – 15 issues;
- Scientific publications in non-refereed editions with scientific review or edited collective volumes – 43 issues;
- Published chapters of collective monographs – 7 issues;
- Textbooks, manuals and teaching aids – 3 pieces;
- Published analyses and technologies – 3 issues.

After examination and analysis of the publications submitted to the competition, I accept 13 publications for evaluation in this opinion:

1.	Habilitation thesis – monograph	1 issue
2.	Articles and reports published in scientific journals, refereed and indexed in world-renowned databases of scientific information	6 issues



3.	Articles and papers published in non-refereed peer-reviewed journals or published in edited collective volumes	5 issues
4.	Published chapters of collective monographs	1 issue
5.	Textbooks, manuals and teaching aids	-

### By Indicators Group V

1. Habilitation thesis – monograph – 1 issue – a collective monograph is presented:

*Publication (1) Nikolov, D., Iv. Boevski, P. Borisov, M. Atanasova Chopeva, Kr. Kostenarov, Ev. Petkov, B. Fidanska. Digitization in agriculture – competitiveness and business models. Institute of Agrarian Economics, 2022, - p. 307. ISBN 978-954-8612-40-1*

In the presented collective monograph in the volume of 307 pages Assoc. Prof. Dr. Petar Borisov contributes with 117 pages: Introduction – 3 pages; Section One – 60 pages and Section Five – 54 pages.

Section One: The role of digitalisation in agriculture in managing sector competitiveness.

Section Five. Strategic planning of the process of digitalization of agriculture to enhance sector competitiveness.

**I do not accept** the following posts for evaluation:

*Publication (2) Lulcheva, D., P. Borisov. Status and opportunities for sustainable development for wine farms. AU Academic Publishing House – Plovdiv, 2006, -233 p.*

The submitted publication for monograph does not meet the requirements of the Regulations for the Implementation of the Regulations for the Implementation of the Law on the Development of Academic Staff at the Agricultural University – Plovdiv. (For reference: Chapter Four. Additional Provisions § 12. "Monograph" (...)).

My reasons **for not rating** the publication are as follows:

- the volume of the publication does not correspond to the specified, as in the List of scientific publications and works, which do not repeat the scientific publications and works submitted for acquisition of the educational and scientific degree "Doctor", scientific degree "Doctor of Sciences" and the academic position of "Associate Professor" and the summaries do not repeat the candidate Petar Borisov "Doctor", scientific degree "Doctor of Sciences" and academic position "Associate Professor" submitted for acquisition of the ONS, namely 233 pages are indicated, but in reality there are 199 pages";
- it does not have an ISBN;
- has not been deposited in the National Library "St. St. Cyril and Methodius" – Sofia;
- does not appear in the online bibliographic system COBISS.BG in cooperation with the National Library "St. St. Cyril and Methodius".

### By Indicator Group G

Articles and reports published in scientific journals, refereed and indexed in world-renowned databases of scientific information.

The review showed that:

*Publication (18) Borisov, P., K. Kostadinov, K. Mihov, S. Filipov. Comparative economic evaluation of new varieties of garden lettuce **has already been used** in the competition for the award of the academic position of "Associate Professor" to the candidate in the competition **and has been uploaded to the electronic system of***



the National Centre for Information and Documentation – NACID. (For reference: <https://ras.nacid.bg/dissertation-preview/27735> от 30.10.2023 г.)

**My grounds for not rating the publication are as follows:**

- The submitted publication **does not meet** the requirements of the Regulations for the Application of the Law on the Development of Academic Staff at the Agricultural University – Plovdiv. (For reference: Section IV Conditions and Procedure for Holding the Academic Position of Professor Article 88. (1) (...) 3. To have submitted a published monographic work or equivalent publications in specialized scientific journals, which **do not repeat** those submitted for the acquisition of the educational and scientific degree “Doctor”, the scientific degree “Doctor of Sciences” and for holding the academic position of “Associate Professor”.

*Publication (50)* Borisov, P., A. Behluli (2020). Strategic orientation of business organization – step by step. Journal of Bio-Based Marketing, Vol.2, 2020, 5–20.

*Publication (51)* Borisov, P. (2015) Impact of product strategy on market share. The case of Bulgarian wineries. Changes and perspectives in the rural areas and in the agriculture of Bulgaria, Poland and other EU Member states. Sofia, pp. 179–187.

**The two publications were used in the competition for the award of the scientific degree “Doctor of Sciences”.** (For reference: [https://www.au-plovdiv.bg/docs/Razvitie\\_AS/DSc/2020/P\\_Borisov/Publications\\_BG.pdf](https://www.au-plovdiv.bg/docs/Razvitie_AS/DSc/2020/P_Borisov/Publications_BG.pdf))

In view of the discrepancies found, **all publications up to and including 2020 will not be subject to evaluation**, as the information submitted for the competition lacks official evidence that they have not been submitted for evaluation by the candidate in previous competitions, as well as monographs, books, and manuals that do not have ISBNs; have not been deposited with the National Library “St. St. Cyril and Methodius” – Sofia; not listed in the COBISS.BG online bibliographic system in cooperation with the National Library “St. St. Cyril and Methodius”.

With regard to the fulfilment of the minimum national requirements under the Regulations for the application of the Law on the Development of the Academic Staff in the Republic of Bulgaria – RALDASRB, the analysis of the submitted documents and publications showed the following:

A group of Indicators'	Number Points
A	50
B	100
V	100
G	98.5
D	15
E	575
<b>Total:</b>	<b>938,5</b>

**By Indicators Group A – 50 points:**

1. Dissertation for the award of the educational and scientific degree “Doctor” – 50 points.

**By Indicators Group B – 100 points:**

2. Dissertation work for awarding the educational and scientific degree “Doctor of Science” – 100 points.



**By Indicators Group V – 100 points:**

3. Habilitation thesis - monograph for the award of the educational and scientific degree "Doctor of Sciences" – 100 points.

**By Indicators Group G – 98.5 points in total:**

6. Articles and reports published in scientific journals, refereed and indexed in world-renowned databases of scientific information – 6 issues. *Publications (4), (5), (11), (12), (13), (17)* – 67.5 points;

7. Articles and papers published in non-refereed peer-reviewed journals or published in edited collective volumes – 5 issues. *Publications (56), (57), (58), (59), (60)* – 29.50 points;

10. Published chapter of a collective monograph – 1.5 points.

*Publication (67)* Borisov, P et al. Competitiveness of agricultural holdings in Bulgaria and models for its improvement. Vanguard Prima – Sofia, 2021, - p. 209. ISBN 978-619-239-561-2

**By Indicators Group D – 15 points.**

In the presented list of citations, there is no differentiation of the citations under items 11, 12, 13.

11. Citations or reviews in scientific journals referenced and indexed in world-renowned databases of scientific information or in monographs and collective volumes – 15 points; for citation in Scopus from 2021:

*Publication (5)* Borisov, P. & Popova, I. (2021) Approach to change management to achieve a stronger level of competitiveness of wine companies in Bulgaria. Bulgarian Journal of Agricultural Science, Volume 27, 3-9.

**By Indicators Group E – 575 points.**

14. "Doctor" of Science degree – 40 points;

15. Supervision of successfully defended PhD students - the candidate submitted a reference for scientific supervision of 13 defended PhD students – 520 points;

16. Participation in a national scientific or educational project: "Theoretical models for the development of digital agriculture DIAGRO", Scientific Research Fund KP-06-H26/10 of 08.12.2020 – 15 points.

**3. Teaching activity**

The teaching experience of Assoc. Prof. Petar Borisov D.Sc. is 18 years.

For the period 2007–2010 he was a lecturer at the private professional college "Omega" – Plovdiv.

The submitted documents certify the teaching experience of Assoc. Prof. Petar Borisov D.Sc. at the Agricultural University – Plovdiv of 13 years and 8 months. His lecturer employment for the last 5 academic years is 2 952.6 hours and his average annual employment is 580 hours.

I have no direct impressions of the teaching activity of Assoc. Prof. Petar Borisov D.Sc. I believe that he shows the necessary responsibility to his direct duties - teaching courses and scientific supervision of doctoral students.

The candidate is proficient in Russian and English and his good language skills enable him to participate in international projects and to develop lecture courses on Strategic Business Planning, Competitiveness Management, Innovation Management, etc.

**4. Scientific research activity.**

The objects and topics of study of the publications submitted for evaluation are very wide-ranging, such as wine and dairy enterprises; food markets for conventional



products; factors influencing food choice; competitiveness of agricultural enterprises and models for increasing competitiveness; formation of public goods; marketing; analyses of support mechanisms for the agricultural sector; strategic orientation of business organization; digital services and digitalization.

To the contributions I refer the following few:

**Scientific contributions**

1. A methodology for the analysis and assessment of the impact of digitalization on the competitiveness of agricultural holdings and the sector is developed and evaluated.
2. A methodology for engaging stakeholders to accelerate agricultural digitalization has been developed and attested.

**Contributions of an applied nature**

1. The impact of digitalization on the level of competitiveness of agricultural holdings is assessed.
2. A strategy for engaging stakeholders in agricultural digitalization and accelerating the processes has been developed and the key needs of farms for the implementation of digitalization as a key management tool have been identified.

**5. Remarks and recommendations**

I have significant criticisms of the documentation and information admitted and submitted in the competition:

The submitted references and certificates are not signed by the candidate, as a guarantee for the accuracy of the submitted information: Reference for the candidate's participation in projects; Reference for citations; Reference for defended Ph.D. students, etc.

Exceptions are Document No. 14 – Certificate of internship dated 26.07.2023; Document No. 15 – Certificate of audience employment dated 27.07.2023; Document No. 18 – Declaration of originality and authenticity dated 04.09.2023; Separation protocol – 1 issue.

**6. Conclusion**

On the basis of the analysis, I believe that Assoc. Prof. Petar Borisov Borisov DSc complies with the requirements of Law on the Development of the Academic Staff in the Republic of Bulgaria, RAADASRB and of the Regulations for the Implementation of the Law on the Development of Academic Staff at the Agricultural University – Plovdiv for its implementation, which gives me grounds to evaluate **positively** his overall activity.

I propose the Scientific Jury to vote positively and the Faculty Council of the Faculty of Economics at the Agricultural University – Plovdiv to elect Assoc. Prof. Petar Borisov Borisov D.Sc. as “**Professor**” in the professional field, 3.8. Economics, the Scientific Speciality “Organization and Management of Production” (Agriculture and sub-sectors).

Date: 30.10.2023  
Plovdiv

MEMBER OF THE JURY:.....

Prof. Sn. Konstantinova, Ph.D.