



OPINION

From: prof. **Valentina Ljubenova Nikolova-Alexieva, PhD**
University of Food Technologies - Plovdiv,
Professional direction 3.8 . Economy Scientific specialty
"Economics and Management" (Business Economics,
Corporate management)

Subject: competition for **a professorship** in an area on the higher education 3. Social,
economic and legal sciences, Professionally direction 3. 8. Economics,
scientific specialty "Organization and Management of Production
(Agriculture and Subsectors)", announced from
Agricultural University Plovdiv

1. General presentation of the procedure and the candidate.

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 (Organization and Management of Production)" is announced for the needs on Agricultural University (AU) - Plovdiv in State Gazette, issue 62 of 21.07.2023. I participate in the composition of the scientific jury for the competition, according to Order No. RD-16-900/25.09.2023 of the Rector of AU.

Only one candidate participated in the competition - Associate Professor Petar Borisov, DSc. from the Agricultural University - Plovdiv. In 2003, he acquired the Bachelor's degree in Agricultural Economics at the Agricultural University - Plovdiv. In 2009, he received a doctorate degree in code 05.02.21 "Organization and management of production" from VAK - Sofia. In 2015, he held the academic position of "Associate professor" in the Department of "Management and Marketing" at AU - Plovdiv. In 2020, on 04.12.2020, he obtained the scientific degree "Doctor of Sciences" with the topic of his dissertation "Strategic planning of the competitiveness of the viticulture sector" in professional direction 3.8. "Economy".

In the period 2004-2010 he was part-time teacher, and later assistant in the "Management and Marketing" department at Agrarian University - Plovdiv. Like part-time teacher he brings out classes by the disciplines "Organization and management on the agricultural production", "Basics on the economic management", and "Agrarian management" in B.Sc course on training. Brings out lectures and exercises by the disciplines "Management on innovations", "Management on the conflicts" and "Strategic business planning" in master course on training. Brings out classes as well as in Private professional College "Omega" - Plovdiv.

During the period 2007-2009, he was the head of the Technology Transfer Center at the Institute of Vegetable Crops - "Maritsa" in the city of Plovdiv. In the period 2010 - 2015, he was an assistant and chief assistant in the "Management and Marketing" department of the Agricultural University - Plovdiv, where he studied as a full-time doctoral student.

From 2015 to he is currently an Associate Professor in the Department of "Management and Marketing" at Agrarian University - Plovdiv. In the period 2016 - 2020, he

was a Deputy Dean on Faculty by economy at Agrarian University - Plovdiv intermittently _ from a year and a half. In the period 2017-2018, he was a Deputy Rector by educational activity on Agrarian University - Plovdiv. It rules excellent English language .

On the basis of tracking the work experience indicated in the documents, the conclusion is necessary for the gradual accumulation of professional experience of Petar Borisov in the academic sphere, which is proof of his thoroughness and high criteria for his academic development.

2. Fulfillment of the requirements for occupying the academic position.

The candidate meets all the mandatory conditions under Art. 24 of ZRASRB and the additional requirements of AU-Plovdiv, according to Art. 15, para. 1 of ZRASRB and Art. 60 of PPZRASRB.

Regarding the requirement for an acquired EDS "Doctor " (art. 60, paragraph 1, item 1 of PPZRASRB) - in 2009, Associate Professor Petar Borisov defended his dissertation work at AU-Plovdiv, on the topic: "Competitiveness of viticulture - the wine enterprises in the Southern wine-growing region." He acquired the educational and scientific degree "Doctor" by code 02.05.21.

In regard to the minimum academic experience requirement (art. 60, para. 1, item 2 of PPZRASRB) - the total work experience of Associate Professor Petar Borisov as a teacher at AU is over 13 years and 10 months (certificate LS 68/26.07.23). Apparently, the applicant fully meets the legal requirement of a minimum academic experience of two years.

Regarding the requirement for a published monographic work (art. 60, para. 1, item 3 of PPZRASRB) - Assoc. Prof. Borisov presented a habilitation thesis on the topic "Digitalization in agriculture - competitiveness and business models". The paper was reviewed by two reviewers respected in scientific circles, it was published in 2022 by the Publishing House of the Institute of Agrarian Economics, Sofia and has a volume of 307 pages.

The topic of the monographic works, the object, the subject and the time period to which they refer do not imply an overlap with the dissertation works for the ESD "Doctor" and "Doctor of Sciences" and with the monograph for occupying the academic position of "docent" of the candidate, which meets the legal requirement of Art. 24, para. 1, item 3 of the ZRASRD.

The candidate has also submitted a second habilitation work on the topic "Condition and opportunities for sustainable development of wine farms", Academic Publishing House of AU - Plovdiv, published in 2006.

Regarding the requirement to present other original scientific research works (Art. 60, para. 1, item 4 of PPZRASRB) - the candidate has submitted 15 articles and reports in primary databases such as Scopus and WOS and 43 publications in non-refereed publications with peer review. Published chapters in 7 collective monographs.

*Regarding the requirement to meet the relevant minimum national criteria and the requirements under Art. 1a, paragraph 2; (art. 60, paragraph 1, item 5 of the PPZRASRB) - according to the submitted Reference, the candidate has achieved a total of **2,253 points** (from indicators: A- 50 points; B-100 points, B-200 points; D-333.21 points; D- 775 points; E- 965 points), which significantly exceeds the required threshold of 550 points . It is noteworthy that activity was recorded for each of the indicators, and for some of them, an implementation significantly exceeding the minimum threshold was reported - such as D (publications), D (citations) and E (projects, textbooks, etc.). This proves beyond doubt the potential of the candidate for the academic position and the enormous work he has done.*

In regard to the requirement that there is no proven plagiarism in scientific works (Art. 60, Para. 1, Point 6 of the PPZRASRB) - at the moment, such has not been established.

Based on everything stated above, regarding the versatile and in-depth teaching and research work of Associate Professor Borisov, I believe that ***he fully meets the quantitative and qualitative requirements*** for occupying the academic position of "professor" at AU-Plovdiv.

3. Evaluation of teaching and research activities

Associate Professor Petar Borisov has a guaranteed teaching load in the disciplines: "Organization and management of agricultural production", "Fundamentals of economic management", and "Agrarian management" in a bachelor's course of study. Delivers lectures and exercises on the disciplines "Innovation Management", "Conflict Management" and "Strategic Business Planning" in a master's training course. Its reported classroom occupancy for the period 2018-2023 is a total of 2,952.6 lecture hours (*official note NOR 5-21/27.07.23*). It is clear from the reference that during the last academic years his classroom employment was between 500 and 600 hours, therefore exceeding the mandatory minimum.

In his many years of teaching activity, Associate Professor Petar Borisov has established himself as a good teacher, teaching students and doctoral students. He successfully supervised 13 doctoral students who obtained the scientific and educational degree "Doctor" in the scientific specialty "Organization and Production Management". He reviewed more than 15 dissertation studies of Bulgarian and foreign doctoral students. He participated as a reviewer in 3 procedures for holding the academic position "Associate professor" in our and foreign universities.

Associate Professor Petar Borisov was the head of 1 (one) external international project for the university and participated in another 22 international and national projects. *The topics and activities of the projects in which he participates are directly related to his teaching and research work. I am very impressed by the extremely rich project experience of the candidate, which is indisputable proof of the organizational competences of coordination, management and administration of people, project and budget management, as well as social skills - communication, teamwork and in an intercultural environment.*

The educational and scientific activity of Associate Professor Petar Borisov as a lecturer, author of numerous scientific publications, leader and participant in international and national projects and scientific supervisor of doctoral students, fully corresponds to the requirements for occupying the academic position of "Professor" in AU-Plovdiv.

4. Brief description of the presented scientific works/publications

The careful familiarization with scientific production gives me reason for the following conclusions and summaries:

First, Assoc. Prof. Borisov participated in the current competition with sufficient scientific production, the volume of which amounts to 1800 standard pages. The relative share of independent publications is 4%, and co-authored publications – 96%, which testifies that the professor candidate has a pronounced ability to work in a team.

NO	Type of posts	Independent		Co-authored		Total
		Bulgarian language	English language	Bulgarian language	English language	
1	Monographs	-	-	2	-	2
2.	A book based on a dissertation	-	-	-	-	-
3.	Chapters of collective monographs	-	-	7	-	7
3	Studios	-	-	-	-	-
4	Articles	-	-	19	39	
5	Scientific reports	3	-	-	-	3
6	Textbooks and aids	-	-	3	-	3
	Total:	3	-	31	39	73

Second, the publications of Associate Professor Petar Borisov reveal his ambition to research current, complex and significant problems for modern science and business practice. His interests are mainly in the following directions: "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 the CAP on the development of agriculture, landscape and public goods"; "Strategic management of the digitization of agriculture and agricultural holdings", "Management of the competitiveness of business organizations". All of them are directly related to the disciplines of the competition.

*It can be said that the main direction of specialization in the scientific activity of Associate Professor Petar Borisov is in the **management of the competitiveness** of enterprises in the agricultural sector and the analysis of the impact of CAP on agricultural production. One of the monographs, named as the main habilitation thesis "Digitalization in agriculture - competitiveness and business models", is dedicated to this.*

The analysis of the publications presented in the present procedure shows that they are distinguished both by relevance and originality, and by a clear methodological framework and professional interpretation of the obtained results. They do not repeat posts related to previous contests. As a whole, these scientific works reveal a deep scientific interest of Associate Professor Petar Borisov in the thematic area of the competition: organization and management of production.

Third, there are 71 publications other than the two monographs submitted for the competition. 15 of them have been published in the world databases Scopus and WoS, and the rest are in other international databases with scientific information. I positively assess the aspiration of Associate Professor Petar Borisov to publish his works in international editions, as well as those in national editions, in English (about 53 % of his publications are in English). *This greatly increases the potential of his work to become recognizable in international scientific circles.*

Fourthly, Assoc. Prof. Borisov's active publication activity is combined with a high citation rate of his scientific publications. The total number of *citations is 100*, of which *nine are* in the world databases Scopus and WoS, and *the rest are in* peer-reviewed monographs and collective volumes and in non-refereed editions. This information conclusively proves that the applicant's research achievements have *found recognition and public prominence among the scientific community.*

The representatives publications and citations attest Assoc. Prof. Peter Borisov, DSc like built scholar and university teacher with scientific achievements and authority in science community.

5. A synthesized evaluation of the main scientific and scientific-applied contributions

The publications contain a number of scientific, scientific-applied and applied contributions with varying degrees of significance for agrarian-economic science:

- **Scientific contributions** include :
 - the essence of strategic planning and the socio-economic category "competitiveness" as an approach to managing the competitiveness of the viticulture and agrarian sector is clarified;
 - a conceptual framework for diagnosis and assessment of the main factors determining the competitiveness of the viticultural sector - at the micro and macro level - has been developed and validated;
 - the essence of sustainable development in the holistic aspect of both agriculture and, in particular, the viticulture sector has been clarified;
 - a conceptual framework for assessing the sustainability of the viticulture sector was developed and validated ;
 - identified for the main strengths/weaknesses, opportunities and threats for the sustainable development of agricultural holdings
 - methodologies are proposed 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; for analysis and assessment of the economic efficiency of agricultural holdings; for the analysis and assessment of the contribution of subsidies to the profitability of an individual agricultural crop or farm; methodology for analysis and evaluation of the effectiveness of investments in wine farms
- and **Scientific - applied** include:
 - competitiveness was diagnosed and assessed on viticulture sector in the country ;
 - influence is established on the main ones determining factors _ the level on competitiveness on viticulture enterprises ;
 - p proposed and are approach for analysis and management on the change for achieve on higher level on competitiveness on viticulture enterprises ;
 - model is proposed on financial and innovative system for raising on competitiveness on viticulture sector .
 - a strategy has been developed for development on the little ones agricultural farms in the conditions of CAP – phase 1 and base 2 of hers application :
 - and sustainability is identified and evaluated on the viticultural ones farms and on the little ones agricultural holdings
 - evaluation on the economic efficiency on determined agricultural crops ;
 - analysis and evaluation on the economic efficiency on the agricultural ones holdings from selected industries on agriculture on Republic Bulgaria and Republic Albania ;
 - the effect was analyzed and evaluated from the application on determined tools for subsidizing on agriculture at formation on the yield on the agricultural ones holdings ;
 - investment norms and models of viticulture farms have been developed, which can be used in practice for investment selection of technology and variety of vines in viticulture.

➤ Applications include :

- the impact of digitization on the level of competitiveness of agricultural holdings has been analyzed and evaluated;
- a strategy was developed to attract the interested parties in the digitization of agriculture;
- identified for the basic needs of agricultural holdings for the implementation of digitalization as a basic management tool in these structures;
- a strategy was developed to accelerate digitization in agricultural holdings.
- the impact of the CAP on the development of agricultural holdings and the agricultural sector has been established. Recommendations are proposed for improving the CAP in future periods;
- the influence of the CAP in the formation of values resulting from the functions of the landscape in the regional economy has been analyzed and evaluated.
- the role of public goods in the regional development of rural areas is analyzed and evaluated.
- a strategy for managing the competitiveness of business organizations was developed;
- analyzed and evaluated for business models from the practice and recommendations are given to improve their competitiveness;
- types of strategies have been developed to manage the business model of the economic organization.

In summary, I consider the scientific achievements of Associate Professor Petar Borisov to be his personal work and can be attributed to the group of "enrichment of existing knowledge" and "application of new scientific achievements in practice", as well as "obtaining new data and facts" for studied economic objects.

6. Key critical notes and recommendations

I have no critical notes.

7. Conclusion

The submitted materials for participation in the competition meet the requirements of the ZRSARB and the regulations for its application. All requirements for the candidate's scientific and teaching activities have been fulfilled. Sufficient scientific, scientific and applied contributions have been received. Prominence has been achieved in the scientific circles and the professional community.

The competition documents testify that all the national minimum criteria and the quantitative and qualitative requirements of AU-Plovdiv for the occupation of the academic position "professor" have been met.

With complete conviction, I give my POSITIVE evaluation and recommend to the other respected members of the Scientific Jury to vote FOR AWARDING the academic position of "Professor" to Associate Professor Petar Borisov in professional direction 3.8. Economics, scientific specialty "Production Organization and Management".

23.10.2023
Plovdiv city

Prepared the opinion:

/ Prof. Dr. V. Nikolova-Alexieva /