



## REVIEW

**On the competition** for the academic position for the occupation of the academic position of “Professor” in the field of Higher Education 3. Social, Economic and, Legal Sciences, Professional Direction 3.8. Economics, scientific specialty “Organization, and Management” (Agriculture and sub-sectors) at the Agricultural University, Faculty of Economics, Department “Management and Marketing”, announced in the Official Gazette, No. 62 of 21.07.2023.

**Candidate:** Assoc. Prof. Petar Borisov Borisov, D.Sc. Lecturer at the Department of “Management and Marketing”.

**Reviewer:** Prof. Asen Ivanov Konarev, D.Sc. University of Food Technologies – Plovdiv, appointed member of the Scientific Jury by Order No. RD-16-900/25.09.2023 of the Rector of the Agricultural University – Plovdiv.

### 1. Brief introduction of the candidate

Assoc. Prof. Petar Borisov Borisov, D.Sc. was born on 17.03.1980. He received his higher education in 2003 at the Agricultural University – Plovdiv, majoring in Agricultural Economics. Then he continued his studies as a Ph.D. student at the same university, and in 2008 he received the educational and scientific degree “Doctor” in the chiefs 05.02.21 “Organization and Management of Production”. In 2015 he received the academic position of Associate Professor.

In 2020 he obtained the degree of Doctor of Science by defending his dissertation on “Strategic planning of the competitiveness of the wine sector”. As a reviewer, I highly appreciated the relevance, content and scientific contributions contained in the dissertation.

### 2. General description of the submitted materials

The number and structure of scientific works submitted for review is as follows:

- 2.1 Monographs – 2 issues;
- 2.2 Scientific publications in publications those are peer-reviewed and indexed in world-renowned databases – 15 issues;
- 2.3 Scientific publications in non-refereed editions with scientific review or edited collective volumes – 43 issues;
- 2.4 Published chapters of collective monographs – 7 issues;
- 2.5 Textbooks, manuals and study aids – 3 items;

## 2.6 Published analyses and technologies – 3 issues.

The analysis of the number and structure of publications according to the alternative criterion “independent/in collaboration” reveals the following:

- 2 individual publications;
- in collaboration – 64 issues;

This ratio proves conclusively that the author prefers to work in a team.

In terms of research projects, the following results have been achieved:

- participation in 11 national scientific and educational projects, one of them by Assoc. Prof. Petar Borisov, D.Sc. is the head of one of them and the head of a component of another;
- participation in 12 international projects, one of which he is a team leader from the Agricultural University – Plovdiv.

I appreciate the participation of Assoc. Prof. Petar Borisov, D.Sc. in the development of scientific and educational projects as significant and successful for the candidate, taking into account not only the number but also the issues of the projects.

I accept for review all scientific works except the monograph “Condition and opportunities for sustainable development of wine farms” (2006), due to the lack of ISBN. For the same reason, I do not accept for review the following works, indicated as chapters of collective monographs:

- Nikolov, D., M. Choleva, T. Radev, P. Borisov. (2015) Status and prospects of development of small farms. Avangard prima, 2015, p. 128;
- Borisov, P., T. Radev. Business Planned, Lettera, Plovdiv, 2009, p. 214;
- Nikolov, D., P. Borisov, T. Radev. (2012) Analysis of suitable types of alternative agriculture for Dobrudzha to help farmers from the territory of the Dobrichka MIG, p. 72;
- Nikolov, D., P. Borisov, T. Radev. (2013) Analysis of the possibilities for the production of biological products and agroecology by agricultural producers in the territory of Tervel and Krushari municipalities, p. 48;
- Tringovska, I., D. Kostova, Ts. Dincheva, G. Pasev, S. Masheva, V. Yankova, M. Mihov, D. Markova, P. Paskalev, P. Borisov, T. Radev. (2014) Technology of biological production of tomato and cucumber seedlings. Plovdiv, Village 40.

Not accepted for review due to submission for participation in another competition:

- BORISOV, P. (2015) IMPACT OF PRODUCT STRATEGY ON MARKET SHARE. THE CASE OF BULGARIAN WINNERS. CHANGES AND PERSPECTIVES IN RURAL AREAS AND AGRICULTURE IN BULGARIA, POLAND AND OTHER MEMBER STATES. SOFIA. PP. 179-187.

The analysis of the fulfilment of the minimum national requirements under the of the Regulations for Application of the Act on the Development of the Academic Staff in the Republic of Bulgaria (RAADASRB) shows the following:

- Indicator Group A – 50 points (with a minimum requirement of 50);
- Indicator Group B – 100 points;
- Indicator Group V – 100 points (100 required);
- Indicator Group G – 330.15 points (200 required);
- Indicator Group D – 755 points (100 required) – significantly exceeded;
- Indicator Group E – 945 points (100 required) – significantly exceeded.

The complex analysis shows that in all groups of indicators, Assoc. Prof. Petar Borisov, D.Sc. fulfils the minimum national criteria for the academic position of “Professor”, according to the RAADASRB. It is necessary to point out that the minimum requirements for the group of indicators D were exceeded more than 7 times and for the group of indicators E more than 9 times.

In this part of the review I assess as high achievements of Petar Borisov in the following areas:

- publications in refereed journals;
- citations in refereed and non-refereed publications;
- supervision of doctoral students;
- participation in projects.

I evaluate as good the candidate's achievements in two areas:

- publications in non-refereed journals;
- published textbooks and manuals.

### **3. General characteristics of research and applied activity.**

With the analytical review of the competition documentation and materials, I have practically made a description of the overall scientific production of the candidate. Here I confirm my assessment that Petar Borisov participated with significant positions in the competition for a professor in the field of scientific research and applied activity.

I would like to point out that the candidate has four clear scientific priorities:

- competitiveness of business organisations;
- management and sustainability assessment of the agricultural sector;
- organisation and management of agricultural production;
- agricultural management.

The main part of the scientific production of Petar Borisov is distinguished by the following main characteristics:

- the optimal combination of theory, methodology, and methodology;
- marked topicality and significance;
- good literary awareness;

- clear, precise, and specific subject matter;
- integration of models from different theoretical levels;
- issues that transcend the sector;
- good formulation and chain decomposition of aims, objectives, hypotheses, and theses;
- a relatively well-formed structure;
- a rich toolkit of research methods;
- pragmatic framing of the main results;
- strong applied character.

As a professor of food technologies economics, I would like to emphasize this quality of research by Assoc. Prof. Petar Borisov, D.Sc. is not to be limited to the production activity in agriculture but to continue research in the processing industry along the value chains.

The subject matter, number, and content of the contracted projects testify to an active and qualitative research and application activity. Of particular significance for Petar Borisov's resulting applied activity is the fact that he began his employment and gained valuable experience as the head of a separate unit "Technology Transfer Centre" at Maritsa Vegetable Crops Research Institute – Plovdiv. It is well known that the requirements for results and application of research in the so-called "branch institutes" are very high.

#### **4. Evaluation of the candidate's pedagogical training and activity**

Assoc. Petar Borisov carries out teaching activities in two forms:

- as a lecturer at the Private Professional College "Omega" and the University of Plovdiv;
- as a regular lecturer at the University of Plovdiv.

According to the submitted certificate, he has 13 years and 10 months of teaching experience at Agricultural University – Plovdiv.

At the University he conducts lectures and exercises in the disciplines "Fundamentals of Business Management", "Organization and Management of Agricultural Production", "Agricultural Management", "Strategic Business Planning", "Competitiveness Management", "Innovation Management", and "Conflict Management".

I assess the number of disciplines as optimal, with the necessary organic relationship and development over time.

To this activity, it is appropriate to add the candidate's teaching experience at the, where he has conducted classes in the disciplines "Business Planning" and "Company Management" for 4 years. Thus, university lecture experience for 18 years.

A certificate has been submitted, according to which the lecture, exercise, and extra-curricular employment for the last 5 years (2018-2023) is a total of 2 952.6

hours, which is 590.52 hours of average annual employment in both undergraduate and graduate courses. The report shows that the teaching load during the years of this period is relatively rhythmic, moderate, and stable in terms of record and outlook.

I have no direct impressions of the teaching work of Assoc. Ph. Petar Borisov, but I have information that he has established himself as a good teacher and professional in training students and specialists in the field of organization and management of agricultural production.

My overall assessment of the candidate's pedagogical training and activity is very good. In summary, I will note the following:

- relatively long teaching experience;
- good language training for working with international students and PhD students;
- good communication skills to work successfully with undergraduates, graduate students, and postgraduate students.

In immediate connection with teaching, I appreciate the candidate's varied consultancy activities. He has carried out professional consultations on behalf of the Ministry of Education and Science, Ministry of Agriculture, National Agricultural Advisory Service, Karnobat LAG, Tervel – Krushari LAG, Maritsa Vegetable Crops Research Institute – Plovdiv, etc.

## 5. Main contributions and their significance

I acknowledge the contributions to publications of Assoc. Prof. Petar Borisov, D.Sc. and I believe has well distinguished them into six groups of scientific areas.

I assess the following **contributions as significant**:

- a conceptual framework for assessing the main factors determining the competitiveness of the wine sector (at the macro and micro levels);
- a conceptual framework for assessing the sustainability of the same sector;
- a methodology for assessing the efficiency of crop production technologies;
- a methodology for assessing the contribution of subsidies to profitability;
- a methodology for assessing the impact of the Common Agricultural Policy (CAP) on agricultural and landscape development;
- a methodology for assessing the impact of digitalization on competitiveness;
- methodology to analyse and evaluate the business model in shaping firm competitiveness.

The vast majority of significant contributions are new scientific knowledge, while the other is a useful increase in knowledge in a given scientific field.

Of the **contributions of a practical and applied nature**, I assess the following as significant:

- model of financial and innovation system for increasing the competitiveness of the wine sector;

- a strategy for the development of small agricultural holdings in the context of the CAP – Phase 1 and the Basis 2 of its implementation;
- investment norms and models for wine farms;
- recommendations for improving the CAP in future periods;
- a strategy for engaging stakeholders in the digitalisation of agriculture;
- types of business model management strategies for business organizations.

This group is dominated by contributions that are models, strategies, and management proposals.

The papers, including the contributions, are well-cited in both refereed and non-refereed journals.

## 6. Critical notes and recommendations

I have no substantive criticisms of the materials submitted for review.

I have the following recommendations:

6.1. To increase the number of individual publications and to write an independent monograph, although the future belongs to collective research.

6.2. To increase the number and expand the research in the area of value chains of the agriculture-food sectors.

6.3. The future belongs to university alliances. In this context, to step up its participation in international teams on major European issues: deep-tech innovation, artificial intelligence in sector technologies, verification and security of food chains, etc.

6.4. I recommend increasing its participation in inter-university faculty exchanges in Erasmus+ and other international programs.

I make these recommendations in the context of the large horizon of work activity that looms ahead for Assoc. Prof. Petar Borisov, D.Sc.

## 7. Reviewer's personal impressions

I know personally Assoc. Prof. Petar Borisov, D.Sc. and I have good impressions of his diligence, organization, ability to communicate, and skills in supervising doctoral students: qualities that have influenced all his teaching, research, and consulting activities. The scientific production presented is fully suitable for the academic position of Professor.

## CONCLUSION

My complex assessment of the documentation, the scientific papers and the contributions contained therein is **POSITIVE**.

The national and university minimum requirements for the academic position of "Professor" have been met.

I take the liberty to propose that the Honourable Scientific Jury also vote in the affirmative for the award of Assoc. Prof. Petar Borisov Borisov, D.Sc. the academic position of "Professor" in the field of higher education 3. Social, Economic, and Legal Sciences, professional field 3.8. Economics, Scientific Specialty "Organization and Management" (Agriculture and sub-sectors).

**Data: 18.10.2023**  
**Plovdiv**

  
**Reviewer:.....**  
**Prof. A. Konarev, D.Sc.**