

НОВ БЪЛГАРСКИ УНИВЕРСИТЕТ

ДЕПАРТАМЕНТ
"ИКОНОМИКА"

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ПОЛУЧЕНО НА 18.10.2023	

REVIEW

by **PROF. DR. IVAN YOCHEV BOEVSKY**, professor of the NBU - Sofia, according to a competition for the academic position of "professor" at the Agricultural University, announced in State Gazette no. 62/21.07.2023 on professional direction 3.8. "Economics" and scientific specialty "Organization and management of production", with candidate associate professor Petar Borisov Borisov, for the needs of the Agricultural University, Faculty of Economics, department "Management and Marketing", according to order No. RD - 16 - 900/25.09 .2023 of the Rector of the Agricultural University.

I. Biographical data for the applicant

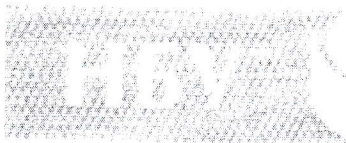
Associate Professor Petar Borisov Borisov was born on March 17, 1980. In 2003, he obtained a bachelor's degree in agricultural economics at the Agrarian University - Plovdiv. In 2009, he received a PhD degree in "Organization and management of production" from VAK - Sofia. In 2015, he held the academic 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 field 3.8. "Economy".

II. Experience

In the period 2004 - 2010, he was a part-time teacher, and later the main assistant in the "Management and Marketing" department at the Agricultural University - Plovdiv. As a part-time teacher, he leads classes on 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 course. He conducts classes as well as at the Private Professional College "Omega" - Plovdiv.

In 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 doctoral student in a regular form of education.



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From 2015 to the present, he is an associate professor in the "Management and Marketing" department of the Agricultural University - Plovdiv.

In the period 2016 - 2020, he was Vice Dean of the Faculty of Economics at the Agricultural University - Plovdiv with a break of one and a half years.

In the period 2017 - 2018, he was the Vice Rector for Academic Activities of the Agricultural University - Plovdiv.

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 a scientific and educational doctorate degree in the scientific specialty "Production Organization and 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 of "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.

Characterizing the professional experience of Associate Professor Petar Borisov, I can confidently state that he is a built scientist, teacher and professional in the field of organization and management of agricultural production.

III. Teaching work

I accept the official note issued by the Educational and Information Center of the Agricultural University - Plovdiv, regarding the workload of Associate Professor Petar Borisov. For the last 5 academic years, Prof. Dr. Petar Borisov has conducted a total of 2,952.6 study hours in both bachelor's and master's courses. The teacher had an average annual workload during the period of about 591 hours, which is almost double the workload of the standard direct classroom employment of a university teacher in Bulgaria. Petar Borisov's total experience as a teacher until the announcement of the competition is 13 years and 10 months.

IV. Research work

For participation in the competition for the academic position of "Professor", Associate Professor Petar Borisov has provided a list of scientific works, 73 in total. They are grouped into the following groups:



1. Habilitation work /monograph/ - 2 pieces, which is 2.7% of the total scientific works of the candidate submitted for review;
2. Scientific publications in publications that are referenced and indexed in world-famous databases with scientific information - 15 pieces, which is 20% of the candidate's total scientific works submitted for review;
3. Scientific publication in non-refereed journals with scientific review or in edited collective volumes - 43 pieces, which is 60% of the candidate's total scientific works submitted for review;
4. Published chapter of a collective monograph - 7 pieces, which is 9.5% of the candidate's scientific works submitted for review;
5. Published teaching aids, manuals and textbooks – 3 pieces, which is 4.1% of the candidate's scientific works submitted for review;
6. Published analyzes and technologies – 3 pieces, which is 4.1% of the candidate's total scientific works submitted for review;

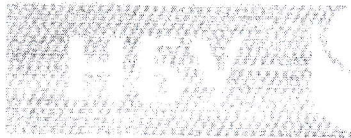
Scientific publications by topic can be grouped into the following areas:

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

It can definitely 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. The activity regarding the management of sustainability and sustainable development of agrarian systems is also significant.

Associate Professor Petar Borisov has published 15 journal articles with an impact factor in Bulgarian and foreign publications. He provided information on over 100 citations.

V. Project activity



Associate Professor Petar Borisov is an outstanding specialist, mainly in the field of managing the competitiveness of agricultural production under the conditions of the CAP. He worked on various national and international projects, as a result of which he provided practical assistance to real business organizations and presented contributions that are not only scientific, but also of a practical-applied nature.

VI. Scientific contributions

In the publications and dissertations presented for participation in a competition for the occupation of the academic position of "professor" in PN 3.8 "Economics", contributing moments of a scientific and applied nature in the following scientific directions stand out:

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

1. **Management and development of the competitiveness of the viticulture enterprises and agriculture**

A. Contributions of a scientific nature:

1. The essence of strategic planning as an approach to managing the competitiveness of the viticulture and agrarian sector has been clarified;
2. The essence of the socio-economic category "competitiveness" of the viticulture enterprise and the agricultural holding has been clarified;
3. A conceptual framework for diagnosis and assessment of the main factors determining the competitiveness of the viticulture sector - at the micro and macro level - has been developed and validated.

C. Contributions of a practical-applied nature

1. The competitiveness of the viticulture sector in the country has been diagnosed and assessed;



2. The influence of the main factors determining the level of competitiveness of the viticulture enterprises has been established;
3. The application of the strategic approach in the management of the competitiveness of wine-growing enterprises in the sector was analyzed and evaluated;
4. The needs of the viticulture enterprises have been established, regarding their competitive development in a strategic plan;
5. An approach for analysis and change management is proposed to achieve a higher level of competitiveness of wine-growing enterprises;
6. A model of a financial-innovation system for increasing the competitiveness of the viticulture sector is proposed.

The specified contributions are highlighted in the following publications (serial number in the attached bibliography) – 2, 16, 20, 25, 35, 37, 38, 39, 44, 56, 57, 58, 64, 65, 66, 67, 68, 69 , 72, 73, 77

2. Managing the sustainability of agriculture and the viticulture sector

A. Contributions of a scientific nature:

1. The essence of sustainable development in the holistic aspect of both agriculture and, in particular, the viticulture sector has been clarified;
2. A conceptual framework for assessing the sustainability of the viticulture sector has been developed and validated;
3. Identified for the main strengths/weaknesses, opportunities and threats for the sustainable development of agricultural holdings

C. Contributions of a practical-applied nature

1. A strategy has been developed for the development of small farms under the conditions of the CAP - phase 1 and base 2 of its application;
2. The sustainability of vineyards and small farms was analyzed and assessed

The specified contributions are highlighted in the following publications (serial number in the attached bibliography) – 1, 3, 8, 9, 17, 41, 45, 46, 47, 50, 74

3. Economic efficiency of technologies and varieties

A. Contributions of a scientific nature:



1. Prepared and attested 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;
2. A methodology for analysis and assessment of the economic efficiency of agricultural holdings has been prepared and certified;
3. A methodology for analysis and assessment of the contribution of subsidies to the profitability of a separate agricultural crop or farm has been prepared and certified;
4. A methodology for analysis and evaluation of the effectiveness of investments in wine farms has been prepared and certified.

C. Contributions of a practical-applied nature

1. Conducted research regarding the assessment of the economic efficiency of certain agricultural crops;
2. Conducted research regarding the analysis and evaluation of the economic efficiency of agricultural holdings from selected branches of agriculture in the Republic of Bulgaria and the Republic of Albania;
3. The effect of the application of certain instruments for subsidizing agriculture in the formation of the profitability of agricultural holdings was analyzed and evaluated;
4. 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.

The specified contributions are highlighted in the following publications (serial number in the attached bibliography) – 4, 5, 7, 10, 11, 12, 13, 14, 15, 26, 27, 31, 36, 71

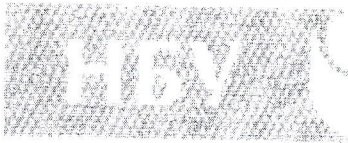
4. Impact of CAP on the development of agriculture, landscape and public goods

A. Contributions of a scientific nature:

1. Developed and certified methodology for analysis and assessment of the impact of CAP on the development of agriculture and agricultural holdings in the Republic of Bulgaria;
2. Developed and certified methodology for analysis and assessment of the impact of the CAP on the landscape in the form of the regional competitiveness of the agricultural industries;
3. Developed and certified methodology for analysis and assessment of the public goods that agriculture provides in rural areas.

C. Contributions of a practical-applied nature

1. 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;



2. 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.

3. The role of public goods in the regional development of rural areas has been analyzed and evaluated.

The specified contributions are highlighted in the following publications (serial number in the attached bibliography) – 18, 19, 21, 22, 23, 24, 28, 29, 30, 32, 33, 34, 40, 43, 48, 51, 52, 55, 75

5. Strategic management of the digitization of agriculture and agricultural holdings

A. Contributions of a scientific nature:

1. A methodology for analysis and assessment of the impact of digitization on the competitiveness of agricultural holdings and the agricultural sector has been developed and certified;

2. A methodology for attracting interested parties has been developed and certified in order to accelerate the digitization of agriculture;

C. Contributions of a practical-applied nature

1. The influence of digitization on the level of competitiveness of agricultural holdings has been analyzed and evaluated;

2. A strategy has been developed to attract the interested parties in the digitization of agriculture;

3. Identified for the basic needs of agricultural holdings for the implementation of digitization as a main management tool in these structures;

4. A strategy has been developed to accelerate digitization in agricultural holdings.

The specified contributions are highlighted in the following publications (serial number in the attached bibliography) – 60, 63, 70, 76.

6. Managing the competitiveness of business organizations

A. Contributions of a scientific nature:

1. A methodology for developing a strategy for managing the competitiveness of business organizations has been developed and tested;

2. The role of strategic management in shaping the competitiveness of the business organization is clarified;

3. A methodology has been developed for the analysis and assessment of the business model in the formation of the company's competitiveness

C. Contributions of a practical-applied nature

1. A strategy for managing the competitiveness of business organizations has been developed;



2. Analyzed and evaluated business models from practice and recommendations are given to improve their competitiveness;
3. Types of strategies for managing the business model of the economic organization have been developed.

The specified contributions are highlighted in the following publications (serial number in the attached bibliography) – 2, 6, 37, 38, 49, 53, 54, 56, 57, 58, 59, 61, 62, 65, 66, 67, 72, 73 , 76

VII. Critical notes and recommendations

1. Some publications repeat questions included in scientific reports presented at scientific forums and conferences in the country.
2. Work on some thematic areas can be deepened and expanded.

VIII. Conclusion

The scientific works of Associate Professor Petar Borisov undoubtedly have enough contributions - theoretical and practical. The documents and materials submitted for review are in full compliance with ZRAS, PPZRASRB and the Regulations of the Agrarian University for its application.

Associate Professor Petar Borisov is a well-established scientist and university teacher with scientific achievements and authority in the scientific community.

After my acquaintance with the materials and scientific works on the competition and their review, I am completely convinced and objectively give a **POSITIVE ASSESSMENT** and recommend the Scientific Jury to propose to the Faculty Council of the Faculty of Economics at the Agricultural University - Plovdiv for the election of Associate Professor Petar Borisov **for the academic position of "PROFESSOR"** by professional direction 3.8. "Economics" and scientific specialty - "Organization and management of production".


Reviewer:

/Prof. Dr. Ivan. Boevsky/