

REVIEW

From

Prof. Dr. Kamen Dimitrov Petrov - Research Specialty "Administration and Management (Goeconomics and Regional Demography), UNWE - Sofia, Faculty of Management and Administration (Deputy Dean for Academic Work)

Subject: Competition for the academic position of Professor in the professional field 3.8 Economics with the scientific specialty Organization and Management (Agriculture and sub-sectors) at the Agricultural University - Plovdiv.

1. Information about the competition

The competition is announced for the needs of the Department of Management and Marketing, Faculty of Economics, according to the Decision of the AC № 9/30.11.2022 for the professional field 3.8. Economics, scientific specialty Organization and Management (Agriculture and sub-sectors). I am a member of the scientific jury of the competition according to the order № RD-16-900/25.09.2023 of the Rector of the Agricultural University of Plovdiv.

2. Information about the candidate

*The only candidate in the competition is **Ph. Peter Borisov**.* He was born on 17 March 1980 in Plovdiv. In the period 1998-2004 he graduated from the Bachelor's degree and Master's degree at the University of Plovdiv, in 2004 he joined the University of Plovdiv as an assistant professor, defended his PhD in 2008 and since 2015 he has held the academic position of associate professor. The documentation submitted by the candidate, which is very well completed and complete, complies with the Law on the Development of Academic Staff and the Regulations for the Implementation of the Law on the Development of Academic Staff of the Academy of Arts Plovdiv. Assoc. Prof. Petar Borisov holds a position as Associate Professor at the Department of Management and Marketing at the Faculty of Economics of Agricultural University - Plovdiv. He also holds managerial positions as Deputy Head of the Department of Economics, Prof. Borisov. He has held the positions of Dean, Acting Head of Department and Deputy Rector for Academic Affairs of the University of Economics and Economics in Plovdiv. He is an erudite manager of the University of Plovdiv. During his scientific career he has held numerous managerial and expert positions where his expertise has always been highly appreciated. It is evident the fact me Assoc. Peter Borisov, is a member of 3 professional organizations and is a valued reviewer in a number of journals. She has participated as a leader and/or participant in more than 20 projects, both international, national and university. Associate Professor Petar Borisov is the author of publications that have been published in worldwide databases and cited many times. He has successfully defended more than 10 PhD students during the period. The candidate successfully combines his teaching activity

with participation in various projects, consultancy and training of specialists and farmers. He also possesses technical skills and competencies related to the use of various software programs, working with information systems, spreadsheets and applications.

3. Fulfilling the requirements for the academic position.

A list of the scientific publications and works of Ph. Petar Borisov , which do not repeat the ones submitted for obtaining the Ph.D., Ph.D. and the academic position of associate professor

a). Meeting the quantitative requirements.

| Total number of publications for participation in a competition for the academic position of "Professor" | 73 | % of total publications |
|---|---------------|--------------------------------|
| | Number | |
| Habilitation thesis - monograph | 2 | <i>2,7</i> |
| Scientific publications in journals that are refereed and indexed in world-renowned databases of scientific information | 15 | <i>20,0</i> |
| Scientific publication in non-refereed peer-reviewed journals or edited collective volumes | 43 | <i>60,0</i> |
| Published chapter of a collective monograph | 7 | <i>9,5</i> |
| Published teaching aids, manuals and textbooks | 3 | <i>4,1</i> |
| Published analyses and technologies | 3 | <i>4,1</i> |

The candidate Assoc. Petar Borisov has fulfilled the qualitative requirements well above the minimum requirements, which is an excellent testimonial for scientific production, which amounts to 2253.21 points according to the internal map, or two and a half times above the minimum requirements.

6). Meeting the quality requirements.

From the data provided, we can note that Assoc. Petar Borisov has fully fulfilled the qualitative requirements for holding the academic position "Professor" at the Agricultural University of Plovdiv. According to the provided documentation, the indicators, as well as the evidence presented by the candidate for their fulfillment, it can be summarized that Assoc. Ph. Petar Borisov fully meets them. It is noteworthy that he is among the leading researchers in Bulgaria in the field of agriculture in the last 10 years and with recognition abroad.

4. Evaluation of the candidate's teaching activity

The attached references show that Assoc. Petar Borisov has sufficient teaching load in Bachelor and Master programs - lectures and exercises, for the whole period - 2015 - 2023. The main courses in which he has lectured are in the field of agricultural economics, management, ecology, sustainable development, business, technology in agriculture, innovation, production practices in agribusiness, he is a leading lecturer in the disciplines of Strategic Business Planning, Competitiveness Management, Innovation Management, Conflict

Management, etc. Assoc. Petar Borisov has been elected as a scientific supervisor of 13 PhD students who have defended their dissertations. Assoc. Petar Borisov is fluent in English. He has organizational and leadership skills, teamwork, field research and international projects. He actively participates in the training of professionals in the agricultural sector and participates in seminars of the National Agricultural Advisory Service. Along with his research and teaching activities, Assoc. Petar Borisov develops expert activity, scientific and consulting activity, participates in the work and management of the Faculty of Economics and is a member of the Union of Agrarian Economists in Bulgaria, as well as work and consultations and provided advisory services on behalf of the Ministry of Education, Ministry of Agriculture, National Agricultural Advisory Service, MIG "Karnobat", MIG "Tervel-Krushari", IAC "Maritza" - Plovdiv, etc. From the presented professional biography it is evident that Assoc. Petar Borisov is an established teacher, with lectures abroad, a scientist and researcher and disseminator of scientific knowledge. The scientific interests and research activities of Assoc. Ph. Petar Borisov fully coincide with the direction of the announced competition for the academic position of "Professor". The professional description of Assoc. Ph. Petar Borisov defines him as an accomplished lecturer, administrator, public figure and scientific worker, who from the formal and scientific point of view has full grounds to run in the announced competition for the academic position of Professor of the Agricultural University - Plovdiv. It can be summarized that the teaching activity of Assoc. Petar Borisov deserves a very high evaluation, including due to the relevance of the applied teaching materials and active forms of teaching.

5. General characteristics of the submitted scientific papers/publications

The main scientific and applied results are at the required level. They can be presented first of all publications such as textbooks related in co-authorship on such topics as. Academic Publishing House of the Agrarian University, Plovdiv ; Manual on the organization and management of agricultural production. Exercise manual on basics of economic management. Academic Publishing House of the Agrarian University, Plovdiv. Problems of agriculture such as economic and organizational and environmental aspects are also discussed. The main object of study in the works of Assoc. *According to the author, the productivity of ecosystems is sustainable because natural capital - soil, water, biodiversity and climate are renewable resources. These principles also apply to the competitiveness of a business organization. According to Assoc. Petar Borisov, it must be diverse in every respect such as the product range offered, raw materials and materials used, technologies and ways of organisation, ideas for development, continuity. His research focuses on the competitive development of the wine sector by analysing the diversity in each business process of the economic organisations in the sector. This requires the wine sector to be environmentally friendly - to conserve natural capital and create opportunities to preserve it for future needs. The wine sector is a production system created and managed by man in order to produce and trade products necessary for his survival. The increase in productivity*

of the sector leads to simplification and standardisation of production. Greater diversity in activities complicates management, making it the "enemy" of efficiency. History proves that in the process of achieving competitiveness, natural ecosystems have an undeniable success. Artificial systems, such as viticulture, which aim at productivity cannot easily adapt to change and often lose their competitiveness. This calls for a new management approach, relying on the experience of natural ecosystems to achieve a competitive wine sector, by maintaining diversity in the way business organisations carry out their business processes while participating in the value network. Diversity is required and achieved through real working competition. In this direction are the author's researches and achievements on the industry problems. This emphasis and focus is necessary because the author is in effect defending a dissertation on the subject of obtaining a Ph. Many of the publications focus on the extent to which Bulgarian agriculture is digitized and what are the factors that limit this process; how far farms are willing to adapt to their needs. Thus, the assessment that marketed digital technologies have a need to assess the competitiveness of farms; what new business models based on the use of digital technologies exist and what models can be proposed to the practice. Some of the publications are in the field of viticulture research both nationally and specifically in the Southern Bulgaria region, as the state of viticulture in this region is indicative of its state in the whole country. Another group of publications is devoted to the problems related to the so-called "green" standards, the pressure that agriculture exerts on the environment. The problems of farmers are highlighted, as are the higher levels of subsidies as they strive to follow good production practices, leading to greater consumption of chemicals and their discharge into the environment. This approach is critically analysed and evaluated by Assoc. Peter Borisov. Another group of publications are devoted to methodological approaches to assess the impact of landscape on local economy and society. They seek to analyze the growth regions of Bulgaria and assess landscape as an important feature of the territory and can support the development of the local economy and the quality of life of the population. Another group of articles is devoted to the effect of the implementation of measures under the RDP 2007-2013 and 2014-2020 on improving the competitiveness of the agricultural sector. Sustainable agrarian governance in sectoral and territorial aspects has also found a place in the candidate's work. In some of the publications, the theoretical foundations of innovations related to the provision of agricultural system services to farmers and others have been further developed. The candidate's publications have developed detailed proposals for improving the state of agriculture and its competitiveness. It can be summarized that the peer-reviewed scientific production of Assoc. Peter Borisov fully meets the requirements for the academic position of Professor. Moreover, it is devoted to topics of importance for public practice related to agriculture, the organisation and management of the agricultural sector. Moreover, some of it still has important theoretical achievements that have yet to be methodologically adapted and put into practice.

6. Evaluation of scientific and applied contributions

I accept the Report of Contributions to the Scientific Production of the candidate Assoc. Ph. Petar Borisov. In it he has detailed the main theoretical-methodological, methodological and practical-applied contributions contained in the works submitted

for the competition, by scientific areas. The scientific production of Assoc. The main scientific and scientific-applied contributions can be reduced to the following. Peter Borisov, as follows,

Contributions of a theoretical nature:

Analyzed and assessed the impact of digitalization on the level of competitiveness of agricultural holdings ; Developed a strategy for engaging stakeholders in the digitalization of agriculture ; Identified the main needs of agricultural holdings for the implementation of digitalization as a key management tool in these structures ; Developed a strategy for accelerating digitalization in agricultural holdings.

Contributions of practical-applied nature

Developed a strategy for managing the competitiveness of business organizations; Analyzed and evaluated for business models from practice and provided recommendations for improving their competitiveness; Developed types of strategies for managing the business model of the business organization. The presented methodological developments based on the contributions thus derived may be applicable to the evaluation of complex project developments and adaptive models for the assessment of different forms of environmentally friendly agriculture, competitiveness and innovation management in rural areas. Some of them can also be used as a methodological basis for practical guides and methodologies, case studies and tests for training students in economics and management of regional development, etc.

7. Critical comments and recommendations

The scientific work of Assoc. Petar Borisov is of interest to a wide range of specialists, researchers, lecturers from higher education institutions and students. My recommendation is that in the future he should focus his attention on a fuller utilization of his great research and teaching potential, as well as his undisputed scientific results. It is necessary to systematize them, group them by scientific fields and publish them as independent scientific monographic publications, university textbooks and teaching materials, in order to specifically take into account the specific requirements of agricultural education

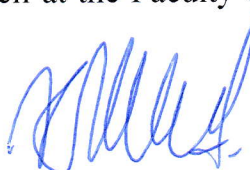
8. Conclusion

The presented research and teaching activities of the candidate Ph. Petar Borisov prove that they meet the requirements of the RAADB Act and the criteria of the AU-gr. In conclusion, on the basis of the presented facts and evidence related to the teaching, research, expert and administrative-managerial activities and the achieved results, with **full conviction, I propose to the esteemed Scientific Jury to vote for the appointment to the academic position of "Professor", in the scientific specialty of Organization and Management (Agriculture and sub-sectors) of Assoc. Ph. Petar Borisov Borisov** and the Honourable Faculty Council at the Faculty of Economics to elect him as "Professor".

Sofia

17.10.2023 r.

Reviewer:



(Prof. Dr. Kamen Petrov)