



## OPINION

by Prof. Petar Borisov Borisov, Professor, Agricultural University - Plovdiv, according to a competition for the academic position of "Professor" at the Agricultural University, announced in State Gazette no. 99/ 28.11.2023 in professional direction 3.8. "Economics" and the scientific specialty "Organization and Management of Production", with a single candidate Associate Professor Violeta Dinkova Dirimanova, for the needs of the Agricultural University, Faculty of Economics, Department of "Management and Marketing", according to order No. RD - 16 - 44/19.01.2024 of the Rector of the Agricultural University

### **I. Biographical data for the applicant**

Associate Professor Violeta Dinkova Dirimanova was born on September 27, 1973. In 1996, she obtained a master's degree in engineering sciences and industrial management at the Technical University - Plovdiv. In 2007, she obtained a doctorate degree from Humboldt University, Berlin, Germany, with the thesis topic "Economic Effects of Land Fragmentation: Property Rights, Land Markets and Contracts in Bulgaria". From January 2000, he started working as a teacher at the Agricultural University - Plovdiv.

### **II. Experience**

In the period 2000 - 2003, he was an assistant, and later (in 2008) a chief assistant in the "Management and Marketing" department at the Agricultural University - Plovdiv. In 2014, he held the academic position of "Associate Professor" in Professional Direction 3.7 "Administration and Management" in the Department of "Management and Marketing" at AU - Plovdiv.

As a teacher, Prof. Dirimanova leads classes on the disciplines "Organization and management of agricultural production" and "Agrarian management", in a bachelor's course of study. Delivers lectures and exercises on the disciplines "Strategic management of regions", "Management and marketing" in a master's training course. Assoc. Prof. Dirimanova's total work experience at AU - Plovdiv amounts to 24 years.

In her many years of teaching activity, Associate Professor Violeta Dirimanova has established herself as a conscientious teacher, teaching students and doctoral students. In her working career as a teacher at AU-Plovdiv, Prof. Dirimanova was the chairperson of the faculty committee for the attestation of teachers at the Faculty of Economics /one term/. In the last 2 years, he held one of the most important positions in the university structure, namely the chairman of the general meeting of AU - Plovdiv. The administrative positions held by the candidate at the university prove that Prof. Dirimanova possesses qualities that have allowed her not only to develop herself as a successful teacher and scientist, but also to develop the potential of the institution where she has worked for decades.

Assoc. Ph.D. Violeta Dirimanova has successfully managed as a scientific supervisor to bring out 6 PhD students who have acquired a scientific and educational doctorate degree in the scientific specialty "Production Organization and Management". This fact proves that the candidate is not only looking for his own career development, but has helped a number of young colleagues to train as teachers and researchers in the field of "Organization and management of agricultural production".

Assoc. Ph.D. Violeta Dirimanova has co-authored 3 textbooks, of which two are manuals for performing exercises with students and one is a textbook.

During his career, the candidate took part and represented AU - Plovdiv in 7 national scientific projects with external funding and in another 6 international projects funded under various programs such as the 7th Framework Program, the Horizon Program, etc. The total number of projects in which Prof. Dirimanova has a personal contribution and participation is 13. It is noteworthy that in 2 international projects the candidate was the manager, which in my opinion proves that Prof. Dirimanova has very good skills in the management of international projects .

Characterizing the professional experience of Associate Professor Violeta Dirimanova, I can confidently state that she is a built scientist, teacher and professional in the field of the organization and management of agricultural production, who persistently strove to pass on what she had learned and work as effective member of the scientific team of the "Management and Marketing" department

### **III. Teaching job**

I accept the official note issued by the Educational and Information Center of the Agricultural University - Plovdiv, regarding the workload of Assoc. Dr. Dirimanova. For the last 5 academic years, the candidate has completed a total of 4,310.6 study hours in both bachelor's and master's courses of study. The teacher had an average annual workload during the period of about 862 hours, which is almost triple the workload of the standard direct classroom employment of a university teacher in Bulgaria. Considering the exceptional workload of the candidate, it is an honor that he has managed to develop successfully as a university scientist, through numerous scientific projects, analyses, consultations and achievements. The lecturer is also actively involved in the training of foreign students and doctoral students, thanks to his good language and communication skills, which he acquired as a doctoral student abroad.

### **IV. Scientific research work**

For participation in the competition for the academic position of "professor", Assoc. Dr. Violeta Dirimanova provided a list of scientific works, 36 in total. They are grouped into the following groups:

1. Habilitation work /monograph/ - 1 number, which is 2.5% 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 - 18 issues, which is 45% of the candidate's total scientific works submitted for review;
3. Scientific publication in non-refereed peer-reviewed journals or in edited collective volumes - 17 issues, which is 42.5% of the candidate's total scientific works submitted for review;
4. Published chapter of a collective monograph - 1 issue, which is 2.5% of the candidate's scientific works submitted for review;
5. Published teaching aids, manuals and textbooks - 3 copies, which is 7.5% of the candidate's scientific works submitted for review

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

1. Management and development of the agricultural sector by affirming the role of the knowledge and innovation system and creating the AKIS network in Bulgaria;
2. Management of consulting services in agriculture and their role in the development of small farms in our country;
3. Management of property rights in the development of agrarian organizations
4. Management of transaction costs and land relationships;
5. Confirmation of the concept of "multifunctional agriculture in the management of the agrarian sector.
6. Development and management of organic production in agricultural holdings;
7. Management and development of human resources in agriculture;
8. Competitiveness management through digitization of agriculture.

It can definitely be said that the main direction of specialization in the scientific activity of Assoc. Dr. Violeta Dirimanova is in the management of agricultural holdings and the regulation of the relationships of interested parties in agriculture.

Assoc. Dr. Dirimanova has published 18 articles in journals with an impact factor in Bulgarian and foreign editions, which many times exceeds the required minimum laid down in the PPZRASRB of AU - Plovdiv. It provided information on over 100 citations, the majority of citations being in scientific journals indexed in the SCOPUS and Web of Science databases. It can be concluded that also according to this indicator, the presented scientific production by the candidate repeatedly exceeds the required minimum laid down in the PPZRASRB of AU - Plovdiv

#### **V. Design and implementation activity**

Assoc. Ph.D. Violeta Dirimanova stands out as a prominent theoretician - specialist, mainly in the field of agricultural management. The practical focus of her work can be seen in her work as a consultant on various national and international projects, as a result of which she provided practical assistance to real business organizations and presented contributions that have not only a scientific, but also a practical-applied character.

#### **VI. Scientific contributions**

**In the featured posts**for participation in a competition for the occupation of an academic position "professor" in PN 3.8 "Economics", contributing moments of a scientific and applied nature stand out. The main scientific and theoretical contributions are:

1. Clarifying and enriching the theory of consulting activities for the sustainable development of agricultural holdings.
2. Further development of the concept of the "agricultural knowledge and innovation system"
3. Revising and adapting the non-institutional economy in clarifying property rights in Bulgarian agriculture.

4. Clarification of the role of transaction costs in the management of land relations in the agricultural land market in Bulgaria;
5. Clarifying the role of multifunctional agriculture in managing the sustainable development of the agricultural sector

The main scientific and applied contributions are:

1. Created model of the "System for knowledge and innovations in the field of agriculture" for Bulgaria;
2. A simplified typology of participants offering consulting service providers was created - identified and categorized according to the types: "public", "private", "farm" and "hybrid";
3. Promotion and promotion of the application of the AKIS model and analysis of the knowledge exchange system with the key actors interacting within the target agricultural regions in the country;
4. Promotion and popularization of the application of the principles of the bio economy in the management of the sustainable development of Bulgarian agriculture;

## **VII. Critical notes and recommendations**

Through a thorough analysis of the submitted documents, publications and evidence of consultations and trainings, I can make the following findings regarding the work of Prof. Dirimanova:

1. The candidate possesses the potential and successfully uses it in the transfer of knowledge in the areas in which he has established himself as an erudite teacher and scientist;
2. The candidate has a variety of scientific interests, has been motivated to develop his own criticality and objectivity in conducting scientific research and has acquired in-depth knowledge in the scientific fields of interest to him;
3. He has gained wide popularity for the scientific results formulated in the number of publications, which are cited in numerous works of other researchers in the field.

I know Prof. Dr. Violeta Dirimanova as a colleague with whom I have worked in a team during my professional life in the Department of "Management and Marketing". I can honestly say that Prof. Dirimanova is disciplined and motivated, as well as strives to work effectively with other colleagues! I have no critical notes and no recommendations for her work!

## **VIII. Conclusion**

On the basis of the national minimum requirements set in the PPZRARB of AU - Plovdiv, the following can be stated:

1. Regarding the coverage of indicator A, the scientific production submitted for opinion by the candidate proves that he has achieved 100% implementation;
2. Regarding the coverage of indicator B, the scientific production submitted for opinion by the candidate proves that he has achieved 100% implementation;
3. Regarding the coverage of indicator D, the scientific production submitted for opinion by the candidate proves that he achieved 164.5% implementation;

4. Regarding the coverage of indicator D, the scientific production submitted for opinion by the candidate proves that he has achieved 1380% performance /many times exceeds the set minimum/;;
5. Regarding the coverage of indicator E, the scientific production submitted for opinion by the candidate proves that he has achieved 551% implementation /many times exceeds the set minimum/;

The scientific works of Assoc. Dr. Violeta Dirimanova undoubtedly have enough contributions - theoretical and practical. The documents and materials presented for an opinion fully comply with the ZRAS, PPZRASRB and the Regulations of the Agrarian University for its application.

After my acquaintance with the materials and scientific works on the competition and their review, I am fully 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 Assoc. Ph.D. Violeta Dirimanova for the academic position "professor" in professional field 3.8. "Economics" and scientific specialty - "Organization and management of production".

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Prepared the opinion: .....  
/prof. d.n. Petar Borisov – chairman of the scientific jury/