



OPINION

regarding the competition for 'Professor' in the field of higher education 3.0 Social, Economic and Legal Sciences, professional field 3.8. Economics, scientific speciality Economics and Management (Agriculture), announced in State Gazette No. 99 of 21.11.2025 with candidate Assoc. Prof. Dr Boryana Lyubcheva Ivanova

by Assoc. Prof. Dr Vanya Georgieva, Associate Professor at the Agricultural University - Plovdiv in the field of higher education 3.0 Social, Economic and Legal Sciences, professional field 3.8. Economics, scientific speciality Accounting, Control and Analysis of Economic Activity, appointed according to Order No. RD-16-133/26.01.2026 of the Rector of the Agricultural University - Plovdiv as a member of the academic jury

1. Brief presentation of the candidate.

Assoc. Prof. Dr Boryana Lyubcheva Ivanova is a long-standing lecturer and researcher at the Agricultural University - Plovdiv, where she currently holds the position of Rector (since 2024). She possesses extensive academic and administrative experience in the field of higher education.

Assoc. Prof. Ivanova's educational and scientific path includes a Master's degree in Agrarian Economics from UNWE - Sofia (1999) and a doctoral thesis defended in 2007 on the topic 'Agricultural Cooperatives in Bulgaria during the Accession to the European Union (Development, Adaptation and Transformation)'. Since 2012, she has held the academic position of Associate Professor in the scientific speciality 'Economics and Management'.

Her professional career at the Agricultural University is marked by consistent growth - from Assistant (2001-2004), through Senior Assistant (2004-2007) and Chief Assistant (2007-2012), to Associate Professor (from 2012). Alongside her teaching activities, Assoc. Prof. Ivanova has fulfilled a number of managerial functions: Director of the Educational and Information Centre (2012-2016) and Vice-Rector for Educational Activities and Accreditation (2016-2024).

2. General description of the scientific output.

In the competition for 'Professor', Assoc. Prof. Boryana Ivanova participates with a total output of 31 works, grouped as follows:

- Publications with impact factor (indexed in Web of Science and/or Scopus) – 10
- Publications in peer-reviewed and refereed scientific journals – 14
- Studies and reports in edited collective volumes – 2
- Chapters from collective monographs – 4
- Habilitation work - 1

Assoc. Prof. Ivanova's personal participation in the aforementioned 31 works is illustrated by the fact that 4 are independent works, in 5 she is the first author, in 7 she is the second author, and in the remaining 15 she is the third and subsequent author within national and international scientific teams.

For the preparation of the opinion, 31 works are subject to analysis.

3. Teaching activities.

Assoc. Prof. Dr Boryana Ivanova possesses considerable teaching experience, accumulated over more than 24 years of academic activity at the Agricultural University - Plovdiv. Her teaching service as of 01.01.2026 amounts to 24 years, 3 months and 28 days.

The professional development of Assoc. Prof. Ivanova as a lecturer is marked by consistent academic growth from Assistant through Senior and Chief Assistant to Associate Professor, having held the academic position of Associate Professor since 10.12.2012.

Assoc. Prof. Ivanova's teaching activities in recent years have been characterised by high intensity and diversity. According to the submitted statement of teaching load, for the period from the 2021/2022 to 2025/2026 academic year, the total teaching load amounts to 3584.2 academic hours, which represents an average of approximately 717 academic hours per year. Assoc. Prof. Ivanova delivers lectures and exercises across a wide spectrum of economic disciplines, including microeconomics, labour economics, electronic commerce, economics of trade, economic-mathematical modelling, and economics of cooperatives. The diversity of the taught disciplines testifies to her high professional competence and ability to teach both fundamental economic theories and applied specialised courses.

Assoc. Prof. Ivanova actively supervises the development of Bachelor's theses, Master's theses and doctoral dissertations. To date, two doctoral dissertations in the field of economics and management of agriculture have been defended under her supervision, both focused on aspects of sustainable development.

Assoc. Prof. Ivanova actively participates in the development of curricula and methodological materials, which contributes to the relevance and modernity of the educational process at the university.

4. Research activities.

Areas of publication

The research work of Assoc. Prof. Ivanova encompasses several main thematic areas that reflect the current challenges facing modern agriculture and rural areas.

- **Bioeconomy and agricultural biomass.** A significant portion of the research is dedicated to the bioeconomy as a concept and practice. The theoretical foundations of the bioeconomy, key sectors, development strategies and visions for the future are examined. The potential of agricultural biomass in Bulgaria and its role in the future bioeconomy are analysed. The opportunities and challenges for sustainable production and processing of specific agricultural crops are investigated.
- **Climate change and impact on rural areas.** This is one of the central directions in the most recent research of Assoc. Prof. Ivanova. Assessments of climate risks in rural areas of Bulgaria have been developed, the impacts of urbanisation on carbon storage and climate ecosystem services have been analysed. The vulnerability of agriculture under different climate scenarios has been investigated, as well as multidimensional approaches to assessing urban climate risks. Special attention has been paid to the design of sustainable rural communities and adaptation to future climate conditions.
- **Precision agriculture and technological innovations.** The perceptions of agricultural producers regarding precision agriculture technologies as a path to climate change mitigation have been studied. The factors influencing the adoption of innovations in agriculture have been analysed.
- **Agrarian policy and rural development.** Issues of the distribution of direct payments among agricultural producers in the new member states of the European Union have been investigated. The long-term vision of the EU for rural areas and the prospects for

Bulgaria have been examined. Strategic plans as an instrument for implementing the vision for rural areas have been analysed.

- **Agricultural cooperatives and institutional issues.** Continuing the tradition from her doctoral thesis, Assoc. Prof. Ivanova investigates issues of agricultural cooperatives, their integration and significance, including in the context of renewable energy production. Institutional changes in various sectors, issues of agricultural land, rent and transaction costs are examined.
- **Regional transformations and sustainable development.** Regional transformations in Bulgaria and the challenges for sustainable development have been analysed. The resource potential of rural areas and the methodological problems in its assessment have been investigated.

A significant portion of Assoc. Prof. Ivanova's publications are the result of international scientific collaboration. She is a co-author of numerous articles with colleagues from China, Poland, Romania, Germany and other European countries. This collaboration is particularly pronounced in research related to climate change, urbanisation and ecosystem services, where Assoc. Prof. Ivanova participates in multidisciplinary international teams. International collaboration is also manifested in participation in joint monographs devoted to energy cooperatives and climate risks.

Citation and referencing of scientific output

The scientific works of Assoc. Prof. Dr Boryana Ivanova have received considerable recognition in the scientific community with a total of 109 noted citations - 22 in Bulgarian publications, 81 in foreign publications and 6 in doctoral dissertations. This distribution testifies to the international recognition of her research work. The citations encompass numerous European countries and countries outside Europe, which testifies to the universal applicability of the research. Assoc. Prof. Ivanova's works have been cited in prestigious international journals indexed in Web of Science and Scopus, specialised monographs, doctoral dissertations and university publications.

Participation in research projects

Assoc. Prof. Dr Boryana Ivanova has extensive experience in participating in and managing research projects with various scope and thematic focus. In total, she has participated in 26 projects, distributed across three main categories - research, educational and administrative. Assoc. Prof. Ivanova has worked on 6 internal projects of the Research Centre of the Agricultural University, 10 national projects funded by the Ministry of Education and Science and Operational Programmes, and 10 international projects with funding from European programmes such as Tempus, Erasmus+, the EU's 7th Framework Programme, Horizon and FAO. Within the projects, Assoc. Prof. Ivanova has fulfilled various roles, demonstrating her organisational capacity and scientific competence. She has been the leader of 6 projects, coordinator of 5 projects, component coordinator in 1 project, and researcher or expert in the others.

5. Remarks and recommendations.

I have no remarks or recommendations regarding the scientific, teaching and organisational activities of Assoc. Prof. Dr Boryana Lyubcheva Ivanova. I believe that her professional activity is developing consistently and meets contemporary academic requirements.

6. Conclusion.

Based on the analysis of the pedagogical, research and organisational activities of Assoc. Prof. Dr Boryana Lyubcheva Ivanova, I believe that the candidate meets the

requirements of the DASRB, RDASRB and the Regulations of the Agricultural University for its application.

Assoc. Prof. Ivanova possesses long-standing teaching experience with a high teaching load, successfully supervised doctoral dissertations and active research activities, expressed in publications in prestigious international editions and a considerable number of citations. She has extensive experience in participating in and managing research projects, as well as substantial administrative experience in managerial positions at the Agricultural University - Plovdiv.

All of this gives me grounds to assess her overall activity **POSITIVELY**.

I venture to propose that the esteemed Academic Jury also vote positively, and that the Faculty Council of the Faculty of Economics at the Agricultural University - Plovdiv elect **Assoc. Prof. Dr Boryana Lyubcheva Ivanova** as '**Professor**' in scientific speciality **3.8 Economics, scientific speciality 'Economics and Management (Agriculture)'**.

Date: 20.02.2026

Plovdiv

**PREPARED BY
OPINION**



(Assoc. Prof. Dr Vanya Georgieva)