



OPINION

concerning the competition for the academic position “Associate Professor” in the scientific specialty “Economics and Management (Agriculture)”, announced in State Gazette No. 99 of 21.11.2026, with candidate Chief Assistant Professor Dr. Dobri Mateev Dunchev, for the needs of the Department of Economics, Agricultural University – Plovdiv

by Assoc. Prof. Dr. Dimitar Georgiev Zlatinov, Sofia University “St. Kliment Ohridski”, Faculty of Economics and Business Administration, field of higher education 3. Social, Economic and Legal Sciences, professional field 3.8 Economics, appointed pursuant to Order No. RD 16-132/26.01.2026 of the Rector of the Agricultural University – Plovdiv

1. Brief Presentation of the Candidate

Chief Assistant Professor Dr. Dobri Mateev Dunchev has been a lecturer in the Department of Economics at the Agricultural University – Plovdiv since 2020, with a clearly defined academic profile in the field of agricultural economics, innovation, and sustainable development. His academic progression has been consistent and logically structured – he was appointed Assistant on 2 March 2020, obtained the educational and scientific degree “Doctor” on 17 September 2020, and since 17 May 2022 has held the position of Chief Assistant Professor. As of the date of the issued certificate, his total teaching experience amounts to 5 years and 10 months, which reflects the accumulation of substantial academic experience within a relatively short yet intensive professional period.

Dr. Dobri Dunchev holds a PhD degree in Agricultural Economics, having defended a dissertation entitled “*Evaluation of Innovative Technologies in Precision Agriculture*,” in which he examines the economic, technological, and organizational aspects of implementing modern digital solutions in agriculture. In addition to his doctoral degree, the candidate holds two Master’s degrees – in Accounting and Control, and in Ecology of Settlement Systems – which complement and expand his interdisciplinary profile by combining economic, managerial, and environmental competencies.

His professional biography is characterized by consistency in scientific development, increasing publication activity, and sustained participation in research and educational projects. It is particularly valuable that he combines his academic career with practical managerial experience in an international business environment, enriching his teaching activity with real-life case studies and applied orientation. This interaction between theory and practice adds further value both to his research and to the educational process in which he actively participates.

2. General Description of the Scientific Output

In the competition for Associate Professor, Chief Assistant Professor Dr. Dobri Mateev Dunchev participates with a total of 11 scholarly works, structured as follows:

- Publications indexed in Scopus – 1 (in English);
- Publications indexed in Web of Science – 6 (entirely in English);
- Publications indexed in other databases – 2 (in English);
- Monograph – 1;
- Book based on a defended doctoral dissertation – 1.

The thematic orientation of Dr. Dunchev's publications demonstrates clear continuity and progressive development – from his dissertation research devoted to the evaluation of innovative technologies in precision agriculture toward a broader analysis of the digitalization of the agricultural sector, farm sustainability, and adaptation to climate change. In his subsequent scientific works, the focus expands to include the economic efficiency of technological solutions, the institutional framework of European policies, and the opportunities for enhancing agricultural competitiveness within the context of sustainable development.

3. Teaching Activity

Chief Assistant Professor Dr. Dobri Mateev Dunchev carries out systematic teaching activity in the Department of Economics at the Agricultural University – Plovdiv. He delivers lectures and seminars in the disciplines “Ecoeconomics,” “Environmental Economics,” “Innovation and Innovation Policy,” “Economics of Precision Agriculture,” “Business Administration,” and “Public Administration,” as evidenced by the submitted professional curriculum vitae.

His teaching experience covers both Bachelor's and Master's degree programs. Academic mobilities undertaken under the Erasmus+ programme, including teaching activity in Italy and training in the United Kingdom and Poland, contribute to the internationalization of education and to strengthening the university's international academic partnerships.

His teaching activity is further complemented by the supervision of 25 successfully defended graduate theses (Bachelor's and Master's), which demonstrates active engagement in the educational process, sustained student interest, and effective academic mentorship.

4. Research Activity

The research activity of Chief Assistant Professor Dr. Dobri Mateev Dunchev is clearly structured and thematically concentrated in the field of agricultural economics, innovation, and sustainable agricultural development. The submitted Individual Report under Article 26 shows that the candidate not only meets but significantly exceeds the minimum national requirements for the academic position of Associate Professor. The total number of points amounts to 681, compared to the required minimum of 400, representing an excess of more than 50 percent above the regulatory threshold. The balanced fulfillment across all indicator groups demonstrates an established academic profile corresponding to the requirements for the position of Associate Professor.

The main research areas include the economics of precision agriculture, analysis and evaluation of innovative technologies, digitalization processes in the agricultural sector, the impact of climate change on production and economic parameters of farms,

sustainable management of natural resources, and the economic and social effects of European agricultural policies. In his studies, Dr. Dunchev examines both the technological aspects of modernization and the institutional environment that stimulates or constrains the adoption of innovations. He analyzes the barriers to the adoption of "Agriculture 4.0" technologies, the factors influencing the diffusion of innovations in agriculture, and the economic efficiency of applying precision technologies across different crops.

Methodologically, his research is distinguished by the application of quantitative methods for economic analysis, assessment of technical and economic efficiency, comparative analysis across countries and regions, and empirical models for evaluating the impact of innovation and climate factors. Economic-mathematical tools, efficiency analysis, models for assessing technological effects, and comparative approaches in an international context are employed. This provides the research with analytical depth and a high degree of scientific rigor. The predominance of publications in journals with impact factors further indicates the candidate's ability to publish in internationally prestigious outlets with strict peer-review standards. The presented list of citations demonstrates that Dr. Dunchev's works are reflected in the scientific literature and utilized by other researchers, serving as an indicator of the relevance and recognition of his research.

Dr. Dobri Dunchev has active project involvement at both national and international levels. He has participated in national research projects focused on innovation models and structural changes in the agricultural sector, as well as in international projects funded under programs such as Erasmus+ and other European initiatives. His project engagement demonstrates the ability to work within international research teams, participate in interdisciplinary studies, and integrate scientific results into the educational process. Participation in these projects contributes both to the development of his scientific profile and to strengthening the international cooperation and academic reputation of the Agricultural University – Plovdiv.

5. Remarks and Recommendations

I have no substantial critical remarks regarding the candidate's scientific output or teaching activity. I would recommend that he develop a textbook or teaching manual in which his demonstrated teaching competence and academic expertise, as a candidate for the position of Associate Professor, could be further reflected and systematized.

6. Conclusion

Based on the conducted analysis of the candidate's teaching, research, and applied scientific activities, I consider that **DOBRI MATEEV DUNCHEV** meets the requirements of the Academic Staff Development Act (ASDA), its Implementing Regulations, and the Regulations of the Agricultural University for its application, as he fulfills and exceeds the minimum scientometric indicators, presents a habilitation thesis with scientific contributions, has publications and citations in international databases,

demonstrates active project involvement, and maintains sustained teaching engagement.

All of the above provides sufficient grounds for a **POSITIVE** evaluation of his overall academic performance.

I therefore propose that the esteemed members of the Scientific Jury vote positively and that the Faculty Council of the Faculty of Economics at the Agricultural University – Plovdiv elect Dr. Dobri Mateev Dunchev to the academic position of Associate Professor in the scientific specialty “Economics and Management (Agriculture).”

20.02.2026

Sofia

Reviewer:

/Assoc. Prof. Dr. Dimitar Zlatinov/