

OPINION

regarding the competition for "professor" in the scientific specialty Economics and Management (Agriculture), announced in the State Gazette No. 99 of 21.11.2025 with candidate Assoc. Prof. Dr. Boryana Lyubcheva Ivanova

by Assoc. Prof. Dr. Teodor Nikolaev-Radev, Agricultural University Plovdiv appointed according to Order No. RD 16-133 / 26.01.2026 of the Rector of the Agricultural University - Plovdiv as a member of the scientific jury

1. Brief presentation of the candidate.

Assoc. Prof. Dr. Boryana Ivanova has over 20 years of experience in teaching and research. In her professional development, she has held the academic positions of assistant, senior assistant, chief assistant and is currently an associate professor at the Agricultural University of Plovdiv. The candidate has managerial and administrative experience from her work as Director of the University's Educational and Information Center, Deputy Rector for Academic Affairs and Accreditation, and also as Rector of the Agricultural University of Plovdiv.

2. General description of scientific output.

Boryana Ivanova participated in the "professor" competition with a total scientific output of 31 papers, grouped as follows:

- ❖ *Scientific publications in the nomenclature specialty – 31, of which:*
 - *Published habilitation thesis – 1 issue;*
 - *Publications with impact factor – 10 issues*
 - *Publications in peer-reviewed and refereed scientific journals – 14 issues;*
 - *Studios – 2 units;*
 - *Published chapter of a collective monograph – 4 issues.*

31 items are subject to analysis for the preparation of the opinion.

3. Teaching activities.

Boryana Lyubcheva Ivanova has been a lecturer in the Department of Economics at the Agricultural University of Plovdiv since 03.09.2001. Since December 2012, she has been appointed to the academic position of "Associate Professor". Associate Professor Ivanova is a lecturer in the following disciplines at the Agricultural University - Principles of Economics; Microeconomics, Labor Economics, Electronic Commerce, for both bachelors and masters.

The candidate's educational employment.

Over the past five academic years, she has had direct classroom attendance of lectures and exercises totaling over 2,000 hours, including over 100 hours in a foreign language.

The teaching activity is complemented by the supervision of two successfully defended doctoral students.

Published teaching materials.

Assoc. Prof. Ivanova is the author of the textbook "Sustainable Farming". In it, she presents the principles of sustainable development and the factors that impact economic systems.

Developed curricula.

Assoc. Prof. Ivanova has actively participated in the development of curricula and study programs at the three levels of higher education - "bachelor", "master" and "doctor".

4. Scientific research activity.

Areas of publication.

The publications submitted for participation in a competition for the academic position of "professor" in the Faculty of Economics 3.8 "Economics and Management" highlight contributions of a scientific and applied nature in the following scientific areas:

- rural development and agricultural markets;
- producer groups and cooperative structures;
- bioeconomy and circular economy;
- food and energy security;
- sustainable development of agriculture and agribusiness.

In her publications, Assoc. Prof. Ivanova analyzes European rural development strategies, as well as the tools for their implementation. These publications show an orientation towards political-economic analyses, the relationship between European policy and national priorities, as well as the tools that help rural areas respond to global and regulatory challenges. Part of her work examines the adaptation of agricultural production to climate change and sustainable practices. This includes research on the vulnerability of agricultural regions and precision agricultural technologies as ways to address climate and environmental risks. Her publications also cover broader economic and institutional issues, including: history and challenges facing agricultural education in Bulgaria; research on agricultural cooperatives, organization of agricultural producers and structural aspects of agribusiness. Her publications often involve collaborative research with other scholars from Bulgaria and abroad, using quantitative and qualitative methods, statistical analyses, econometric tools and models for assessing policies, climate effects or innovation potential.

Strengths of her scientific work:

- a systemic approach to the agrarian economy through the integration of bioeconomy, circular economy and policies;
- balance between scientific research and practical applicability - analyses that can be used by both academic circles and political or business structures;
- a wide range of topics — from environmental and climate analyses to institutional and historical aspects.

Trends and directions in publishing:

- increasingly strong integration of European frameworks and visions (CAP, EU Long-Term Vision for Rural Areas);
- increased focus on sustainable development through bioeconomy;
- numerous co-authored publications, which implies international and interdisciplinary collaboration.

Citing and referencing scientific production.

The scientific publications of Assoc. Prof. Boryana Ivanova have been cited over 100 times in refereed publications, which fulfills the requirements for citation according to the Act on the Development of Academic Staff in the Republic of Bulgaria.

Participation in scientific projects.

The research activities of Assoc. Prof. Boryana Ivanova include her participation in 9 projects (almost all international), one of which she was the leader.

5. Notes and recommendations.

I don't have any.

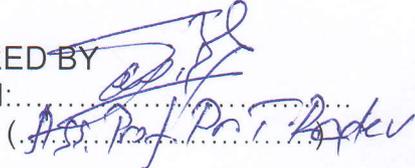
6. Conclusion.

Based on the analysis of the candidate's pedagogical, scientific and applied scientific activities, I believe that Boryana Lyubcheva Ivanova meets the requirements of the ZRASRB, PPZRASRB and the Regulations of the Agrarian University for its implementation. She has remarkable scientific and applied scientific contributions, as well as extensive teaching experience and knowledge.

All this gives me reason to evaluate her overall activity POSITIVELY.

I would like to propose to the esteemed Scientific Jury to also vote positively, and the Faculty Council of the Faculty of Economics at the Agricultural University - Plovdiv to elect Boryana Lyubcheva Ivanova as "professor" in the scientific specialty of Economics and Management (Agriculture).

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Plovdiv

PREPARED BY
OPINION: 
(Assoc. Prof. Prof. Boryana Lyubcheva Ivanova)