



by **Prof. Dr. Todorka Stoyanova Atanassova-Kalaydzhieva**  
with scientific specialty "Organization and management of production (enterprise management, agricultural management)", 3.7 "Administration and management",  
Department of Management, Faculty of Economics, Thracian University, Stara Zagora

On  
materials submitted for participation in a competition for the academic position of "Associate Professor" in the scientific specialty "Organization and management of production (agricultural business)", 3.7 "Administration and management",  
field of higher education 3. Social, economic and legal sciences

In the competition for the academic position of "Associate Professor", which was announced in the State Gazette, issue. 6/21.01.2022 at the Faculty of Economics, Thracian University (TrU), Stara Zagora as the only candidate is **Ch. Assistant Professor Dr. Georgi Alexiev Alexiev** from the Department of Management.

### **1. Brief biographical data of the candidate**

Chief Assistant, Dr. Georgi Alexiev Alexiev was born on November 16, 1984.

In 2008 he obtained a Bachelor's degree in Sociology from the Paisii Hilendarski University of Plovdiv (Diploma - № C 309 / 06.10.2008).

In 2010 he graduated from the Master's Program "European Expert in Agriculture and Rural Areas" at the Agricultural University, Plovdiv and obtained a Master's degree with a professional qualification "Economist" (Diploma - Series AU-2010, № 1538).

From April 2011 to April 2014 he was a full-time doctoral student at the Department of Management, Faculty of Economics, Thracian University - Stara Zagora. Successfully defended his doctoral dissertation on "Efficiency and competitiveness of Bulgarian beekeeping" (Diploma № 0048/07.07.2014) and acquired Educational and Scientific Degree "Doctor" in "Economics and Management" (by industry - agriculture) in the professional field 3.8 "Economics", field of higher education 3. Economic, social and legal sciences.

From May 2014 to October 2015 he was an assistant professor in the Department of Management at the Faculty of Economics, Thracian University - Stara Zagora.

Since October 2015 he has been a senior assistant in the same department and conducts classes in the following disciplines: "Product Competitiveness"; "Quality management"; "E-commerce" of students from the Faculty of Economics, full-time and part-time education.

During the past nine years he has been teaching and researching at the Department of Management at the Faculty of Economics of the Thracian University. Assistant Professor Dr. Georgi Alexiev demonstrates high responsibility, prepares and delivers lectures and exercises, actively participates in scientific forums in the country and abroad, works in research teams on research projects, is involved in the operational work of the department, faculty and university. Ch. Assistant Professor Dr. Alexiev is a member of the Faculty Council of the Faculty of Economics and Secretary of the Academic Council of the Thracian University, Stara Zagora.

The candidate speaks fluent, written and spoken English (Certificate - Serial № TESTBG 11863) and has good computer skills.

He is a member of the professional association "Club 9000", assisting businesses in the country to implement and certify management systems based on international standards and practices.

**2. Comparison of the minimum national requirements under Art. 2b, para. 2 and 3 of ZRASRB and the requirements of PPZRAS at the Thracian University with the results of the scientific activity of the candidate for acquiring the academic position "Associate Professor".**

Chief Assistant Dr. Georgi Alexiev Alexiev has presented documents for participation in the competition for "Associate Professor", which fully comply with the scientometric indicators in Art. 2b, para. 2 and 3 of the Law for the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for its implementation (PPZRASRB) and the Regulations for the development of the academic staff at the Thracian University (Appendix 8.5), as follows:

- **Category "A"** (min. Requirements of 50 points) - materials for **50 points** are presented.
- **Category "B"** (min. Requirements of 100 points) - an independent monograph corresponding to the scientific field of the competition on "Sustainable Development of Bulgarian Beekeeping", ed. "Kota", St. Zagora, ISBN 978-954-305-601 - corresponding to **100 points**.
- **Category "G"** (min. Requirements of 200 points) - the materials are responsible for **318.80 points**.
- **Category "D"** (min. Requirements of 50 points) - the materials correspond to **100 points**.
- **Category "E"** (no minimum requirements) - the materials meet **95 points**.
- **Category "J"** (min. Requirements of 50 points) - the materials correspond to **150 points**.

With the required 450 points for participation in the competition for "Associate Professor", the candidate Ch. Assistant Professor Dr. Georgi Alexiev presented scientific products and materials amounting to a total of **813.80 points**. Therefore, the total number of points of the candidate exceeds by **363.8 points** or **80.84%** the required minimum. In Category "G" the points are 59.4% more than the required ones, in Category "D" - they are twice as many, and in Category "J" - three times more.

All this gives me full reason to summarize that the candidate Dr. Georgi Alexiev fully meets the requirements of Art. 2b, para. 2 and 3 of ZRASRB and those of PPZRAS in TrU for participation in the announced competition for the academic position of "Associate Professor".

### **3. General description of the submitted scientific papers of the candidate**

According to the submitted documents and "List of publications of Ch. Assistant Professor Dr. Georgi Alexiev Alexiev" (containing materials after defending a doctoral dissertation and holding the academic position of "Chief Assistant") the total number of scientific papers with which he participated in the competition is 25. They can be divided into several categories:

- 1) *Independent monographic work* - 1 issue with a total volume of 145 pages in Bulgarian (List of publications: № 1);
- 2) *Chapters from collective monographs* - 3 issues, incl. 2 are independent and 1 co-authored, published in Bulgarian, with a total volume of 88 pages (List of publications: № 22, 23, 24);
- 3) *Articles and reports published in scientific journals, referenced and indexed in world-famous databases of scientific information* - 13 copies, all in English with a total volume of 73 pages (List of publications: № from 2 to 14);
- 4) *Articles and reports published in unrefereed journals with scientific review or published in edited collective volumes* - 7 issues, of which 5 were published in Bulgarian and 2 in English, with a total volume of 51 pages (List of publications: № of 15 up to 21);
- 5) *University textbook* - 1 independent electronic manual with a total volume of 127 pages in Bulgarian (List of publications: № 25).

The relative shares of each of the categories in the total number of submitted scientific papers of the candidate are:

- 16% - monograph and chapters of monographs;
- 52% - scientific articles published in peer-reviewed and indexed scientific journals;
- 28% - scientific articles published in unrefereed scientific journals with scientific review;
- 4% - textbooks.

The total number of independent scientific papers of the candidate for the academic position of "Associate Professor" is 12. Their relative share is 48% of the total number or almost 1/2 of the scientific papers submitted for participation in the competition. The remaining 13 or 52% of the publications are co-authored. In 6 of them (46.2%) Dr. Alexiev is the first author, and in 5 of them



(38.5%) is the second author and only in 2 (15.4%) of the collective publications is the author of the following positions.

Of the total number of 25 scientific papers, 16 were published in English and 9 in Bulgarian, with a ratio of 64% to 36%.

Ch. Assistant Professor Dr. G. Alexiev has published 14 scientific articles in renowned Bulgarian journals:

- "Bulgarian Journal of Agricultural Science", published by the Agricultural Academy, indexed in Scopus - 1 issue;
- "Management and Sustainable Development", published by LTU, Sofia, referred to in VINITI - 4 issues;
- "Trakia Journal of Science", published by the Thracian University - Stara Zagora, referenced in the Web of Science - 9 issues.

The candidate also has 2 scientific papers, which are published in "Scientific papers of the Agricultural University - Plovdiv", the same are fully referenced in CAB Abstracts, EBSCO Publishing, AGRIS and partially in 30 other databases of CAB International.

Dr. G. Alexiev has scientific papers that have been published in several authoritative international journals:

- British Food Journal with IF 1.206 (2016) - 1 issue;
- "Quality - Access to Success Journal", published by SOC ROMANA PENTRU ASIGURAREA CALITATII, Romania, Indexed in: Web of Science - ESCI, Scopus, EBSCO, PROQUEST and CABELL'S, with SJR 0.28 (2019) - 1 issue;
- "Meat science", Contents lists available at Science Direct, Elsevier with IF 2.821 (2018) - 1 issue;
- Central European Review of Economics and Management (CEREM), published by WSB University of Wroclaw, Poland.

From the analysis of the scientific papers presented in the competition for the academic position of "Associate Professor" it can be summarized that Ch. Assistant Professor Dr. Georgi Alexiev has a sufficient amount of scientific output developed at the required scientific level, which corresponds to the profile of PN 3.7 "Administration and Management" and the scientific specialty "Organization and management of production (agricultural business)".

#### **4. Reflection of the candidate's scientific publications in the literature (Citations)**

In the documents presented in the "List of citations in SCOPUS and Web of Sciences of Ch. Assistant Professor G. Alexiev" from the Central Library of TrU have found a total of 51 copies. Of these, the candidate has selected and submitted for participation in the competition for the academic position of "Associate Professor" only 7 citations ("List of required number of citations"). They represent only 13.7% of all citations of the candidate. Of the selected citations, 5 (71.4%) are in scientific journals, which are referenced and indexed in world-famous databases. One of the other two citations (28.6%) of Ch. Assistant Professor Dr. G. Alexiev is in a Bulgarian scientific journal, and the second in a monograph. The ratio of cited publications by foreign authors to Bulgarian is 5 to 2.

The above gives me reason to claim that the scientific works of Ch. Assistant Professor Dr. G. Alexiev are of interest to the scientific community not only in the country but also abroad. The author's name is recognizable in research circles, both in Bulgaria and abroad.

#### **5. General assessment of the candidate's activity**

##### **5.1. Teaching activities**

On the basis of the presented Information on the workload of Ch. Assistant Professor Dr. G. Alexiev, it is established that for the period 2018 - 2021 he has performed a total of 1267 hours (average for the academic year of 422 hours with a standard of 360 hours), including 528 hours of lectures and 739 hours of exercises in the Faculties of Economics and Veterinary Medicine of the Thracian University in 3 disciplines in the Bachelor's degree: 1) Competitiveness of the products (in 3

specialties); 2) Quality management (2 specials); 3) E-commerce (2 specials); and 4 disciplines in the Master's degree: 1) Digital business; 2) Modern electronic payment systems; 3) Security of information assets; 4) Economics and management of animal husbandry - in English. He has participated in the semester exams in these disciplines. He was the secretary of the state examination commissions for the defense of diplomas working in the bachelor's and master's degrees at the Faculty of Economics at TrU.

The candidate has co-authored and presented 4 curricula in 2 disciplines "Product Competitiveness" and "Quality Management" (for the specialty "Agricultural Economics and Trade" and "Business Economics", Bachelor's degree).

Ch. Assistant Professor Dr. Georgi Alexiev has developed and published an independent textbook on "Guide to Product Competitiveness" in electronic format with a volume of 127 pages. The manual is intended for students majoring in "Agricultural Economics and Trade", "Business Economics", "Regional Economics and Trade" and "Information Technology in Economics and Management" from the Faculty of Economics at TrU. It is structured in 10 lecture topics and 10 topics for practical classes focused on competitive strategies; competitive actions for successful implementation of strategies; European legislation and regulations on product competitiveness; methods for assessing the competitiveness of products, etc.

Dr. Alexiev was the research supervisor of 9 students (including 7 bachelors and 2 masters) who successfully defended their dissertations.

In summary of the above, ch. Assistant Professor Dr. G. Alexiev has a higher workload than required for the academic position of "Associate Professor". He has gained good teaching experience and conducts lectures and exercises prepared by him at the necessary academic level in two faculties of the Thracian University, Stara Zagora. All this gives me reason to appreciate the teaching and learning activities of the candidate.

### **5.2. Research and applied activity**

The scientific and research activity of Ch. Assistant Professor Dr. Georgi Alexiev is in three directions:

- 1) Development and publication of various scientific papers at national and international level;
- 2) Participation in scientific forums;
- 3) Participation in research projects.

1) In the first direction it is established that the scientific papers were published evenly in the period 2015 - 2021, after the candidate took the academic position of "Assistant Professor".

The monographic work "Sustainable Development of Bulgarian Beekeeping" (2021) deserves high praise (List of publications: № 1). It is an independent and in-depth study with a scientific structure that includes an introduction, theoretical chapter, methodology, analytical and constructive part, conclusions, recommendations and bibliography. A research thesis has been formulated, which has been proven in the course of the exhibition. They are set goals and tasks that are fulfilled. They are related to clarifying the theoretical and methodological aspects of sustainable development in order to propose a specific approach and to test tools for assessing the sustainable development of the food industry, as a prerequisite for the development of beekeeping in Bulgaria. The topic of the monograph is relevant and important for agrarian economics and supports agricultural practice, as the topic has not been studied so thoroughly in our country. The theoretical part reveals the essence of sustainable development and considers the main indicators for its assessment. On its basis, it develops its own methodological tools of indicators for assessing the state and opportunities for sustainable development of Bulgarian beekeeping. Through his own research and analysis, the monograph identifies the main factors that affect the production capacity of the sector and the sale of bee products. The level of sustainability of the Bulgarian production of bee products has been assessed. The advantages of specialized and diversified bee production are discovered and analyzed. In the monograph a special place is given to organic beekeeping, an area that is poorly studied in our country. The influence of public support as a prerequisite for sustainable development of Bulgarian beekeeping is analyzed. The

analyzes made, the interpretation of the obtained results and the conclusions in the scientific work are correct, as they are the basis for formulating the respective recommendations.

In summary, the independent monograph with which he participated in the announced competition Ch. Assistant Professor Dr. Georgi Alexiev has the character of habilitation work and qualities of completed research with contributions in theoretical and practical aspects.

The independent first chapter "Theoretical bases of production potential" and the jointly prepared third chapter "Methodology for the relationship between local consumption and production potential" from the collective monograph "Production potential and local consumption of organic livestock products in the Southeast region" (2018), (List of publications: № 23 and 24), which is the result of work on a research project funded by the Research Fund, of which Ch. Assistant Professor G. Alexiev is also a research supervisor. The two chapters in the monograph show the author's in-depth economic knowledge. In the course of the scientific exhibition he freely handles selected economic methods for analysis of the production potential and local consumption. He adapts them to the specific features of agricultural production and in particular animal husbandry, and successfully applies them in their analysis. In this monographic work the scientific contributions of the candidate are rediscovered, both in theoretical and practical aspect.

Another independent chapter entitled "Transformation of Bulgarian beekeeping" was published in the collective monograph "Structural changes in the Bulgarian agricultural sector and their impact on the food industry" (2018), (List of publications: № 22). In it the candidate makes a thorough analysis of the peculiarities of beekeeping as a production activity and identifies the factors that affect its productivity and efficiency. Follows its transformation and long-term development from the transition period, going through its preparation for EU accession to full membership. The role of public support for the development of the sector was highlighted and the impact of the National Beekeeping Programs was taken into account. Special attention is paid to organic bee production. Despite the collective nature of the monographic work, the individual contribution of Ch. Assistant Professor Alexiev, expressing his own study of the process of transformation and structural changes of a little analyzed sector in the country, such as Bulgarian beekeeping.

Several scientific publications of the candidate with a focus of research - organic farming and animal husbandry, as well as an assessment of the consumption of organic products in Bulgaria deserve high praise (List of publications pa -pa 7, 10, 11, 12, 13, 14, 15, 18, 19). These are current aspects of eco-economy - a scientific field of great importance to society, which needs to deepen research in response to current challenges facing the agricultural sector. In general, these scientific developments are characterized by depth of research, accuracy of interpretations and conclusions, correctness of recommendations. They highlight the competence and good knowledge of the issue by the author. These publications are not only significant in content, but with their conclusions and recommendations they can be very useful for the development of Bulgarian organic farms.

Proof of the high scientific level of the works presented in the competition of Ch. Assistant Professor Dr. G. Alexiev is the publication of several articles co-authored in internationally recognized journals, indexed in the Web of Science and in Scopus. Indexed in Web of Science are 3 articles with 4-pa 4, 8, 14 from the List of Publications. They have a total Impact factor,  $IF = 4.772$ , according to the Report of the Central Library of TrU. From the same reference it can be seen that the articles indexed in Scopus, also co-authored, are 4 with 4, 5, 8, 14 and a total Impact rank  $SJR = 2.369$ . It should be noted that three of these publications are indexed in both databases, but this is another confirmation of their high scientific value. Such research and publications deserve admiration. They have been carried out in collaboration with researchers from other countries and this is a personal contribution of the applicant. In this way he not only develops his own knowledge and skills for working in international research teams, but also contributes to the enrichment of Bulgarian science with the acquired international experience.

The candidate conducts a single study in the field of wine trade, considering it as a factor for the development of wine viticulture in Bulgaria.



From the analysis of the content of the scientific works of Ch. Assistant Professor Dr. Georgi Alexiev can be concluded that they are all developed at a high scientific level and show the competence of the author to carry out in-depth, independent research and analysis, as well as to work successfully on scientific issues in a team with others. our and foreign researchers.

2) In the second direction Ch. Assistant Professor Dr. Georgi Alexiev has a total of 18 presentations in scientific forums, 10 of which are in international scientific conferences in the country, 6 are in national conferences and round tables and one is in an international congress abroad - Bangkok, Thailand (group J, indicator 26, Ex.8.5). These participations are proof of the active presence of the candidate with the development of scientific forums in the country and abroad, contributing to his recognition among the scientific community

3) From the analysis of the participation of Ch. Assistant Professor Dr. G. Alexiev in research projects (Group E, indicator 16, Appendix 8.5) is positively impressed by his high activity. He is a participant in a total of 9 research projects for the period 2015-2021, 3 of which are under National Research Programs:

1. "Healthy foods for a strong bioeconomy and quality of life", work package 4.3;
2. "Intelligent Plant Breeding", work package 4.1;
3. "Intelligent Livestock", work package 9.

Ch. Assistant Professor Dr. Alexiev is the leader of 2 research projects, one of which is funded by the Research Fund - DM 05/4 "Production potential and local consumption of organic livestock products in the Southeast region" (Group E, indicator 18). The other is faculty - 11 / 20 "Short chains of local consumption of agricultural products". He is a participant in 4 more research projects at the level of the Faculty of Economics at TrU (Group J, indicators 24 and 25). The topics of these projects are focused on research and analysis of the agricultural sector, food chain and organic farming in Bulgaria.

In summary, it can be argued that Ch. Assistant Professor Dr. G. Alexiev has sufficient experience in the development and implementation of research projects in various aspects of agricultural business, contributing to the development of his research and practical skills.

### **5.3. Contributions to the scientific works of the candidate**

The candidate for the academic position "Associate Professor" Ch. Assistant Professor Dr. Georgi Alexiev presents a detailed "Information on the original scientific contributions to scientific papers", which I accept. In paragraph 5.2. The review presents some contributing moments of the analyzed scientific papers, and this paragraph summarizes the scientific fields and related contributions of the candidate:

#### *1) Organization and sustainable development of Bulgarian beekeeping:*

The organization and the sustainable development of the Bulgarian beekeeping is insufficiently researched in the scientific field in our country, thoroughly studied and analyzed in the author's habilitation work. It highlights theoretical and methodological contributions of an original nature, based on a developed and tested theoretical framework for research and evaluation of sustainable development of beekeeping. Models for elaboration of management decisions and construction on their basis of management policies for realization of the principles and goals of sustainable development in this agricultural sector are proposed.

In the author's habilitation work and in several other his works another contribution of scientific and applied nature stands out, based on the assessment of the sustainability of the value chain for Bulgarian beekeeping and the analysis of the results of policies shaping the processes in the sector. and proposals for improving the organization and management of both individual proceedings and policies to support them were presented. (List of publications: № 1, 20, 22);

#### *2) Organization and management of organic agricultural production:*

The organization and management of organic production is a scientific field that is relatively new but rapidly developing in Bulgaria. In it the candidate has empirical research aimed at identifying and assessing the main factors influencing the condition and development of organic farms in the field of crop and livestock production. Proposed forms of public support have been developed, stimulating

the development of organic agricultural production in Bulgaria. The business behavior of agricultural entrepreneurs from different age groups is analyzed in order to establish whether there is a connection / dependence between age / behavior and their attitude to take advantage of the opportunities offered by the market of organic products in Bulgaria. Contributions of original, scientific and practical significance are found in scientific works. (List of publications: № 7, 10, 11, 13, 15, 19);

3) *Production potential of agricultural production and its impact on the consumption of products*

In this area the candidate has a methodological contribution related to the development and testing of a methodology for research and analysis of the impact of production potential on local consumption of organic products. The methodology is adapted to the peculiarities of the agrarian business in order to improve the policies for the public support of agrarian productions in Bulgaria. The conceptual framework of the average productivity index has also been developed, in its role of a tool for optimizing the management of agricultural production.

The scientific and applied contributions related to the analysis of consumer attitudes towards the consumption of game meat are indisputable, based on the results of an empirical study among 3445 respondents, conducted in collaboration with researchers from 9 other European countries. To this can be added the assessment of the impact of the biological method of production on the consumption of Bulgarian honey and others. (List of publications: № 14, 18, 23, 24, etc.).

## 6. Critical remarks and recommendations

The works presented by Ch. Assistant Professor Dr. Georgi Alexiev for participation in the competition for the academic position of "Associate Professor" meet quantitatively and qualitatively the requirements of ZRASRB, PPZRASRB and the Regulations for the development of academic staff at the Thracian University (Appendix 8.5). All scientometric indicators have been met, and some significantly exceed the minimum national requirements. There are scientific contributions, which gives me reason not to make critical remarks.


I recommend the candidate to focus his efforts on developing new curricula and textbooks to use in his future teaching activities. To take the scientific guidance of more graduates - bachelors and masters, as well as doctoral students, to whom to pass his research experience.

## 7. Conclusion

On the basis of the analysis made with full conviction **I give my positive assessment** of the teaching, scientific and applied activities of Chief Assistant Dr. Georgi Alexiev Alexiev.

I allow myself to propose to the esteemed Scientific Jury to vote **positively**, and the Faculty Council of the Faculty of Economics at the Thracian University - Stara Zagora to elect **Ch. Assistant Professor Dr. Georgi Alexiev Alexiev for "Associate Professor"** in the scientific specialty "Organization and Management of Production (Agricultural Business)" in the professional field 3.7 "Administration and Management" and higher education 3. Social, economic and legal sciences.

03.05. 2022  
Stara Zagora

Reviewer:   
/Prof. Dr. T. Atanassova-Kalaydzhieva/