



REVIEW

From: Prof. D.Sc. Ivan Stoykov Kanchev
Scientific specialty Economics and Management

Subject: competition for associate professor, scientific specialty „Organization and management of production“ (agricultural business), field of higher education 3 Economic and social sciences, professional field 3.7 Administration and management, announced in SG No. 6 of 21.01.2022

1. Information about the competition

The competition was announced for the needs of the Department of Management of the Faculty of Economics of the Thracian University of Stara Zagora according to Order №474 / 24.02.2022

2. Information about the candidate in the competition

Chief Assistant Dr. Georti Alexiev Alexiev is the only candidate for the announced competition for the position of associate professor. The information presented in the competition is reliable and prepared in accordance with the requirements of ZRASRB and the Regulations for its application at the Thracian University.

The educational status of the candidate includes consistently: completed higher education (bachelor's degree), specialty "Sociology" at the University of Plovdiv "Paisii Hilendarski" (2004-2008); Agricultural University of Plovdiv Master's degree "European Expert in Agriculture and Rural Areas" (2009-2010) and Thracian University of Stara Zagora scientific-educational degree "Doctor" in the scientific specialty "Economics and Management" (by industry - agriculture) in the period 2011- 2014.

The professional experience of Chief Assistant Alexiev includes over 7 years of professional experience as an assistant (2014-2015) and chief assistant (since 2015), related to teaching and research in the disciplines "Product Competitiveness", "Quality Management and E-Commerce" with the Faculty of Economics. Thracian University, Stara Zagora.

The candidate is very fluent in English. He has high computer literacy and competencies in implementing software programs and products.

3. Fulfillment of the requirements for holding the academic position "Associate Professor" at Thracian University.

3.1. Implementation of the national minimum requirements according to the ZRASRB (Art. 2B) and the Regulations for its implementation (Art. 1 para. 1)

The candidate participates in the competition for the academic position at

Thracian University with scientific productions and citations, according to which he scores a total of 568.8 points in the evaluation card with a minimum of 400. This number of points is formed by the indicators shown in Table 1.

Table 1. Compliance with national minimum requirements

Indicators	Number of points		% of performance
	Min. requirements	Performance	
1. Defended dissertation	50	50	100
2. A monograph that is not presented as a major habilitation thesis	100	100	100
3. Articles and reports published in scientific journals, referenced and indexed	200	318,8	159
4. Citations	50	100	200
Total	400	568,8	142,2

The data in the table show that the total exceedance of the minimum requirements for the number of submitted publications and citations of the candidate exceeds the requirements by 36% and 200%, respectively.

3.2. Fulfillment of the additional minimum requirements of the Thracian University

From the report submitted by the applicant for the additional minimum requirements it can be seen that the total number of points is 245 with a minimum required of 50 points.

This number of points is formed by the indicators listed in Table 2.

Table 2. Compliance with the additional minimum requirements

Indicators	Number of points		% of performance
	Min. requirements	Min. requirements	
1. Participation in a national school or educational project - 3 pcs.		45	
2. Management of a national school or educational project - 1 pc.		30	
3. Published university textbook - 1 pc.		20	
4. Developed curricula - 5 pcs.		25	
5. Scientific guide for graduates		5	
6. Participation in university or faculty research projects - 4 pcs.		20	
7. Participation with reports at scientific forums - 18 pieces		90	
8. Membership in creative and professional organizations - 1 pc.		5	
	50	245	490

The presented information shows that the scientific output of the candidate fully covers and meets the requirements for holding the academic position of "Associate Professor" at Thracian University. This is confirmed by the assessed skills and competencies, which have been directly embodied in the diverse journalistic, teaching and research activities.

The summarized data show that in total with a minimum threshold of 450 points on all indicators set in the evaluation card, the candidate realizes 813.8 points (exceeding 180.8%).

4. General characteristics of the presented scientific publications

Alexiev presents a total of 25 scientific papers and teaching aids, which do not duplicate the publications for the acquisition of the academic position of chief assistant and the educational and scientific degree "Doctor".

The presented list includes scientific papers published in the period 2015-2021, as follows:

- Habilitation work - published monograph in the relevant scientific field entitled "Sustainable development of Bulgarian beekeeping" - 145 publishing pages;
- Articles and reports published in scientific journals referenced and indexed in world databases with scientific information - 13 publications with a total volume of 73 pages. All publications are published in English;
- Articles and reports published in unrefereed journals with scientific review or published in edited collective volumes - a total of 7 publications with a volume of 51 pages, of which 2 publications in English;
- Published chapter of a book (3 chapters with a total volume of 88 pages, of which 1 chapter is independent);
- Independent electronic practical guide "Product Competitiveness" - 127 pages;

The presented information provides sufficient grounds for the general conclusion that the candidate significantly exceeds the quantitative indicators for the scientific production required for the academic position "Associate Professor" at Thracian University.

5. Evaluation of the teaching activity.

Chief Assistant Alexiev conducts classes in the disciplines "Product Competitiveness"; "Quality Management and Electronic Commerce" in Bachelor's Degree and "Digital Business", "Modern Electronic Payment Systems" and "Security of Information Assets" in "Master" Degree in the Faculty of Economics at Thracian University.

The candidate also teaches at the Faculty of Veterinary Medicine the subject "Economics and Animal Husbandry Management" in English at Bachelor's Degree. According to the listed disciplines, the study load for the period 2018-2021 is 1267.5 study hours (including 135 hours in English). The candidate has developed 5 curricula, 4 of which are compulsory subjects taught

in the Bachelor's degree.

During the same period, the candidate has provided scientific guidance to 7 graduates of the Bachelor's degree and 2 masters students. He has conducted scientific research for 1 faculty research project on topics related to the discipline "Product Competitiveness".

Chief Assistant Alexiev is the author of an electronic practical guide, the content of which is related to the curricula of the disciplines "Product Competitiveness" and "E-Commerce". The developed topics of the practical guide consistently and in detail present the methodological issues of the studied topics, examples and cases related to the acquisition of cognitive and practical skills, as well as the assessment and analysis of the competitiveness of Bulgarian products, organic products and sustainable food chains.

The teaching activity of the candidate, related to the appropriate forms applied by him and up-to-date educational documentation for active learning of students, deserves high praise.

6. General characteristics of the presented scientific publications

The general balance of the papers submitted for review shows that:

- ✓ Leading place in it is occupied by the monograph related to the sustainable development of Bulgarian beekeeping;
- ✓ Structurally predominate scientific studies, articles and reports published in edited and indexed databases and unrefereed journals with scientific editing;
- ✓ Thematically, the publications contain the following scientific fields:
 - Sustainable development of Bulgarian beekeeping - 6 pcs. publications with № 6.2, 6.4, 6.8, 7.3, 7.7, 7.8;
 - Status and development of organic production - 9 publications with № 6.7, 6.9, 6.10, 6.12, 6.13, 7.1, 7.4 and 7.6;
 - Production potential of agricultural production in Bulgaria - 8 publications with № 6.3, 6.5, 6.6, 6.7, 6.11, 7.2, 7.5, 10.2;

Among Alexiev's publications, the monograph he developed on the topic "Sustainable Development of Bulgarian Beekeeping" deserves special attention. To achieve the goal of this study, the author studies the production potential, efficiency, competitiveness and opportunities for sustainable development of Bulgarian beekeeping. Methodological approaches for studying the level of sustainability of bee products production in Bulgaria have been consistently and competently selected. On this basis, the production potential of the beekeeping sector has been successfully established and the production, efficiency and competitiveness of bee products have been studied. A place is dedicated for the assessment of the public support for the development of the Bulgarian beekeeping.

Of the presented publications dedicated to this topic there are 5 more publications. Among them stands out the publication with № 6.2 related to the impact that social support has on the levels of competitiveness in the Bulgarian

market and the effects of regional concentration of beekeeping on production potential. Some of the publications in this scientific field are dedicated to the trade in honey. Of interest in this topic are the analyzed trade flows of honey from and to Bulgaria and their impact on production in the sector.

In the second scientific direction the publications include the organic production of Bulgaria. The author's research related to the analysis and assessment of the competitive position of Bulgarian organic products and the established potential for the development of trade in organic products on the foreign market deserve special interest and high praise (publication 6.9).

The researches dedicated to the realization of organic products in the conditions of sustainable functioning of the food chain in our country also deserve attention as well as the assessments of the sustainability of organic farming and its impact on the development of the agricultural sector as a whole. In this regard, special attention is paid to the formulated conclusions, proposals and policies for the development of organic farming, focused mainly on its sustainability (publications 6.9, 6.10, 6.12).

The candidate's argumentation about the development of the local production of organic honey in the country and the influence of the concentration of production and export of this product on its efficiency, contained in publications 6.13, 7.1, 7.8 and 10.1, is also interesting and deserves positive assessment.

Another direction of the research activity of Chief Assistant Alexiev are the scientific publications related to the study of the production potential of agriculture and the sustainable development of the food industry of Bulgaria. The object of analysis and evaluation are the local consumption of the individual regions and its impact on production. The emphasis of this analysis is on the economic evaluation of production links and the quantification of the marginal contribution of each invested cost in total production (publications 7.5 and 10.2).

The next direction of Alexiev's research is dedicated to the production capacity of the Bulgarian organic animal husbandry, included mainly in publication 6.6. Attention is placed on the implementation of the EU CAP measures and the improvement of the production capacity of the sector. Of particular interest are the guidelines and recommendations for expanding the production capacity of organic farms and public support for this type of production, as well as their impact on the economic situation of the sector.

In the last scientific direction there is a place for the study of the wine trade and its consideration as a factor for the expansion of wine viticulture in Bulgaria (publication 6.5). In this study, the object of analysis and evaluation are the challenges to the realization of Bulgarian wines of traditional character and established market value. Innovative approaches for the realization of Bulgarian wines from regions of the country with high natural value and with potential for sustainable development of these regions are offered.

It can be summarized that the peer-reviewed scientific production of Ch.

As Alexiev significantly exceeds the established quantitative and qualitative characteristics and fully meets the conditions for its author to hold the academic position of "Associate Professor" at Thracian University. In addition, it is dedicated to significant and underdeveloped topics.

7. Evaluation of the scientific and scientific-applied contributions.

The scientific production of Chief Assistant Alexiev contains scientific, methodological and applied developments that have the character of empirical research, some of them were conducted for the first time in the country and are related to the state and development of production potential of agriculture, beekeeping and organic production of agricultural products, which I evaluate and group as follows:

- Methodological, methodological approaches and solutions related to further development, clarification and enrichment of existing and new theoretical knowledge, economic categories, methodological approaches and solutions, the most important of which are:
 - ✓ Clarification and enrichment of the theoretical foundations of the sustainable development of Bulgarian beekeeping;
 - ✓ Development and adaptation of a methodological framework for research and assessment of the sustainable development of agricultural production, incl. taking into account the peculiarities of their application in the beekeeping sector;
 - ✓ Expansion and enrichment of the methodological bases of the tools for establishing sustainable development of Bulgarian beekeeping;
 - ✓ Models for development and making optimal management decisions and proposals for formulating management policies for achieving the goals of sustainable development of livestock production are presented, incl. for organic honey production;
 - ✓ Expanding the methodological basis for establishing the impact of production potential on local consumption of organic products;
 - ✓ Development and adaptation of a methodology for revealing the influence of physiological, biological and health factors on the organization of organic production, as well as the influence of public support on the successful implementation of good management practices, taking into account the specifics of the studied industries.

The original scientific results and contributions of the candidate listed so far can be used as a methodological basis for studying the sustainable development and management of organic crop and livestock production, as well as in applying innovative models and solutions for the needs of environmentally friendly forms of organic farming and beekeeping.

- Scientific and applied contributions in the researched scientific fields. They are related to empirical analyzes and assessments of the situation and have a strong practical application concerning the management and organization of different productions and policies to support them, as follows:

✓ A complex analysis of the sustainable development of Bulgarian beekeeping has been made. The added value and the results are analyzed, as well as the policies that form the sustainability of the individual productions;

✓ The state and parameters of the organic production of plant and livestock products are revealed, as well as the used opportunities for support of the producers of organic products, set in the Rural Development Program;

✓ Substantiated recommendations have been developed to support producers under EU environmental agricultural policy measures, incl. and for the implementation of funds intended for the application of good practices and methods for the expansion of organic production and trade in new and traditional products of plant and animal origin;

✓ The influence of the biological way of production on the consumption of Bulgarian products is revealed and the conclusions and proposals formulated on this basis for improvement of the policies for adaptive management of the agricultural sector, aiming at better results for Bulgarian consumers.

In conclusion, it can be summarized that in general the presented scientific contributions and applied results prove the scientific value, relevance and practical significance of the scientific production of the candidate.

8. Recommendations.

Dr. Alexiev is one of the few researchers and lecturers in the country who have dedicated themselves to the sustainable development and management of Bulgarian beekeeping and policies for sustainable organic production of plant and animal products.

My recommendation is in the future to make full use of its original research and teaching potential, as well as of its indisputable scientific results by expanding the management and implementation of more research projects and publishing independent research papers and textbooks.

Conclusion.

The presented research and teaching activities of the candidate prove that it fully meets the requirements of ZRASRB and the Regulations for its implementation in Thracian University of Stara Zagora for the academic position of "Associate Professor". I strongly recommend the members of the scientific jury to vote and to propose that Chief Assistant Professor Georgi Alexiev be elected to the academic position of "Associate Professor" at the Thracian University of Organization and Management of Production (Agricultural Business), Higher Education Area 3 Economic and Social Sciences, Professional field 3.7 Administration and Management

05.05.2022

Reviewer: !
(Prof. D.Sc. Ivan Kanchev)