



## OPINION

by Prof. Ivan Petrov Paligorov, Ph.D.  
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on the materials submitted for participation in the competition for holding the academic position of "Associate professor" in the scientific specialty "Organization and management of production (agricultural business)", professional field 3.7. Administration and management, in field of higher education 3.Social, economic and legal sciences at the Department of Management in the Faculty of Economics of the Trakia University, announced in State Gazette No. 6 / 21.01. 2022

In the competition for associate professor, announced in the State Gazette, issue 6 / 21.01. 2022 and on the website of the Trakia University for the needs of the Department of Management in the Faculty of Economics of Trakia University, as a candidate participates Ch. Assistant Professor Georgi Aleksiev Aleksiev Ph.D. from the same department.

### 1. Brief biographical information

The candidate for the competition graduated with a Master's degree as a European Expert in Agriculture and Rural Affairs from the Agricultural University of Plovdiv in 2010. In 2014 he defended his dissertation and graduated as a Ph.D. at the Trakia University of Stara Zagora, Department of Management, with a scientific specialty Economics and Management (Agriculture).

During the period 2014-2015 he was an assistant professor, teaching classes in the disciplines: "Product Competitiveness", "Quality Management" and "E-Commerce" at the "Faculty of Economics". Since 2015 he has been a senior assistant professor in the Department of Management.

### 2. General description of the presented materials

The candidate Ch. Assistant Professor G. Aleksiev participated in the competition with 25 publications, 13 of which are in a foreign language, incl. 5 as a sole author:

- Monography - 1;
- Electronic study guide - 1, which is used in the school network;
- Articles published in scientific journals with IF or IR - 4 pcs.;
- Articles and reports published in specialized scientific journals, with scientific review and in edited collective volumes - 13 pcs.;
- Chapters from books - 3 pcs.

It is evident from the submitted documents that in terms of quantity and quality the minimum national requirements as well as the additional requirements have been met almost twofold.

The presented scientific production was published after the acquisition of the academic position of "Chief Assistant professor" and does not repeat the ones related to the dissertation for acquisition of PhD educational and scientific degree, which is evident from the presented lists.

### **3. Reflection of the candidate's scientific publications in the literature (known citations)**

The candidate presents a reference with 7 citations of 3 publications from his scientific production, of which 5 in scientific journals with impact factor and 2 pcs. in non-referred peer-reviewed journals . The reference presented by the library shows that the total number of citations in WoS and Scopus is over 30. This proves that the scientific production of the candidate is presented and reflected in the scientific production and is of interest.

### **4. General characteristics of the candidate's activity**

**4.1. Educational and pedagogical activity** (work with students and doctoral students)

The candidate in the competition Ch. Assistant Professor G. Aleksiev is a well-established lecturer who began his career in 2014 when he became an assistant professor at the Trakia University. From the presented reports it is evident that his annual employment in recent years is 450 hours, and the total for the last 3 years is over 1267 hours.

The candidate has developed 5 curricula in the disciplines "Product Competitiveness" and "Quality Management", which he teaches to students of the Bachelor's degree in various specialties.

Ch. Assistant Professor G. Aleksiev has prepared graduate students that successfully defended their thesis - 9 graduates, 2 of whom for a Master's degree and the rest for a Bachelor's degree in various specialties.

### **4.2. Scientific and applied science activity**

The candidate in the competition Ch. Assistant Professor G. Georgi Aleksiev is a lecturer with a clear orientation and affinity for research and applied activities, which began at the beginning of his teaching career in 2014, but gained special development in the period after becoming chief assistant professor, i.e. after 2015. The report shows that in the period 2015-2020 he participated in 6 research projects funded by Trakia University or the Faculty of Economics, and 1, funded by the NSF of the MES as a project manager. An additional reference lists 18 participations in scientific events - scientific programs, conferences, round tables, seminars and more.

### **4.3. Implementation activity**

In the documents submitted for the competition I do not find documents for implementation activities, but from the prepared reports it is evident that the candidate has taken part in various projects and scientific and practical developments. The National Scientific Program for Healthy Foods for Strong Bio-economy and Life Quality, the National Scientific Program for Intelligent Plant Breeding and the National Scientific Program for Intelligent Animal Husbandry can be mentioned, which suggests that the evaluations, expertise and other results were adopted and used directly to improve the contracting authorities, which is an indirect assessment of their quality and contribution to management practice.

#### **4.4. Contributions (scientific, scientific-applied)**

The in-depth reading of the presented scientific production allows to highlight the contributions with the nature of clarifying some new aspects of known methods and approaches in the organization and management of agriculture, their application and accumulation of new scientific facts. I acknowledge the contributions mentioned in the report, allowing myself to highlight only some of the most important of them.

##### **Contributions of scientific and theoretical nature:**

- A theoretical framework for research and assessment of sustainable development, focused on agricultural production, has been developed and tested. Models for elaboration and making of optimal management decisions and building on their basis of management policies for realization of the goals for sustainable development of the agricultural productions are presented. [3]
- A methodology for research and analysis of the impact of production potential on local consumption of organic products has been developed and tested. The methodology is adapted to the peculiarities of the agrarian business in order to improve the policy for the management of public support for agricultural production in Bulgaria. [7.5]
- A description of the production potential in agriculture has been made. The conceptual framework of the Average Productivity Index (API) is presented as a tool for optimizing the management of agricultural production. [10.2]

##### **Contributions of scientific and applied nature:**

- A complex analysis of the sustainable development of Bulgarian apiculture has been made. The sustainability of the value chain has been assessed, and the results of the implemented policy in the sector have been analyzed. Proposals have been formulated for improving the organization and management of both the individual proceedings and the policy for their support. [3]
- An in-depth analysis of consumer attitudes towards the consumption of game meat was performed, based on the results of a large-scale empirical study among 3445 respondents from 10 countries. The obtained results were used to propose the most successful management decisions for the realization of these products in each individual country participating in the study. [ 6.7 ]
- The main factors influencing the development of organic farms have been assessed. Proposals for forms of public support stimulating the development of organic production in Bulgaria have been developed and analyzed. [7.6]
- The behavior of entrepreneurs from different age groups and their incentives to make different management decisions are analyzed. The relation and dependence between the age of a group of entrepreneurs and their readiness to take advantage of the development of the market of organic products in Bulgaria has been established. [ 7.6 ]
- The organization of organic production as a new and dynamic part of Bulgarian agriculture has been studied, results have been obtained and a summary has been made that Bulgarian organic crop and livestock development is evolving under the influence of both public support and successful implementation of new management platforms, taking into account the peculiarities of these proceedings. [6.6; 6.9; 6.10]
- The influence of the biological method of production on the consumption on the Bulgarian market was assessed according to the example of natural honey. The

analysis of the obtained results is the basis of the formulated conclusions and proposals for building a policy for adaptive management of the sector. [6.13]

#### **5. Assessment of the personal contribution of the candidate**

The submitted documentation for the competition includes a sufficient number of independent scientific production - 1 independent monography, 3 independent chapters of books, as well as other publications - 8 independent, 7 with 1 co-author, 6 with two or more co-authors. I accept, as correctly stated in the list, that the participation of authors in collective publications is equal, regardless of the fact that the candidate is a lead author. This is a reason to assess that the contributions of the candidate in the competition are his personal work and are in the field of science, professional field and scientific specialty of said competition.

#### **6. Critical remarks**

No significant contradictions or omissions were found in the scientific production presented at the competition. The monography and the chapters of the books are very well illustrated and allow them to be used in teaching. I would like to recommend to the candidate for the competition in his future publishing activity to strive for a better balance in the speech, of course without deviating from the height of the scientific style. In the interpretation of some results, more text could be added, which will allow the more unprepared reader to find his way faster.

#### **7. Personal impressions**

I know the candidate for the competition from our participation in the International Scientific Conference "Management and Sustainable Development", as well as in some international scientific conferences on economics and management. I believe that he is an established lecturer and researcher who is constantly developing his knowledge and abilities, improving his teaching capabilities and skills, conducting targeted team research and development activities and sharing his experience with his colleagues and students.

#### **8. Conclusion:**

In summary, I propose to the scientific jury to vote positively and to propose to the Faculty Council Ch. Assistant Professor Georgi Aleksiev Aleksiev Ph.D. to be elected in the academic position "Associate Professor" in professional field 3.7. Administration and Management, scientific specialty "Organization and Management of Production (Agrarian Business)", in the field of higher education 3. Social, Economic and Legal Sciences at the Department of Management of the Faculty of Economics of Trakia University of Stara Zagora, under the competition announced in SG no. 6 / 21.01. 2022.

April 20, 2022.

Member of the jury:

Prof. Dr. Ivan Paligorov, PhD