



REVIEW

By: Prof. D.Sc. Julia Markova Doitchinova
 Scientific specialty Economics and Management
 (Agricultural Economics)

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. Competition information

The competition was announced for the needs of the Department of Management at 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

The only candidate for the position is Chief Assistant Dr. Georti Alexiev Alexiev. He holds a bachelor's degree in Sociology from Plovdiv University "Paisii Hilendarski" (2004-2008) and a master's degree from the Agricultural University of Plovdiv in the master's program "European Expert in Agriculture and Rural Areas" (2009-2010). His educational and scientific degree "Doctor" was awarded by the Thracian University of Stara Zagora in the scientific specialty "Economics and Management" (by industry - agriculture) in 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). Dr. Alexiev is very fluent in English and has a high computer literacy.

The candidate successfully combines his teaching activities with participation in various projects.

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

The candidate participated in the competition for the academic position at the Thracian University with scientific productions and citations, for which he scored 568.8 points with the minimum required national requirements of 400 points. This number of points is formed by the implementation of the indicators for defensive dissertation work; a monograph that is not presented as a major habilitation thesis; articles and reports published in scientific journals, abstracted and indexed and cited.

The total exceedance of the minimum requirements is 42%. The biggest excess for citations - 200%.

The presented information shows that the scientific output of the candidate significantly exceeds the requirements for holding the academic position of "Associate Professor" at the Thracian University. The total number of points is 245 with a minimum of 50 points. The highest is the relative share of points earned from participation in 18 scientific forums (36.7%) and management and participation of 4 teaching and educational projects (30.6%)

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

To participate in the competition, Dr. Alexiev presents a total of 25 scientific papers and teaching aids, as follows:

- Habilitation work - published monograph "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 in English;
- Articles and reports published in unreferred journals with scientific review or published in edited collective volumes - a total of 7 issues, of which 2 publications in English;
- Published chapter of a book (3 chapters, 1 of which is independent);
- Independent electronic practical guide "Product Competitiveness" - 127 pages;

In conclusion, it can be summarized that the scientific output of Dr. Alexiev exceeds the quantitative indicators for holding the academic position of "Associate Professor" at the Thracian University.

5. Evaluation of the teaching activity.

Chief Assistant Alexiev conducts classes in the disciplines "Product Competitiveness"; "Quality Management and E-Commerce" in "Bachelor" and "Digital Business", "Modern Electronic Payment Systems" and "Security of Information Assets" in "Master" at the Faculty of Economics at the Thracian University. He also teaches at the Faculty of Veterinary Medicine the subject "Economics and Animal Husbandry Management" in English at the Bachelor's Degree. The candidate has developed 5 curricula.

The study load for the period 2018-2021 is 1267.5 teaching hours (including 135 hours in English).

He has conducted scientific research for 1 faculty research project on topics related to the discipline "Product Competitiveness".

Chief Assistant Dr. Alexiev is the author of a practical guide to the curricula of the disciplines "Product Competitiveness" and "Electronic Commerce", which develops methodological issues on the topics studied and includes examples and cases related to the assessment and analysis of the competitiveness of Bulgarian organic products and sustainable food chains.

In general, the teaching and learning activities of the candidate deserve high praise.

6. General characteristics of the presented scientific publications

Thematically, the publications contain the following research areas: Sustainable development of Bulgarian beekeeping - 6 pcs. publications; Status and development of organic production - 9 publications; Production potential of agricultural production in Bulgaria - 8 publications.

The monograph developed by the candidate is on the topic "Sustainable development of Bulgarian beekeeping". In it the author studies the production potential, efficiency, competitiveness and opportunities for sustainable development of Bulgarian beekeeping. The developed methodological framework includes approaches for studying the level of sustainability of bee products production in Bulgaria. This has made it possible to establish the production potential of the beekeeping sector, the production, efficiency and competitiveness of bee products.

Of interest are the developments dedicated to the organic production of Bulgaria. In particular, they are devoted to the analysis and assessment of the competitive position of Bulgarian organic products and the identified potential for the development of trade in organic products on the foreign market (publication 6.9).

The research on the sale of organic products in the conditions of sustainable functioning of the food chain in our country, as well as the formulated conclusions, recommendations and policies for the development of organic farming deserve high praise.

Another area of research is dedicated to the study of the production potential of agriculture and the sustainable development of the food industry in Bulgaria. Central to this analysis is the economic evaluation of production links and the quantification of the marginal contribution of each cost invested in total production (publications 7.5 and 10.2).

The production capacity of the Bulgarian organic livestock is the subject of publication 6.6. It focuses on implementing EU CAP measures and improving the sector's production capacity. The presented information gives grounds to conclude that the peer-reviewed scientific production of Ch. As Alexiev is dedicated to topics important for economic practice and insufficiently developed.

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

The scientific production of Chief Assistant Alexiev contains scientific, methodological and applied results and contributions, which I group as:

- ✓ Enrichment of the theoretical foundations of sustainable development of beekeeping;
- ✓ Expansion and further development of the methodological bases of the tools for establishing the sustainable development of the Bulgarian beekeeping;
- ✓ Development of a methodology for revealing the influence of physiological, biological and health factors on the organization of biological production;
- ✓ Development and adaptation of a methodological framework for research and assessment of the sustainable development of agricultural production;
- ✓ Development of models for making optimal management decisions and proposals for formulating management policies for achieving the goals of sustainable development of livestock production;
- ✓ Expanding the methodological basis for establishing the impact of production potential on local consumption of organic products.

The contributions of scientific and applied nature are:

- ✓ The developed complex analysis of the sustainable development of the Bulgarian beekeeping and of the applied policies, which form the sustainability of the separate productions;
- ✓ Assessment of the state of organic production of agricultural products and the opportunities used to support producers of organic products;
- ✓ Discovering the influence of the biological way of production on the consumption of Bulgarian products. Conclusions and proposals for improving the policies for adaptive management of the agricultural sector have been formulated.

The presented scientific contributions and results prove the high scientific value, relevance and practical significance of the scientific production of the candidate.

8. Recommendations.

My recommendation to Dr. Alexiev in the future is to focus on expanding the interdisciplinary nature of his research work and to scientific publications in prestigious scientific journals.

Conclusion.

The presented information and assessments of research and teaching activities of the candidate prove that it fully meets the requirements of ZRASRB and the Regulations for its implementation at the Thracian University of Stara Zagora for the academic position of "Associate Professor". I strongly urge the members of the scientific jury to vote and propose that Assistant Professor Georgi Alexiev, Ph.D. Economic and social sciences, professional field 3.7 Administration and management

02/05/2022

Member of a scientific jury.
(Prof. DSc (econ.) Julia Doitchinova)