

EVALUATION REPORT

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with scientific specialty 05.02.18 Economics and Management of Agriculture (Agrarian Entrepreneurship), Department of Agricultural Economics, Faculty of Economics, University of Economics-Varna

Subject: Competition for the academic position of "Associate Professor", scientific specialty: Organization and management of production (agricultural business); professional field: 3.7. Administration and Management; field of higher education: 3. Social, economic and legal sciences. I present the opinion as a member of the Scientific Jury on the announced competition based on art. 4 (3), (4) of ZRASRB, Art. 5 (3), (4) of the SPACE.

1. Presentation of the candidate for participation in the competition

In SG No. 6 / 21.01.2022 a competition has been announced for the academic position of "Associate Professor" in the scientific specialty Organization and Management of Production (Agricultural Business) for the needs of the Department of Management at the Faculty of Economics at the Thracian University, Stara Zagora. According to the submitted materials, the only candidate in the competition is Chief Assistant Professor *Georgi Alexiev Alexiev*.

2. Personal characteristics of the candidate

Chief Assistant Professor Georgi Alexiev Alexiev was born on November 16, 1984 in the town of Provadia. graduated in Sociology with a Bachelor's degree from University of Plovdiv Paisii Hilendarski, and in 2010 received a Master's degree in European Expert in Agriculture and Rural Affairs from the same university. In the period 2011-2014 he studied as a PhD student in Economics and Management (by industry - agriculture) at the Department of Management at the Thracian University(TrU), Stara Zagora. Acquired the scientific degree "Doctor" (Diploma 48 0048 / 07.07.2014) after defending a dissertation on "Efficiency and competitiveness of Bulgarian beekeeping." Since 2014 he has been working as an assistant and chief assistant in the Department of Management (since 2015).

Fluent in written and spoken English. He has a certificate for successfully completed pedagogical course, as well as very good computer skills and competencies.

3. General (quantitative and qualitative) evaluation of the teaching activity

From the attached report on the academic and classroom employment of the Chief Assistant Dr. Georgi Alexiev, issued by the head of the Department of Management, it is evident that the academic employment in the last three years exceeds the norm established at the Thracian University.

For the three school years the average employment of Chief Assistant Professor Georgi Alexiev is high and is equal to about 150 hours of lectures and over 250 exercises per year and for this period have worked over 1250 classroom hours. Chief Assistant Professor Dr. Georgi Alexiev teaches disciplines in the educational process of Bachelor's and Master's degrees in several specialties (VM, AEc, BEc, BIT) in two faculties (FEc and FVM) at the Thracian University, in Bulgarian and in English. In the classroom employment there are self-conducted lectures and seminars on the subject "Product Competitiveness". The relative share of developed and conducted seminars in disciplines in the field of agribusiness such as

Quality Management, Economics and management of animal husbandry, E-commerce, Digital Business and others is high. Given the compliance of these disciplines with the announced competition, I accept this fact as extremely positive in the evaluation of the academic work of Chief Assistant Dr. Georgi Alexiev.

Ch. Assistant Professor Dr. G. Alexiev has worked on curricula in the discipline "Product Competitiveness" and in the discipline "Quality Management" for specialties AI and BI in the Bachelor's degree of FEc . He supervises graduates from the Bachelor's and Master's degrees.

Chief Assistant Dr. G. Alexiev is the author of a textbook for seminars on "Product Competitiveness" containing basic theoretical issues, a number of examples from the practice of global companies and discussion issues in the field of management and organization of agricultural business, with a total of 127 standard pages. The presented study material in the textbook testifies to the high theoretical and practical level of teaching, the professional experience in recreating the study material in an accessible and easy to learn by students way.

In summary, we can point out that the candidate for the academic position of "Associate Professor" with the completed lectures and seminars, developed curricula and guidance proves the high quality of his teaching work.

4. General (quantitative and qualitative) evaluation of research and development activities

4.1. Quantitative evaluation of research and development activities

For participation in the competition, Chief Assistant Dr. G. Alexiev presents a sufficient volume of scientific production, which includes:

- Self-conducted monograph with a volume of 145 pages;
- Participation in three monographic works with a total volume of 88 pages;
- Articles and reports published in scientific journals, referenced and indexed in world-famous databases with scientific information - 13 publications (articles and reports), with a total volume of 73 pages. From the mentioned publications 4 pcs. are in a magazine with IF and IR, and 5 pcs. are independent.
- Articles and reports published in non-peer-reviewed journals with scientific review or published in edited collective volumes - 7 pcs.
- Teaching aids - 1 pc. self-management.

Ch. Assistant Professor Dr. G. Alexiev has participated in a total of 5 university projects and 4 national projects, two of which he is the head of. The publications were presented at 18 scientific forums.

Presented by Ch. Assistant Professor Dr. G. Aleksiev documents on the competition for "Associate Professor" in accordance with the scientometric indicators set in the Law on the Development of Academic Staff in the Republic of Bulgaria (RASRB), the Regulations for its implementation (PPZRASRB) and PRAS of TrU are as follows:

- By category A (min. Of 50 points) - materials for 50 points are presented.
- By category B (min. Of 100 points) - a monograph corresponding to 100 points is presented.
- By category D (min. Of 200 points) - materials for 318.80 points are presented.
- In connection with category E (min. Of 50 points) - the presented materials correspond to 100 points.

- Category E (no minimum requirements) - documents corresponding to 95 points are presented.
- By category G (min. Of 50 points) - documents corresponding to 150 points are presented.

With the required 450 points, the candidate Ch. Assistant Professor Dr. G. Alexiev presented scientific products and materials for participation in the competition totaling 813.80 points. The scientific output of Assistant Professor Georgi Alexiev exceeds the minimum national and additional requirements by 80% more than the required minimum, *therefore the assessment of the amount of research should be positive.*

4.2. Qualitative evaluation of research and development activities

The scientific developments of the Chief Assistant Dr. G. Alexiev are of emphasized research nature and on the topic of the announced competition for the academic position "Associate Professor". Fundamental are the works of the candidate in the announced competition relating to: the development of Bulgarian beekeeping (monographic work with № 3; 6.8; 6.13; 7.2; 7.7 and 10.1); organizational and managerial issues of organic and biological production (6.6.; 6.9; 6.10; 6.12; 6.13; 7.1; 7.4; 7.6 and 10.2); competitiveness of agribusiness and structure of agricultural production (6.2; 6.3; 6.4; 6.7; 6.11; 6.11; 7.5 and 7.8) and others. They characterize the candidate as a purposeful researcher and scientist who knows in depth the problems of sustainable development of beekeeping, organizational and managerial problems of organic production, regional and sectoral structure of agricultural production and its factor influences and others. Scientific publications contain scientific and scientific-applied contributions to the theory and organizational and managerial practice of agricultural business. Proof of the high scientific value of the works of Ch. Assistant Professor Dr. G. Aleksiev is also the presence of citations (over 50 according to the attached reference from the Central Bureau of Statistics), the predominant share of citations in publications with IF and IR.

In conclusion, the data on **the volume and structure** of scientific publications give grounds to draw the following *conclusions and assessments*:

First, the candidate participates in the competition for "associate professor" with a sufficient number and volume of scientific publications.

Second, in the structure of scientific publications the relative share of publications in referenced and indexed world databases with scientific information (including IF and IR) is high.

Third, the candidate is well represented before the scientific community in the country, which is a result of the approbation of scientific publications at scientific conferences (certificates and documents are presented).

Fourth, most scientific publications have been written in the last few years. They are definitely oriented towards current economic and managerial problems of the agricultural business.

In view of the above, the scientific production and research activities of the candidate are evaluated positively in terms of quality.

5. Characterization of scientific contributions

The researched publications of the Chief Assistant Dr. Georgi Alexiev for participation in the competition for "Associate Professor" give grounds to claim that the scientific and

scientific-applied contributions are significant and completely sufficient for participation in the competition. The scientific and scientific-applied contributions mentioned in the reference are accurately, conscientiously and correctly reflected, and in most cases are presented very succinctly against the background of the rich spectrum of scientific products.

As a theoretical novelty and as an enrichment of scientific knowledge I make the following contributions:

- Разработената и апробирана теоретична рамка за изследване и оценка на устойчивото развитие с акцент върху селскостопанското производство. (монографичен труд с № 3).
- Разработените и аргументирани модели за изработване и вземане на оптимални управленски решения и изграждане на тяхна основа на управленски политики за реализиране на целите за устойчиво развитие на селскостопанските производства(монографичен труд с № 3).
- Introduced new tools (eg Average Productivity Index (API)) to optimize the management of agricultural production (10.2.) and the conceptual framework for their implementation.
- The methodology for research and analysis of the impact of the production potential on the local consumption of organic products (№ 7.5).
- The rationale for policies to manage public support for agricultural production in Bulgaria (№ 7.5) of possible entrepreneurial decisions depending on the nature of the demand and the entry of the specific product in the national and / or regional product balance.
- The developed and tested theoretical framework for research and evaluation of sustainable development with an emphasis on agricultural production. (monographic work with № 3).
- The developed and argued models for elaboration and making optimal management decisions and building on their basis management policies for achieving the goals of sustainable development of agricultural production (monographic work with № 3).

To the scientific and applied contributions I relate:

- The performed complex analysis of the sustainable development of the Bulgarian beekeeping and the results of the policies determining the processes in the sector. On this basis, proposals have been made for changes in policies to support and improve the organization and management of production at micro-level (monographic work with № 3);
- The justification of proposals for forms of public support stimulating the development of organic production in Bulgaria through analysis and assessment of the main factors (including related to the entrepreneur's personality) for the development of organic farms (№ 7.6.);
- The assessment of the consumer attitudes towards the consumption of game meat through a large-scale empirical study, on the basis of which concrete proposals of the

most successful management decisions for implementation in the nine studied countries were formulated (№ 6.7);

- Study of the influence of the biological way of production on the consumption of the Bulgarian market on the example of honey and the proposals for adaptation of the policies in the sector (№ 6.13);
- Linking the organization of organic production with the implementation of new management platforms, taking into account the peculiarities of these productions and public support (№ 6.6; 6.9; 6.10).

6. Weaknesses, critical remarks and recommendations

In the scientific research the candidate demonstrates good knowledge of our and foreign literature, as well as the application of scientific research methods, there are contributions to agricultural science and practice. *There are no serious weaknesses in the scientific publications that would affect my final positive assessment.*

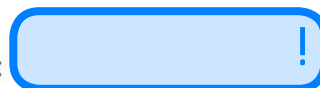
I recommend the candidate to apply research in his teaching work by developing author's textbooks in the field of competitiveness, sustainable development of agricultural business and others.

7. Summary assessment

Chief Assistant Dr. Georgi Alexiev presents himself with sufficient scientific production according to the econometric requirements for participation in the competition. Particularly important and of great practical importance issues of the agricultural business have been developed and analyzed. The works contain theoretical and practical contributions, which enrich the theory and help improve business practice in the agricultural field. Through research, the candidate presents himself as a researcher-theorist and pedagogue, with opportunities to analyze and formulate their own solutions to problems. He has accumulated experience in research and teaching. All this is a reason with conviction and responsibility to put a positive assessment of his overall work, as well as to propose to the esteemed jury to vote positively for the award of the academic position "ASSOCIATE PROFESSOR" in higher education 3. Social, economic and legal sciences; Professional field: 3.7 "Administration and Management" in the scientific specialty "Organization and Management of Production (Agricultural Business)" of Assistant Professor Dr. Georgi Alexiev at the Department of Management at the Thracian University, Stara Zagora.

Varna, 03.05. 2022 г.

Member of the jury:



/Assoc. Prof. Dr. Teodorina Turlakova/