

OPINION

From: Prof. Dr. Albena Todorova Kraeva-Miteva, Professional field - Economics, scientific specialty Economics and Management (Environmental Management), University of National and World Economy

Subject: competition for the academic position "associated professor"

Candidate: Elena Yordanova Shopova, PhD – the only candidate

Field of higher education: 3. Social, economic and legal sciences

Professional area: 3.8 Economics

Scientific specialty: Economics and Management (Agrarian Economics)

Higher school: Academy of Economics "D. A. Tsenov" - town of Svishtov

Faculty: Production and commercial business at SA "D. A. Tsenov"

Department: Agrarian Economics

Announcement: State Gazette, No. 92/03.11.2023

Reason for writing the review: Order No. 1189 of 15.12.2023 of the Rector of the SA "D. A. Tsenov" and the decision of the scientific jury of 10.01.2024 confirmed by the said order.

1. Presentation of the candidate for participation in the competition

Senior assistant professor Elena Yordanova Shopova is the only candidate in the announced competition for the needs of the Department of "Agrarian Economics" at the Academy of Economics "D. A. Tsenov" Svishtov.

2. Reason for writing the opinion

Prof. Albena Miteva has been included in the composition of the scientific jury for the announced competition for the academic position of "associated professor" at the Department of "Agrarian Economics" based on the order of the rector of the SA "D. A. Tsenov" Order No. 1189 dated 15.12.2023 and decision of the scientific jury approved by the said order dated 10.01.2024.

3. Personal characteristics of the candidate

Senior assistant professor Elena Yordanova Shopova has a master's degree in "Bulgarian philology" and has a master's degree as economist - financial manager from SA "D-A. Tsenov" since 2001. In 2014 defends the educational and scientific degree "doctor" in SA "D-A. Tsenov" in Business Administration (Diploma 2014001/ 13.01.2014).

She has a total work experience of 27 years, 2 months and 14 days, including 15 years, 8 months and 16 days at the Academy of Economics in the academic positions of assistant professor and senior assistant professor.

From October 2022 Shopova is a senior assistant professor at the Department of Agrarian Economics. She is the departmental Alumni Coordinator since 2017 of the Department of Management with the Faculty of Management and Marketing and of the Department of Agricultural Economics with the Faculty of Manufacturing and Commercial Business.

The candidate is an expert in digital educational content of joint programs under project BG05M2OP001-2.016-0004-C01 "Economic Education in Bulgaria 2030", starting from 03.07.2023. until 31.10.2023 and is an academic mentor under project BG05M2OP001-2.013-0001 "Student practices" - Phase 2, 29/05/2020 - 31/03/2023 and under project BG05M2OP001-2.001-0001 "Student practices" - Phase 1, 29/09/ 2016 – 31/08/2018.

Dr. Shopova is a municipal councilor in the Municipal Council of the Svishtov municipality for the term 2023-2027 and is the chairman of the permanent committee on the "Law on combating corruption and confiscation of illegally acquired property" and deputy

chairman of the permanent committee on "Regulatory framework, civil rights, public order and security".

4. General (quantitative and qualitative) evaluation of the educational work

The candidate for the competition has academic employment for the last five years of 2,700 hours at a standard of 2,300 hours, or has an overrun of 17.4%. It is largest in the academic year 2020/2021

Dr. Shopova's academic employment

School years	Hours	
	Normative	Teacher
2019/2020	400	458
2020/2021	400	591,20
2021/2022	500	561,5
2022/2023	500	566,55
2023/2024	500	522,9
Total	2300	2700,15

The candidate has submitted an inventory of 18 documents in accordance with the requirements of the Regulations for the Development of the Academic Staff in SA "D. A. Tsenov". They prove her professional training, teaching activity, scientific output and achievements necessary for the position of "associated professor".

The teaching activity of the candidate includes participation in the development of curricula and teaching in 13 disciplines in the OCS "Bachelor" and 4 disciplines in the OCS "Master" included in the curricula of the specialty "Agrarian Economics" and "Management", as follows:

- OCS "Bachelor" : Agrarian Management; Agrarian ecology; Rural and agrarian tourism; Rural Development; Ecological and sustainable development of the agricultural company; Agricultural entrepreneurship; Regulations and standardization of agricultural production; Ecological and sustainable business development; Ecological tourism; Introduction to Agribusiness; Strategic solutions in agribusiness; Small and family agribusiness; Conflict Management (Management Department).

- OCS "master": Alternative sources of income in rural areas; Small and family agribusiness; Rural Development; Management communication and company behavior (Department of "Management").

The candidate actively participates in the work of the Professional Training Center with SA "D. A. Tsenov" Svishtov with developed three-course content and curricula for the disciplines "Management of behavior in the classroom", "Appraisal of the activity of pedagogical specialists", "Organization of business meetings and events", "Increasing personal responsibility and discipline through management of time".

Assistant Professor Dr. Shopova meets the requirements of Art. 116 (2) of the Regulations of the Academy, as she is the co-author of three monographs (with participation from one to 5 chapters): Administration in management and public administration, V. Tarnovo: Faber(2014). ISBN: 978-619-00-0107-2, 2. Quality management. Svishtov: AI Tsenov. (2016). ISBN: 978-954-23-1128-7, 3. Management aspects of the organization. Svishtov: AI Tsenov(2020)., ISBN: 978-954-23-1795-1.

She is also the author of a manual for seminars on "Environmental Policy and Social Responsibility" in volume of 100 pages, published in 2016 in V. Tarnovo: VESTA, ISBN: 978-954-543-059-6

The presented information about the developed study programs and materials and participation in monographs, gives grounds for the conclusion that Dr. Shopova meets the criteria for academic work at SA "D.A. Tsenov".

Conclusion: The submitted documentation by the candidate is precise, meets the regulatory requirements and allows to make an assessment of her educational work at the SA D.A. Tsenov.

5. General (quantitative and qualitative) assessment of scientific research and research activity.

The candidate participates in the competition by submitting documents and scientific production forming 499 points, as shown in the table.

Quantitative assessment and compliance with national requirements

Indicator group	Min. requirements (points)	Candidate results (points)	%
A	50	50	100
B	100	100	100
Г	200	264	127
Д	50	175	170

Total	400	499	124,5
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The relative share of evaluations of "articles and reports published in scientific publications, referenced and indexed in world-renowned scientific information databases" is the highest (41.1%), followed by the monographic work (20%) and "citations or reviews in non-referenced peer-reviewed journals" (15%).

The total number of formed points exceeds the minimum requirements by 24.75%, including with 70% the citations in peer-reviewed monographs and collective volumes and citations or reviews in non-refereed peer-reviewed journals and with 27% the published articles and reports in referenced and non-referenced scientific publications.

In the 200-page monograph *Management Aspects in Modern Agriculture*, the author examines the current management aspects in modern agriculture due to the need to adapt it to dynamic changes in the organizational and natural environment in order to achieve the effectiveness of management activities and the sustainability of agricultural practices. The focus is on the role of the human factor for the sustainability of modern agricultural organizations and its significance for the overall development of the agrarian sector. The main thesis of the monographic work is that the effectiveness of the management process contributes to the sustainability and development of modern agriculture, which has been successfully proven by the author.

According to the additional requirements for Art. 116. (2) of the Regulations of the CA, the candidate has submitted information on participation in three research projects, one of which she is leading.

This allows me to conclude that the candidate has an excellent general economic and special training, diverse experience as a teacher and researcher..

7. Characterization of scientific contributions

The reference for the contributions developed by the candidate is too detailed, the contributions are too long and generalizing, the candidate lacks the opinion of how the approaches and methods developed by the author can be used for future research.

For scientific contributions of a theoretical nature, I accept: the presented chronology of the importance of the human factor in the management of organizations and for the achievement of a sustainable management process, the factors contributing to the achievement of the sustainability of the management process as an integral part of sustainable development,

especially the social and environmental aspect, which further develops scientific knowledge in this area. Author's definitions and classifications are proposed for improving the management of agricultural organizations, and the essence and significance of the author's proposed ecological-ethical value approach in modern agriculture is clarified.

The further development, enrichment and improvement of management in modern agriculture, through the proposed ecological-ethical value approach to achieve management sustainability, can be attributed to scientific-applied contributions of a methodological nature. A model for an environmentally friendly management process in agricultural holdings and a methodology for the reconciliation and application of managerial skills, a methodology for the sustainable development of modern agriculture, have been developed. An author's concept for building an ecological-ethical structure (EES) of management in modern agriculture was proposed and developed, including an ecological-ethical value approach to modern agriculture, a model for an ecological management process in agricultural holdings in the conditions of an economy transforming towards sustainability, methodology for sustainable development of modern agriculture with basic guidelines, highlights and steps. A conceptual author's model has been developed for an ecological management process in agricultural holdings in the conditions of an economy transforming towards sustainability. A methodology has been developed for the reconciliation and application of managerial skills, which is realized as a sequence of seven main stages. A methodology for the sustainable development of modern agriculture has been developed, which is realized as a sequence of twenty basic steps as leading accents and trends.

As scientific-applied contributions of an empirical nature, I accept the testing of the scientific-applied aspects of management through an ecological-ethical structure and the analysis of the management skills of the agrarian entrepreneur and an ecological-ethical value management approach. The author's industry-oriented methodology for the implementation of the EEC and the functioning of the EEC in the studied farms was proposed and approved. The ecological-ethical value orientation of the management and the environmental-ethical responsibility related to the behavior of the human factor have been evaluated, and the strengths and weaknesses in this area have been identified. Important problems for agricultural holdings in the field of employee training have been revealed and conclusions and recommendations have been formulated. The entrepreneurial attitudes and behavior of agricultural producers have been established and the problems and opportunities for stimulating and forming an ecological-ethical value attitude have been identified, which would balance both the behavior of people in the agricultural organization and the organizational goals with the goals of sustainable

development, with which to contribute for the effectiveness of the management process and its sustainability.

7. Characterization of the candidate's academic reputation

Dr. Shopova presented information on 16 citations, including one in peer-reviewed monographs and collective volumes and 15 in non-referenced peer-reviewed journals.

8. Admitted weaknesses, critical remarks, recommendations.

I have no significant comments on the applicant's scientific production submitted for review. My recommendation is related to expanding the publication activity in referenced and indexed in world-renowned databases in order to increase the citation of her research. It is recommended to expand the thematic directions of future research, as it is expedient to cover the specific issues and features of the management of the human factor in agrarian organizations.

9. Summary assessment

The presented scientific works and the overall teaching, research and public activity of Senior assistant professor Elena Yordanova Shopova prove her qualities as a highly professional university teacher and allow us to draw the conclusion that she fully meets the requirements to occupy the academic position of "associate professor". The qualitative characteristics and the contributions contained in her publications, the possibilities for their application in practice prove the teaching and research experience of the candidate in the competition. This gives me reason, in my capacity as a member of the scientific jury, to call on the other colleagues from the jury to give our positive vote and to propose to the Faculty Council of the Faculty "Production and Commercial Business" at SA "D. A. Tsenov" to choose the academic position of "associate professor" in professional area 3.8 Economics, scientific specialty: Economics and Management (Agrarian Economics) Senior Assistant Professor Dr. Elena Yordanova Shopova.

18.01.2024

Reviewer:
Miteva/