

STANDPOINT

By: prof. dr. Zornitsa Dimova Stoyanova, Professional field of Economics, scientific specialty Economics and Management (Agrarian and Environmental Management), University of National and World Economy

Subject: competition for the academic position "professor"

Candidate: chief. assist. prof. dr. Elena Yordanova Shopova - only candidate

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

Professional direction: 3.8 Economics

Scientific specialty: Economics and Management (Agrarian Economics)

High school: Academy of Economics "D. A. Tsenov" , Svishtov

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

Department: Agrarian Economics

Announcement: State Gazette, № 92/03.11.2023

Reason for writing the review: Order № 1189 of 15 December, 2023 of the Rector of the AE "D. A. Tsenov" and the decision of the faculty Production and commercial business at AE "D. A. Tsenov" № 4 / 13.12.2023

1. Personal characteristic of the candidate

Chief. assist. prof. Elena Yordanova graduated from secondary education in 1991 at "Aleko Konstantinov" Secondary School - Svishtov. In 1996, she graduated with master's degree in Bulgarian philology at the VTU "St. St. Cyril and Methodius" - Veliko Tarnovo. In 1997, she acquired a certificate of specialization and legal capacity of a specialist with a higher education in the specialty "Methodology of Literary Education" at VTU "St. St. Cyril and Methodius" - Veliko Tarnovo, and in 2002 she acquired a certificate for a professional - qualification degree at Shumen University "Ep. Konstantin Preslavski", Department for Improving the Qualification of Teachers - Varna, acquiring the fifth professional qualification degree. During the period 1998-2001, dr. Yordanova studied in the "Financial Management" specialty at the "Dimitar A. Tsenov" Academy of Economics - Svishtov and obtained a master's degree. Elena Yordanova received the educational and scientific degree Doctor of Social Management in 2014 on the basis of a defended PhD thesis on the topic: "Management through an ethical - value approach in the organization (on the example of the management of the municipal administration in Bulgaria)" (No. 2014001 dated from 13.01 .2014).

Dr. Yordanova started her working career in 1996 at "Nikolay Katranov" Secondary School, Svishtov as a teacher of Bulgarian language and literature. During the period 2008 - 2010, Elena Yordanova started working at Academics of economy - Svishtov as an assistant. In 2010, she was appointed to the position of senior assistant professor, and in 2011 to the position of chief assistant professor. The candidate's public involvement is of interest. She is a municipal councilor, mandate 2023-2027 in the municipality of Svishtov, chairman of the Standing committee on the "Law on combating corruption and confiscation of illegally acquired property", deputy chairman of the Standing committee on "Regulations, civil rights, public order and security", Alumni coordinator of the "Management" department at the "Management and Marketing" faculty and of the "Agrarian Economy" department at the "Manufacturing and Commercial Business" faculty.

2. General (quantitative and qualitative) assessment of the educational - teaching work in accordance with the requirements

For the participation in the competition, the candidate for the academic position associated professor submits four textbooks and one practical workbook. The textbook Environmental policy and social responsibility and the practical book for seminar classes with a similar title are independent books, and the textbooks Administration in management and public administration, Quality management, Management aspects of the organization are co-authored.

The textbook Environmental policy and social responsibility is in accordance with the curriculum of the discipline of the same name, taught in the specialty Ecomanagement. Topics related to state regulation and state policy for environmental protection, environmental development and environmental policy and its key areas, management behavior and social responsibility and ethics, company policy and environmental responsibility are considered.

On 20.12.2023, Elena Yordanova has a total work experience of twenty-seven years, two months and fourteen days. The candidate has fifteen years, eight months and sixteen days of work experience at Academic of economics Svishtov, and she successively held the academic positions of assistant professor, senior assistant professor and chief assistant professor. From the presented documents, it is established that chief. assist. prof. dr. Elena Yordanova, as a full-time teacher at Svishtov Academy of economics, has a sufficient lectures. The classroom workload of chief assist. prof. dr. Yordanova during the last five academic years, is 2700.15 hours, by year respectively: 2019/2020 academic year - 458 academic hours; 2020/2021 – 591.2 hours, 2021/2022 – 561.5 hours, 2022/2023 – 566.55 hours and 2023/2024 – 522.9 hours. She has led classes in 16 lecture courses - 12 lecture courses in Bachelor degree (Agrarian management, Agrarian ecology, Rural and agrarian tourism, Development of rural areas,

Ecological and sustainable development of the agribusiness, Agrarian entrepreneurship, Regulations and standardization of agrarian production, Ecological and sustainable business development, Ecological tourism, Introduction to agribusiness, Strategic solutions in agribusiness, Small and family agribusiness, Conflict management (in Department of management); and 4 courses in Master's degree: Alternative sources of income in rural areas, Small and family agribusiness, Development of rural areas, Management communication and company behavior. The submitted references for the candidate's educational and teaching activities in the above mentioned disciplines show her academic competence in the scientific specialty of the announced competition - Economics and Management (Agrarian Economics).

Within the framework of the "Student Practices" project, Elena Yordanova Shopova was involved in the AE "D. A. Tsenov" as an academic mentor (in year 2014 and between 2016 and 2023). This presents dr. Yordanova as a teacher who treats students responsibly and strives to increase their motivation and satisfaction in the process of their education.

It can be summarized that chief assist. prof. Elena Yordanova has teaching experience and a high degree of preparation for the academic position "associate professor", which gives reason to assess positive the candidate's educational and teaching work and her contribution to increasing the quality of students' education.

3. General (quantitative and qualitative) assessment of scientific research in accordance with the requirements

For participation in the competition chief assist. prof. Yordanova presents 33 scientific publications, and the list includes:

- ❖ Monographs and separate parts of monographs – chief assist. prof. Elena Yordanova participated in the competition with a monograph on Management aspects in modern agriculture with a volume of 200 pages, published in 2023.
- ❖ Scientific publications in issues referenced or indexed in the world databases Scopus and/or Web of Science - 1 issue in English, co-authored.
- ❖ Studies published in non-refereed peer-reviewed journals or published in edited collective volumes - 5 issues, of which two are independent and 3 co-authored. All publications are in Bulgarian.
- ❖ Articles and papers published in non-refereed peer-reviewed journals or published in edited collective volumes: a total of 21 issues, of which 20 are independent and 1 is co-authored.
- ❖ Textbooks – 4 issues, of which 1 is independent and 3 are co-authored.
- ❖ Seminar book – 1 issue, independently.

On this basis, it can be concluded that in the structure of the types of publications, about 76% are independent, and the majority of them are in the Bulgarian language.

From the list submitted by the candidate with the publications or review for compliance with the minimum national requirements for area 3. "Social, economic and legal sciences", professional direction 3.8. Economics, it becomes clear that according to the National minimum requirements included in the LDASRB (Art. 2b) and the Regulations for its application (Art. 1a, para. 1), the results of the candidate dr. Yordanova have a total of 499 points (at national minimum 450 points), of which for: Group A – 50 (50), Group B – none, Group C – 100 (100), Group D – 264 (230), Group E – 85 (70), Group F – none.

Candidate dr. Yordanova has a high total score, which is 10 % more than the required national minimum.

Group of indicators	Content	Associate Professor	Points of chief assist. prof. Elena Yordanova
A	Indicator 1	50	50
B	Indicator 2	-	-
C	Indicator 3	100	100
D	Sum of indicators from 4 to 10	230	264
E	Sum of indicators from 11 to 13	70	85
F	Sum of indicators from 14 to the end	-	-
Total		450	499

Thematically, the publications of chief assist. prof. Yordanova could be grouped into four directions as follows:

❖ **Sustainability and development of agribusiness.** In this thematic direction, dr. Yordanova studies topics related to management aspects in agriculture, problems, trends and characteristics in the development of agribusiness in Bulgaria. Of interest is the candidate's study of the ecological-ethical component in the management of the agrarian sector and the ecological-ethical orientation of basic strategic documents related to the development of agriculture. This group of publications also includes studies dedicated to agricultural holdings, presenting the main trends in their development and human resources as a factor for the development of Bulgarian agricultural holdings.

❖ **Agrarian management and management ethics.** Chief assist. prof. Yordanova studies the sustainability of agrarian management in the context of CAP and

the basic management skills of the agricultural producer. Original in approach are the publications presenting the connections between agrarian management and ethics in management. They clarify ethical problems and ethical dilemmas in agrarian management, ethics and competence in management, as well as ethical management practices for economic competitiveness.

❖ **Socio-economic changes and social and environmental responsibility.** In this thematic direction chief assist. prof. Yordanova searches the connections between sustainable development and social and environmental responsibility, social change and governance. In terms of content, the publications present research on the sustainable development of agriculture through the adoption and implementation of social responsibility, social changes and the need to train human resources in the organization, the management aspects of socio-economic changes. Studies of environmental responsibility and sustainable development on the one hand and environmental policy and social responsibility on the other are of interest.

❖ **Management communication and behavior in the organization.** A suitable place in the publications of the candidate is occupied by those devoted to managerial communication and behavior in the organization. They study rational interests and functional behavior in the organization, communication skills and implementation of the management process, philosophical aspects of management communication, management aspects and behavior, factors in management communication. In this thematic direction, research related to modern forms of joint business and the logistics process in the context of management can also be found.

Chief assist. prof. Elena Yordanova, is the author of the monograph "Management aspects in modern agriculture", which is presented as the main habilitation work. The author puts as the thesis of the monograph the statement that the effectiveness of the management process contributes to the sustainability and development of modern agriculture. The purpose of the book is "to analyze the possibilities to influence the behavior of the human factor in an ecological and ethical direction, which will contribute to the better implementation and greening of the management process". The ecological-ethical management aspects are defined as the object of research, and the methodological and practical-applied aspects of management as the subject. It is structured in three main parts. In the first part, the societal and organizational development is examined, a historical overview related to the human factor and the effectiveness of the management process is made, modern trends in the management of the human factor are examined in a global aspect and in the conditions of the European social

environment in particular. The second part presents the managerial and ecological aspects of modern agriculture, with an overview of the ecological-ethical orientation of the main strategic documents related to the development of modern agriculture. The views presented on the management of agricultural organizations and the ecological aspects of their management can be positively evaluated. In the third part of the book, entitled Model for a sustainable and environmentally friendly management process in agricultural holdings in the conditions of an economy transforming towards sustainability, the leading priorities in the CAP and the problems and trends in the development of agriculture in Bulgaria are presented. This part of the book discusses the components of management through an ecological-ethical value approach in agriculture and the concept of building an ecological-ethical management structure in modern agriculture. In this chapter, an innovative sustainable model for management in agricultural holdings from the Veliko Tarnovo region is tested. On the basis of theoretical and empirical research, significant conclusions and proposals have been made for the scientific community about the need to apply an ecological-ethical value approach, the construction of an ecological-ethical structure, the inclusion of the ecological-ethical component, etc.

It can be concluded that the subject of chief assist. prof. Yordanova's research could be highly evaluated. The scientific production of dr. Yordanova exceeds the minimum national requirements for occupying the academic position " associate professor" in the field of Economics, scientific specialty Economics and Management (Agrarian Economics), specified in the Law on the Development of the Academic staff in the Republic of Bulgaria, the Regulations for its Application and the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions in AE Svishtov.

4. Characterization of scientific contributions (novelties; enrichment of existing knowledge; application of scientific and practical achievements)

The main theoretical and methodological scientific results can be summarized as follows:

- ❖ The theory related to the human factor and the effectiveness of the management process was further developed and enriched in the context of modern trends in the management of the human factor in a global aspect and in the conditions of the European social policy.
- ❖ The theoretical views on the managerial and ecological aspects of agriculture and the views on the management of agricultural organizations and the ecological aspects in the management of agricultural holdings in particular have been clarified and expanded.
- ❖ The theoretical foundations of the nature, principles and importance of social and environmental responsibility have been enriched. The ideas related to ecological responsibility

and a reasonable approach to the environment as key processes for achieving effective management and sustainable development of agriculture and social responsibility as an ethical category are further developed.

- ❖ A methodology has been developed for applying an ecological-ethical value approach to achieve managerial sustainability, distinguishing the ethical component in the management of the agrarian sector and an ecological-ethical component in the management of agricultural holdings.

- ❖ An innovative methodology has been proposed for researching management problems in the agricultural sector from the point of view of ethics and environmental protection in order to achieve management sustainability in agricultural holdings.

Practical - applied contributions in the scientific production of chief assist. prof. dr. Elena Yordanova are as follows:

- ❖ Practical-applied proposals have been made regarding leading priorities in the CAP and guidelines related to the problems and trends in the development of agriculture in Bulgaria have been outlined.

- ❖ An innovative sustainable model for management in agricultural holdings was proposed and approved by implementing an ecological management process in the conditions of an economy transforming towards sustainability.

- ❖ Significant proposals for the scientific community have been made about the need to apply an ecological-ethical value approach, the construction of an ecological-ethical structure, an ecological-ethical component and socially responsible activities.

- ❖ Guidelines and recommendations are proposed for achieving the sustainability of agrarian management and the ecologically sustainable management process in agriculture through ecological-ethical orientation of thinking and behavior in the processes of creating the organizational strategy and its implementation in production practices, timely and appropriate support of agricultural farmers etc.

- ❖ Recommendations related to the ethical and ecological approach to problems in the agrarian sector from a management point of view were formulated and formed an assessment of management sustainability in agricultural holdings at regional level.

- ❖ Significant practical-applied guidelines related to the training of farmers have been made, analyzing the degree of investment in the education of farmers and workers to improve the efficiency of agricultural activities and increase the level of awareness regarding new trends, practices and initiatives for environmental friendly behavior and environmental protection.

The above mentioned contributions give reasons for the conclusion that the scientific contributions and the practical-applied results prove the high scientific value, relevance and significance of the scientific production of chief assist. prof. dr. Elena Yordanova. She possesses all the necessary qualities for the scientific position and presents the candidate as an established scientist.

5. Characterization of the candidate's academic reputation

The total number of citations is 12, of which:

- ❖ Citations in monographs and collective volumes with scientific review - 1 issue;
- ❖ Citations in non-refereed journals with scientific review – 11 issues;

The number of points for citation presented by the candidate - 85 points exceeds more than 21% the minimum requirements for occupying the academic position of associate professor (70 points for group of indicators E).

The list for citing the publications of chief assist. prof. Elena Yordanova in monographs and collective volumes with scientific review and in non-refereed journals with scientific review gives reason to conclude that the scientific interests of chief assist. prof. Yordanova are the subject of interest from specialists working on topics related to management communication, organizational culture, ethical values, etc.

6. Critical notes and recommendations

My recommendation to chief assist. prof. Elena Yordanova is to continue to develop her research potential and enrich her scientific results by expanding her publication activity and disseminating her scientific achievements in established world-renowned publications, indexed in databases such as Scopus and Web of Science in English.

7. General conclusion and opinion

Based on the presented facts and evidence related to the teaching, research, and public initiatives and the achieved results, I propose to the respected Scientific Jury to vote positively for the occupation of the academic position "Associated Professor", in the scientific field "Social, economic and legal sciences", scientific direction 3.8. Economics, scientific specialty Economics and Management (Agrarian Economics)" at AE "D.A. Tsenov" by chief assist. prof. Elena Yordanova.

16.01.2024

Reviewer:

/prof. dr. Zo

