



BUSINESS ACADEMY "DIMITAR A. TSENOV" - SVISHTOV

OPINION

from

assiciant professor VALERY YORDANOV VELKOVSKI Ph.D.,

field of higher education: 3. Social, economic and legal sciences, professional direction: 3.8.

Economics (Agrarian Economics), Higher School of Security and Economics, Plovdiv.

Regarding: participation of Chief Assistant Elena Yordanova Shopova, PhD, in a competition for the academic position of "associate professor" in the field of higher education: 3. Social, economic and legal sciences, professional direction: 3.8. Economics, scientific specialty "Economics and Management (Agrarian Economics)", obl. in SG No. 61 of 18.07.2023. for the needs of the "Agrarian Economics" department at the "D.A. Tsenov" SA - Svishtov.

I. Introduction of the candidate.

The competition for the academic position " Associate Professor " has been announced by SA "D.A. Tsenov" - Svishtov for the needs of the "Agrarian Economics" department, in the field of higher education: 3. Social, economic and legal sciences, professional direction: 3.8. Economics, scientific specialty "Economics and Management (Agrarian Economics)". The competition was promulgated in the Official Gazette, No. 61 of 18.07.2023. in accordance with the Law on the Development of the Academic Staff in the Republic of Bulgaria, Regulations for the application of the law on the development of the academic staff in the Republic of Bulgaria and the Rules for the Development of the Academic Staff in the SA "DA Tsenov" - Svishtov.

Only one candidate took part in the competition for the academic position "Associate Professor" - ch. Assistant Professor Elena Yordanova Shopova from the Department of Agrarian Economics at D.A. Tsenov - Svishtov. The applicant has submitted the necessary documentation in accordance with the legal requirements.

II. Grounds for writing an opinion

This opinion was developed on the basis of Art. 5, para. 1 and Art. 121, para. 1 and para. 2 of The regulations for the development of the academic staff in the SA "D.A. Tsenov" - Svishtov. and the

decision of the Faculty of "Manufacturing and Commercial Business" at SA "D.A. Tsenov" - Svishtov, Protocol No. 4 of 13.12.2023g. Order No. 1189 of 15.12.2023 of the Rector of the SA "D.A.Tsenov" - Svishtov in accordance with the Regulations for the development of the academic staff in the SA "D.A.Tsenov" - Svishtov and held a meeting of the scientific jury on 10.01.2024.

III. Personal characteristic of the candidate

Chief Assistant Elena Yordanova Shopova, PhD, was born on May 19, 1973. in the town of Svishtov.

In 1991 graduated from high school "Aleko Konstantinov" - Svishtov (diploma Series A-91, reg. no. 4811 from 01.07.1991)

In 1996, he graduated from the Educational and Qualification Degree at VTU "Saints Cyril and Methodius", Bulgaria, Veliko Tarnovo, degree "Master of Bulgarian Philology" (diploma Series B96/VTU, No. 01517, registration No. 23020 from 1996) , as part of the study in 1993, as mobility, the training was conducted in Bratislava, Slovakia.

In 1997 the candidate acquires a certificate of specialization and legal capacity of a specialist with a higher education in the specialty "Methodology of Literary Education" at VTU "St. Cyril and Methodius". – Veliko Tarnovo (registration number 2974 of 1997).

In 2001 completed the Educational and qualification degree "Master" majoring in "Financial Management" at the Academy of Economics "DA Tsenov" - Svishtov (diploma series CA-2001 year No. 024010, registration No. 39880 from 2001).

In 2002 acquires a certificate of professional qualification degree at the Department for the Improvement of the Qualification of Teachers - Varna, at Shumen University "Ep. Konstantin Preslavski", acquiring the fifth professional qualification degree (Series PK No. 1759, registration No. 3587 of 08.11.2002..

On 13.01.2014 obtained an educational and scientific degree "Doctor" at the "Management and Marketing" faculty at the "D. A. Tsenov" Academy of Economics -

Svishtov after successfully defending a dissertation on the topic "Management through an ethical-value approach in the organization (for example of the management of the municipal administration in Bulgaria)" (diploma No. 2014001 of 13.01.2014).

Chief Assistant Elena Yordanova Shopova, started teaching in 1996 to 2008, first as a teacher of Bulgarian language and literature in the field of secondary education in "Nikolai Katranov" University of Svishtov, and from 2008 in the field of higher education with her appointment as an assistant in the "Management" department at the "D. A. Tsenov".

Later, he successively became Senior Assistant (in 2010) and Principal Assistant (in 2011). Since 2002 is a teacher in the Department of "Agrarian Economics" at the Economic Academy "DA Tsenov" - Svishtov.

Since 2017 until now, the candidate holds the position of "Department Alumni Coordinator" of the "Management" department at the "Marketing and Management" faculty and the "Agrarian Economics" department at the "Manufacturing and Commercial Business" faculty at the SA "D. A. Tsenov".

For the period 2020-2023. the candidate held the position of "Expert - Digital Educational Content" joint programs under project BG05M20P001-2.016-0004-C01, Economic Education in Bulgaria 2030" and the position of Academic Mentor under project BG05M20P001-2.013-0001-phase 2 in SA "D. A. Tsenov".

Within the framework of the "Student practices" project, implemented by the university, Chief Assistant Elena Yordanova Shopova is a functional expert (in 2016 and 2018) and academic mentor under project BG05M20P001-2.001-0001-phase 1.

Also according to the "Student Practices" project, implemented by the university, Chief Assistant Elena Yordanova Shopova is an academic mentor under project BG051PO001-3.3.07-0002 for the period 2013-2014.

In order to increase his qualifications, knowledge and skills, Chief assistant doctor participates in a number of trainings and specializations. He is a licensed trainer with the

National Agency for Vocational Education and Training (NAPEO).

After acquiring the ONS "Doctor", Chief Assistant Elena Yordanova Shopova participated in 3 research projects funded by the Institute for Scientific Research at the "D. A. Tsenov", including in one as a project manager and in 2 as a team member. She also participated in the project "Economic Education in Bulgaria 2030", financed by the Operational Program "Science and Education for Smart Growth". As of November 2023 the candidate's total work experience is 27 years and two months, including in SA "D. A. Tsenov" - 15 years and 8 months, as an assistant/chief assistant in the SA "D. A. Tsenov" - Svishtov. Chief Assistant Elena Yordanova Shopova, PhD, is fluent in foreign languages - English and Russian. The candidate is also a member of the Union of Scientists in Bulgaria.

IV. General assessment of teaching and learning work

In connection with the references submitted for the competition on the pedagogical activity carried out from Chief Assistant Elena Yordanova Shopova, it was found that the last five academic years the average annual number of hours of classroom employment of the candidate was 540.03 hours with a norm of 400 hours in the first two years and 500 hours in the next three years. The workload by academic year is as follows: 2019/2020 - 458 hours, 2010/2021 - 591.20 hours, 2021/2022 - 561.5 hours, 2022/2023 - 566.55 hours, 2023/2024 - 522.9 hours . This quantitatively exceeds the annual norm laid down in the legal framework. Chief Assistant Elena Yordanova Shopova actively participates in the development and teaching of 16 lecture courses at OKS "Bachelor" and 4 lecture courses at OKS "Master". More specifically, these are: Bachelor: FPTB-KAI-B-303 Agrarian Management, FPTB-KAI-B-306 Agrarian Ecology, FPTB-KAI-B-307 Rural and Agrarian Tourism, FPTB-KAI-B-308 Rural Development regions, FPTB-KAI-B-311 Ecological and sustainable development of the agricultural company, FPTB-KAI-B-312 Agricultural entrepreneurship, FPTB-KAI-B-314 Regulations and standardization of agricultural production, FPTB-KAI-B-319 Ecological and sustainable

business development, FPTB-KAI-B-321 Ecological tourism, FPTB-KAI-B-322 Introduction to agribusiness, FPTB-KAI-B-323 Strategic decisions in agribusiness, FPTB-KAI-B-324 Small and family agribusiness, FMM -KME-B-337 Management of conflicts (department "Management"); master: FPTB-KAI-M-306 Alternative sources of income in rural areas, FPTB-KAI-M-310 Small and family agribusiness, FPTB-KAI-M-309 Development of rural areas, FMM-KME-M-352 Management communication and company behavior ("Management" department). In the thematic direction, all educational activities correspond to the direction of the announced competition, which is proof of the high professional level of the candidate.

V. General assessment of scientific research and research activity

The presented scientific production of the candidate Chief Assistant Elena Yordanova Shopova includes:

A/ Three co-authored textbooks:

- Administration in management and public administration - V. Tarnovo, ISBN-978-619-00-0107-2;
- Quality management - SA "D. A. Tsenov" - Svishtov, ISBN-978-954-23-1128-7;
- Management aspects of the organization - SA "D. A. Tsenov" - Svishtov, ISBN-978-954-23-1795-1.

B/ Teaching aids and manuals:

- Environmental policy and social responsibility - guide for seminar classes - V. Tarnovo, ISBN-978-954-543-059-6.

C/ Independent textbook - "Environmental policy and social responsibility"; the same was discussed and adopted at a meeting of the faculty council of the "Management" department (Protocol No. 15 of April 23, 2015).

D/ Publications by type: monograph – 1 issue (ISBN-978-619-04-0026-4); reports – 12 issues; articles – 10 items; studios - 5 pieces.

Out of the total number of specified publications – 28, 23 are independent.

There is also an article published in Scopus and Web of Science –1 issue (jointly).
E/ Citations: Citations in monographs – 1 citation; Citations in non-refereed peer-reviewed journals – 15 citations in 11 publications.

The candidate Chief Assistant Elena Yordanova Shopova, PhD, has participated in three research projects.

he scientific developments of the candidate are in the field of the agricultural sector and its sustainable development, agrarian management, environmental aspects of the sector, logistics and public systems, management aspects of agriculture and other relevant topics.

The publications presented for review reflect the broad scientific interests of the candidate, his skills to analyze and synthesize each publication with relevant reasoned scientific conclusions.

This is also shown in the presented habilitation monographic work - "Management aspects in modern agriculture". This work can be evaluated as a thorough scientific study of the complex management processes in agriculture. The candidate shows in-depth knowledge of these aspects, investigates the management process in depth and makes not only in-depth and reasoned conclusions, but also makes a number of scientific contributions to the theory in this area.

In this regard, a number of scientific contributions of a theoretical, scientific-applied methodological nature and those of an empirical nature by the candidate, reflected in the scientific publications submitted for review, can be mentioned.

In the candidate's suite of contributions expressed in peer-reviewed publications, contributions such as:

- The theory of management aspects in modern agriculture has been systematized and further developed in connection with adaptation to dynamic changes in the organizational and environmental environment and ensuring the effectiveness of management activities and sustainability of agricultural practices;

- The theory of the management of agricultural organizations was analyzed and further developed from the point of view of the factors training, as a leading priority, performance management for sustainability and environmentalization of the management process and achieving rational behavior of the human factor, as a result of the improvement of the organizational long-term and effective strategy of the management team;

- The management and ecological aspects of modern agriculture in the conditions of an economy transforming towards sustainability have been highlighted and analyzed, and opportunities for influence and interaction between them have been examined and the importance of ethics and the need for greening the management of agricultural holdings have been emphasized. The conclusion is confirmed that the effectiveness of the management process contributes to the sustainability and development of modern agriculture;

- Trends and guidelines for the development of the agrarian sector have been selected and highlighted in the main strategic documents, emphasizing their ecological-ethical orientation, which directs attention to less researched topics and enriches the scientific theory in the field of modern management agriculture;

- and similar.

From the report on the fulfillment of the minimum national requirements for occupying the academic position "Associate Professor", it is necessary to state that, in quantitative terms, the publications of Chief Assistant Elena Yordanova Shopova in terms of number, volume and content are sufficient for holding the academic position "docent" in the field of higher education 3. Social, economic and legal sciences and professional direction 3.8 Economics, in accordance with the established legal standards of ZRASRB and PPZRASRB. From the submitted report on the minimum requirements of Art. 26 para. 2 and 3 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Development of the Academic Staff in the

SA "DA Tsenov" - Svishtov, art. 116 and art. 124, it is established that for participation in the contest by groups of indicators, the collected points are the following: indicator: A - 50 points; indicator B - 100 points; indicator D – 264 items; indicator D - 85 points, or a total of 499 points (50 points + 100 points + 264 points + 85 points). The submitted publications for the competition from Chief Assistant Elena Yordanova Shopova, as I have already noted, have a current and contemporary thematic focus. The developments are of significant scientific and applied value. The candidate performs a critical analysis of the theoretical statements, new approaches to scientific knowledge in the field of agriculture are proposed in a broad spectrum aspect, and on this basis own conclusions and scientifically based conclusions are argued, as I have already indicated above.

Chief Assistant Elena Yordanova Shopova participated in the competition for the academic position " associate professor_" and with a monographic study on the topic: "Management aspects in modern agriculture", ISBN-978-619-04-0026-4, in which there are a number of scientific contributions.

Chief Assistant Elena Yordanova Shopova, PhD, participates in a number of scientific forums, where her scientific ideas are popularized. In accordance with the Law on the Development of the Academic Staff in the Republic of Bulgaria, PPZRASRB and the Rules for the Development of the Academic Staff in SA "DA Tsenov" - Svishtov and from the submitted documents for participation in the competition, it can be concluded that Chief Assistant Elena Yordanova Shopova, PhD,, meets the scientometric requirements for holding the academic position "associate professor".

VI. Characterization of the scientific and methodological tools used by the candidate

In the scientific publications of Chief Assistant Elena Yordanova Shopova, current issues of the agricultural sector related to its management and functioning are being studied. Chief Assistant Elena Yordanova Shopova, PhD, presents a report on the fulfillment of the minimum national requirements, as well as a report on the original scientific contributions. A specific toolkit compared to the specialized literature is applied. A systematic literature review, bibliometric analysis and scientific mapping were performed. Important problems in the field of agriculture are identified, systematized and summarized. Conclusions and recommendations have been formulated that can be successfully implemented in terms of management and management processes in agriculture.

VII. Academic reputation

I declare that I do not know the candidate Chief Assistant Elena Yordanova Shopova personally.

During the familiarization and evaluation of the scientific works of the candidate Chief Assistant Elena Yordanova Shopova, I did not find any plagiarism.

The publications presented for evaluation by the scientific jury are the personal work of the candidate for the acquisition of the scientific degree „ASSOCIANT PROFESSOR " in professional direction 3.8.

VIII. Admitted weaknesses, critical remarks, recommendations.

I have no critical comments on the work of Chief Assistant Elena Yordanova Shopova. I propose to maintain the high level of research work. I recommend to the candidate Chief Assistant Elena Yordanova Shopova, in the future to expand her publishing activity to peer-reviewed and indexed publications in the international scientific network, for which she already has experience.

IX. Summary assessment

In conclusion, I assert that the presented documents and materials meet the requirements specified in the normative framework for occupying the academic position "associate professor". I declare with conviction that the candidacy of Chief Assistant Elena Yordanova Shopova fully complies with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, PPZRASRB and the Regulations for the Development of the Academic Staff at SA "DA Tsenov" - Svishtov.

I express my positive opinion in support of the candidacy of Chief Assistant Elena Yordanova Shopova and I recommend to the respected members of the scientific jury with a positive vote to support the election of Chief Assistant Elena Yordanova Shopova for the academic position of "ASSOCIANT PROFESSOR" in the field of higher education: 3. Social, economic and legal sciences, professional direction: 3.8 Economics, scientific specialty "Economics and Management (Agrarian Economics)". published in SG No. 61 of 18.07.2023. for the needs of the "Agrarian Economics" department at the "D.A. Tsenov" SA - Svishtov.

January 2024
Sofia city

Prepared the opinion:
(associant professor VASIL VELKOVSKI Ph.D.)