

REVIEW

regarding the contest for borrowing on academic ta position of " **associate professor** " in the district on high education 3. Social , economic and legal sciences ; Professionally _ direction 3.7 Administration and management (Basics on management , competitiveness on business the organization) in The faculty by economic and social sciences on Plovdiv Paisii University _ Hilendarski ", announced in the State Gazette No. 92/18.11.22 , **with candidate :**

Ch . ace _ dr Gergana Dimitrova Dimitrova

By Prof. Dr. Vasko Nikolov Koprivlenski , Agrarian University - Plovdiv, Department of Higher Education: 3. Social, economic and legal sciences, Professional direction 3.7. Administration and management, Scientific specialty : Organization and management of production, designated as a member of the scientific jury by order No. RD-21-54 of 16.01.2023 . of the Rector of Plovdiv University.

1. Brief introduction of the candidate

In the above contest for the academic position ASSOCIATE PROFESSOR , chap . assistant Dr. Gergana Dimitrova is the only candidate. She was born on 10.04.1972. In 1996, he graduated from the Institute of Mechanical Engineering and Electrical Engineering in Plovdiv and received a diploma for semi-higher education, Professional Bachelor in "Electronics and Microelectronics". He completed his higher education in 2001 at the Plovdiv University "Paisiy Hilendarski" with a BACHELOR qualification in Business Administration, and in 2009 he obtained the educational qualification degree "Master", after his studies in the master's specialty in "Accounting and Control" at the Faculty of economics of Agrarian University - Plovdiv. For the period 2016-2019, he is a doctoral student of PU - Plovdiv , cat . "Management and quantitative methods in the economy" and in 2019 successfully protects the doctorate you are dissertation on topic " Competitiveness on micro - and the small ones enterprises from the winery industry in Plovdiv region". For the years from 2017 to 2019, it is part-time assistant in the Department Management and quantitative _ methods in economics ", after which she was selected as a full-time assistant in the same department. Chief assistant, in the department, becomes in 2020. Like regular teacher Gergana Dimitrova brings out lecture and practical courses by Basics _ on management ", " Management in telecommunications ", " Competitiveness on business the organization ", " Sports management and marketing ".

Ch. assistant dr Gergana Dimitrova developed a successful career as a teacher and scientist. During the period of her professional growth, she made efforts to increase her qualifications and received certificates in the field of economics and management, as well as to improve her language training . She has additional competences and skills in English acquired from English language courses in England School and Discovery , as well as during her doctoral studies and during her participation in international projects, in her active activity as a consultant and organizer of scientific conferences with international participation. Excellent command and use of statistical software products in his work: WORD, EXCEL, SPSS, INTERNET . Thanks for participating in the courses in Quality Management Systems has specific knowledge of analyzing the ISO 9001:2000 standard, as well as experience in developing business plans and proposals for research

projects. She is distinguished by very good organizational qualities and the ability to work in a team, modest, well-mannered, ambitious, hardworking and loyal in her relations with her colleagues.

From the brief but meaningful biography, it can be seen that the candidate successively passed through the various stages of preparation and professional growth related to her formation as an outstanding researcher and teacher. My general assessment is that the career development of Ch. Assistant Professor Gergana Dimitrova, PhD, meets the conditions for holding the academic position of ASSISTANT PROFESSOR, laid down in the Law on the Development of the Academic Staff of the Republic of Bulgaria and the Rules for its Application at the University of Plovdiv.

2. General description of the presented materials .

To prepare the review , 30 publications are subject to analysis and evaluation. They do not include the dissertation work for awarding the educational and scientific degree DOCTOR, as well as the articles related to the dissertation.

In the competition for ASSOCIATE PROFESSOR Ch. assistant professor Dr. Gergana Dimitrova participated with a total output of 30 papers. Of these, there are 21 publications in Bulgarian publications, and 9 publications in English.

Scientific publications on the nomenclature specialty - 30 issues, of which:

- 14 Articles (including 7 in Scopus / WoS),
- Reports – 12 issues (including 1 issue in Scopus / WoS),
- 1 monograph, independent author, in a volume of 203 pages,
- 1 issue Book, independent author, in volume of 259 pages,
- 1 textbook, independent author, in a volume of 269 pages,
- 1 issue Studio

The candidate's independent publications prevail in all groups of scientific developments. The personal participation of Ch. assistant Gergana Dimitrova, Ph.D., in the mentioned 30 works is illustrated by the fact that 12 are independent (40%), and 18 are co-authored. In 11 publications (37%) the candidate is the first author. In other developments, it is in second and third place.

The monograph on the topic: " A cluster approach for competitive positioning of Bulgarian wine production , 203 pages ", was printed in Bulgarian by "Paisiy Hilendarski" University Publishing House.

The certificate of fulfillment of the minimum national scientometric requirements for the academic position "Associate Professor", according to ZRAS in the Republic of Bulgaria, accepted at the Faculty of Economic and Social Sciences of Plovdiv University "Paisiy Hilendarski" shows that the candidate Gergana Dimitrova fulfills the necessary criteria as follows:

By indicator group A – 50 points with a required minimum of 50 points or 100%.

By group of indicators B – 100 points with a required minimum of 100 points or - 100%

By group of indicators D – 312.5 tons with a required minimum of 200 tons or - 156%

By group of indicators D – 275 items with a required minimum of 200 items or - 137%

Or with a required minimum of 400 points for Associate Professor, the candidate reaches 737.5 points, i.e. by 337.5 points more. Attached is a detailed report on the implementation of the scientometric indicators, according to the Rules for RAS of PU - Plovdiv.

The reference for fulfilling the requirements on The regulations of PU - Plovdiv for RAS shows that _ the candidate Gergana Dimitrova , no procedure for borrowing on the academic " Docent " position , covers the necessary requirements by Law , as follows :

1. A doctoral dissertation was defended on the topic: " Competitiveness of micro and small enterprises from the wine industry in the Plovdiv region" - Diploma No. 1000366 dated 20.05.2019 for awarding the educational and scientific degree "Doctor" in economics and management.

2. The scientific output of Gergana Dimitrova, Ph.D., meets the minimum national requirements of the Law, for occupying the scientific position "Docent".

3. There is no evidence of plagiarism in the scientific works of Dr. Gergana Dimitrova.

4. With a requirement of at least 2 years of teaching experience as a "principal assistant", as of 24.11.2022 the candidate has a total teaching experience of 3 years, 2 months and 24 days, of which 2 years, 4 months and 24 days are as "chief assistant. The scientific degree "doctor" was acquired 3 years, 6 months and 4 days ago.

5. A textbook on Competitiveness of the business organization was published ISBN: 978-619-202-790-2, Reviewers: Prof. Dr. Ivan Ivanov and Assoc. Dr. Angel Dimitrov.

My general assessment is that Chief Assistant. Dr. Gergana Dimitrova presents a scientific production, which in terms of quantity and quality exceeds the scientometric indicators and requirements of PU- Plovdiv, for the occupation of the scientific position "docent".

3. General characteristics of the candidate's research and scientific-applied activities.

For the period 2007 - 2020, Gergana Dimitrova, Ph.D., was involved in the development of a total of 7 research projects. Two of them are international, one is financed under the Operational Program "Development of the Competitiveness of the Bulgarian Economy", two projects are financed by the Ministry of Education and Culture and two more - by the PU "Paisiy Hilendarski". A report on the candidate's participation in research projects is presented.

The scientific publications of the candidate are diverse in their subject matter, but all of them can be related to solving current aspects of the Bulgarian economy. The publications are devoted to poorly developed problems of our economic practice and can be systematized in three main directions:

- The construction of author's models for generating competitive advantages and a conceptual model for evaluating and increasing the competitiveness of the industrial enterprise,
- Cluster perspectives, marketing and innovations in wine production in Bulgaria,
- Analysis of the wine industry, the identification of good practices in the sector, assessment of the competitiveness of micro and small wineries and guidelines for their development,

- Competitive positioning of the Bulgarian wine industry.

A significant part of the results of the work of the chief assistant Dr. Dimitrova have received from her participation in international and national projects.

My assessment of the monographic work : " Cluster approach for competitive positioning of the Bulgarian wine industry", 2021, ISBN: 978-619-202-626-4, is positive. It thoroughly and reasoned analyzes and evaluates the factors for the emergence of a new market reality, which predetermines a complete structural transformation of the wine sector, rearranges the world wine map and naturally reflects on native wine production. The emphasis is placed on the need for reorientation of Bulgarian wine producers and the formation of a strategic focus that will help their competitive positioning and development. The opportunities for competitive positioning of Bulgarian wine production and the construction of regional wine clusters, imposing local identity and wines from authentic local varieties, are explored and evaluated in detail.

The scientific developments of G. Dimitrova are distinguished by author's originality, precision and systematic research. New ideas, approaches and solutions are offered. The candidate's broad literary awareness is demonstrated in the scientific works. Common to the majority of scientific publications is that they are based on rich factual material and the application of modern, reasoned methodological approaches and tools, allowing true and accurate conclusions and recommendations. This makes the achieved results clear, understandable and easily applicable in practice.

The scientific developments of the chief assistant Dimitrova is presented as an established researcher who works successfully in a team with researchers from other scientific fields and other countries.

chief assistant Dr. Gergana Dimitrova is a member of the Union of Scientists in the Republic of Bulgaria - the city of Plovdiv, a member of the FISN quality committee of the "Paisiy Hilendarski" PU, a member of the budget committee of Philosovsko - the history faculty of the PU.

4. Evaluation of the pedagogical preparation and activity of the candidate.

General Assistant Dr. Gergana Dimitrova gives lectures and practical courses in the following disciplines: "Fundamentals of management", "Management in telecommunications", "Competitiveness of the business organization", "Sports management and marketing". She is the author of a textbook on "Competitiveness of the business organization" - ISBN: 978-619-202-790-2. She developed the curriculum for the discipline "Competitiveness of the business organization". He is a member of the team of the project "Student Practices", financed by the Operational Program "Development of Human Resources", implemented by the PU. A report on the topics of the subjects taught by the candidate is presented.

When working with students, he tries to maintain a high level of teaching by constantly updating the learning content. Under her guidance, students develop and participate in organized forums. Worked with graduates and doctoral students in discussion and preparation of theses and dissertations, and with some of them successfully implements joint research activities.

The candidate's teaching activity exceeds the requirements of the Law on the Development of the Academic Staff and the Rules for its Implementation in the PU.

5. Significance of the obtained results.

The scientific production of the candidate has received its recognition among the economic college. Proof of this is the citations of G. Dimitrova's publications. A report on the open citations is presented, it includes a total of 23 citations, of which 9 in scientific

publications, referenced and indexed in world-renowned databases, with scientific information SCOPUS|WOS and 14 pcs. citations in peer-reviewed monographs and collective volumes. The data specified in the reference cover the criteria for occupying the academic position "associate professor" at the PU.

6. Main contributions and their significance for science and practice.

I generally accept the reference for the contributions in the scientific works of the candidate. The predominant part of the contributions have the character of further development, adaptation and enrichment of the theoretical-methodological, methodical and practical knowledge in the studied areas. I group those contained in the scientific production of the chief assistant. Dr. G. Dimitrova made contributions and results as follows:

- Original scientific and methodological contributions:

1. Adapted and systematized the theoretical-methodological statements for the management of the competitiveness of the industrial enterprise.
2. A conceptual model for generating competitive advantages based on a system of indicators and a model for assessing the competitiveness of the industrial enterprise has been developed. The possibilities for its increase are indicated.
3. A methodology for building an overall composite indicator for assessing the competitiveness and attractiveness of the industry is proposed. The methodology is adapted to the conditions of the wine industry.

the cluster approach to competitiveness management and its application in two aspects has been systematized and enriched : 4.1. The formation of wine clusters, for which a methodology and a research model for a cluster in wine tourism have been developed. 4.2. The formation of educational-innovation clusters in higher education institutions. A thorough analysis of the competitive environment has been made. The key advantages of higher education institutions are outlined and the applicability of the cluster approach for competitive positioning of higher education institutions is assessed.

II. Practical - applied contributions:

1. A model of a wine cluster has been proposed, tested in the practice of small and medium-sized enterprises from the wine industry in the country.
2. A model for assessing the competitiveness of higher education institutions is proposed.
3. A Marketing Plan has been developed for the promotion of local varieties of wine and the realization of wine tourism in the regions of Sakar and Eastern Rhodopes.

A significant part of Gergana Dimitrova's practical and applied developments have led to specific original proposals and solutions that can be used in the management of industrial enterprises.

The indicated results and contributions give me reason to evaluate the candidate's scientific research activity, as the publications and developments presented by her are dedicated to current and insufficiently developed problems of the economy and

management of wine enterprises.

7. Critical notes and recommendations

I have the following recommendations for the future research and teaching activities of Dr. Gergana Dimitrova:

- To expand his research in the field so far, directing it for publication to a wider range of reputable publications at home and abroad.
- To enrich his teaching activity with the results of scientific research, including them in the development of diploma theses and course assignments related to the management of competitiveness, marketing, the investment process and innovation. To adapt the accumulated experience and knowledge and use them for the purposes of teaching among students, the management of scientific projects, in the preparation of doctoral and master's students in this scientific direction.

8. Personal impressions and opinion of the reviewer.

I have known Gergana Dimitrova since I was a student. She treats her direct duties responsibly. Demanding and responsive to students and doctoral students. Ethical and collegial with very good teamwork skills. Creates the necessary atmosphere for work and conditions for academic development of the members of the department.

CONCLUSION

Vaz basis on the ones made analysis on pedagogical , scientific and scientific and applied activity of the candidate, I believe that **Ch . ace _ dr Gergana Dimitrova Dimitrova** answers on the requirements of ZRASRB, and the Regulations for its application at Plovdiv University "Paisius of Hilendar".

Ch. assistant professor Dr. **Gergana Dimitrova** presents a scientific production which, by its volume, thematic orientation and the quality of scientific and applied contributions, enriches theoretical knowledge and supports practice in the field of economics and management of Bulgarian wine production. Her professional knowledge, skills and personal qualities show that she is an established teacher and researcher.

This gives me the reason to evaluate her overall activity and recommend to the honorable scientific jury to vote POSITIVE, and the Faculty Council of the Faculty of Economic and Social Sciences of Plovdiv University "Paisiy Hilendarski" to elect ch. Assistant Professor **Gergana Dimitrova Dimitrova, Ph.D** for occupying the academic position "associate professor" in the scientific specialty "Fundamentals of management, Competitiveness of the business organization".

Date: 24/02/2023

City. Plovdiv

REVIEWER :

(prof. Dr. V. Koprivlenski)

