



REVIEW

of the materials for participation in the competition for occupation of academic position 'Associate Professor', Research Area 3. Social, Business and Legal Sciences, Professional Field 3.7 'Administration and Management', Scientific Specialty 'Economic and Management' in the discipline 'Macroeconomics' announced by the University of Forestry, State Gazette № 37, 7 May 2019, procedure code ABM – AsP – 0419 – 05

The candidate in the competition is Chief Assist. Prof. PhD Ivaylo Hristov Ivanov. He is a full-time lecturer in the Department of Economics and Management of Natural Resources, Faculty of Business Management, University of Forestry, Sofia.

The review is prepared by: Assoc. Prof. PhD Konstantin Nikolov Kolev, University of Forestry – Sofia, Research Area 3. Social; Business and Legal Sciences, Professional Field 3.7 'Administration and Management'. I am a member of the scientific jury according to the Order № 3ПЦ-319/24. 06. 2019 of the Rector of the University of Forestry.

1. Brief Curriculum Vitae of the Candidate

Chief Assist. Prof. PhD Ivaylo Hristov Ivanov graduated Secondary School 'P. R. Slaveikov', Tryavna in 1988. After that he was accepted for a student at the University of National and World Economy, Sofia where he obtained the educational qualifications 'Master of Management of Territorial Systems' and 'Master of Accountancy and Control'. In 2017 he defended his doctoral thesis in Research Area 3. Social, Business and Legal Sciences, Professional Field 3.7 'Administration and Management', Scientific Specialty 'Economic and Management (by industries)', on topic 'Economic Problems of Bulgarian Depressed Regions'.

After completing his education since 1999 he is a full-time lecturer at the University of Forestry – Sofia where he holds the academic positions assistant, senior assistant and chief assistant. He is leading lectures, seminars and exercises in the disciplines 'Macroeconomics', 'Accounting', 'Insurance', 'Risk Management', 'Financial Management', 'Basic of Accounting', 'General Economic Theory' and 'Economic Statistics'. From 1999 to 2015 Chief Assist. Prof. PhD Ivaylo Ivanov worked as part-time assistant at the Department of Public Administration, Faculty of Administration and Management, University of National and World Economy. During the period 2005-2015 he conducted one foreign specialization and participated in 17 advanced training courses. He speaks English and Russian.

2. Conformity of the Submitted Documents and Materials of the Candidate with the Required Ones in Accordance with the Rules for Academic Staff Development at the University of Forestry

The documents and materials submitted by Chief Assist. Prof. PhD Ivaylo Ivanov are in

conformity with the requirements of the Rules for Academic Staff Development at the University of Forestry – Sofia.

3. Assessment of Candidate's Educational and Teaching Experience

The candidate's educational and teaching experience as assistant, senior assistant and chief assistant in departments 'Economics' and 'Economics and Management of Natural Resources', Faculty of Business Management at the University of Forestry is more than 20 years. Chief Assist. Prof. PhD Ivaylo Ivanov is leading lectures and exercises in five disciplines: three in Master's Degree (Financial Management, Risk Management, Insurance Business (in English)), and two in Bachelor's Degree (Macroeconomics and Accounting). At the same time he is leading exercises in Economic Statistics (Bachelor's Degree) and Insurance (Bachelor's Degree). He participates as author and co-author in elaboration and updating the curriculum of the disciplines he is teaching. The candidate has written two university textbooks (one on paper and the other is electronic) and one university handbook (on paper). The three books are in the field of the competition. The e-based textbook (<http://elearn.ltu.bg/>) 'Macroeconomics' (№ E.20.1. in the list of publications) was written by the candidate alone. It includes 15 topics in which students are introduced to theoretical models that measure macroeconomic variables and analyze macroeconomic phenomena such as unemployment, employment, inflation, economic cycle, monetary demand and supply, budget deficit, government debt and others. The instruments of monetary and fiscal policy, international trade, balance sheet, foreign exchange market, economic integration and the European Union are also discussed. Through interactive tests to the students is given an opportunity to check the acquired knowledge. The paper textbook 'Microeconomics. Macroeconomics' (№ E.20.2. in the list of publications) is co-authored with Assoc. Prof. PhD M. Velushev. In it in details a clarified a number of basic issues studied by fundamental economic theory. They are systematized into four parts: general theoretical and methodological issues; market economy at micro level; market economy at macro level; market economy at world level. The paper handbook 'Theoretical Economics. Practice' is co-authored with Assoc. Prof. M. Velushev and Assoc. Prof. N. Shuleva-Aleksova (№ E.21.1. in the list of publications). Its purpose is students to acquire fundamental economic knowledge. This goal is achieved through tests, tasks, case studies and answers that covered the theory towards each topic. I think that the university textbooks and handbook correspond to all requirements for complex clarification of the topic, accessibility, appropriate combination between theory and practice, and criticality to the problem.

During the period 2014-2019 Chief Assist. Prof. PhD Ivaylo Ivanov is a reviewer of 24 successfully defended graduates and exceeds his annual standard of classroom employment. I think that the long years of teaching experience and the acquired qualifications allow Chief Assist. Prof. PhD Ivaylo Ivanov successful further development as Associate Professor.

4. Assessment of the Candidate Scientific, Applied and Publication Activities

4.1. Participation in Scientific, Applied and Educational Projects

Chief Assist. Prof. PhD Ivaylo Ivanov has participated in five national scientific projects and one international project. The candidate has also participated in three national educational projects. He is also

the head of a national scientific project financed by fund 'Scientific Researches'. The different topics of the projects prove that Chief Assist. Prof. PhD Ivaylo Ivanov is a well known specialist with a broad fundamental knowledge and research skills.

4.2. Characteristic of the Published Scientific Results

Chief Assist. Prof. PhD Ivaylo Ivanov has presented 51 publications for participation in the announced competition, including: published university textbook – 2; published university handbook – 1; monographs – 1; published chapter in a collective monograph – 7; articles and reports published in scientific journals, refereed and indexed in world known databases with scientific information – 1; articles and reports published in non-refereed, peer-reviewed scientific journals or in edited collections of scientific works – 39.

The monograph 'Sustainable Development: Regional Inequalities in Bulgaria' deserves high estimation (№ B.3.1. in the list of publications). It examines the sustainable development in the administrative-territorial units of Bulgaria and identifies inequalities between them. In this relation are studied systems of indicators, which characterize the sustainable development on global and national level. Their dynamics in Bulgaria are analyzed and complex indicator of sustainable development of the administrative territorial units is worked out. It is based on 25 indicators. They estimate the economic development, social sphere and the quality of environment. By means of the complex indicator for the period 2012-2017 the 28 regions of Bulgaria are ranked by the level of sustainable development. The advantages of the Sustainable Development Index and its implementation are highlighted and this contributes for better management of the regional processes.

The participation in the monographs 'Competitiveness of Logging Companies and Information Provision of Management Decisions' (№ Г.10.1. in the list of publications), 'Competitiveness of Furniture Enterprises in Bulgaria' (№ Г.10.2. in the list of publications) and 'Competitiveness of the Furniture Industry' ((№ Г.10.3. in the list of publications) is devoted to the competitiveness of the enterprises from logging, wood processing and furniture industries. In first study the stress is put on the opportunities for increasing the company's competitiveness through improving the information support for the management. The second monograph focuses on estimation of the current (real) competitiveness of 120 furniture companies selected by the sales volume for the period 2007-2008 and estimation of the strategic (potential) competitiveness of the Southwest Planning Region of Bulgaria. The last one is based on the economic characteristics of the area and the competitiveness of representative sample of furniture companies. In the third monograph the stress is put on development of methodological tools and a general algorithm for managerial diagnostics of the competitiveness of furniture companies. The methodology is tested in a sample of small and medium-sized enterprises from the furniture industry.

The monograph 'Handbook of Applied Marketing for Managers of Furniture Companies in Bulgaria' (№ Г.10.4. in the list of publications) presents the main characteristics of small and medium-sized enterprises in wood processing and furniture industry, and analyzes their marketing and logistical problems. Recommendations for conducting market research, utilization of marketing information and elaboration of marketing plan are outlined.

The participation in the monographs 'Characteristics and Tendencies in Timber Market Development in Bulgaria' (№ Г. 10.5. in the list of publications) and 'The Timber Market in Republic Bulgaria' (№ Г.10.7. in the list of publications) is related with the analysis of demand and supply of sawn timber and timber products from Bulgarian state and non-state forest territories on domestic and foreign markets.

In the monograph 'The Insurance Market. Organization, Research, Management' ((№ Г.10.6. in the list of publications) are characterized the elements of the market policy of the modern insurance company with an emphasis on its communication and marketing policy. The results from a complex marketing research and the possibilities for their application in the management of insurance companies are presented.

In the presented articles and reports along with the problems discussed above is done estimation of the competitiveness of the regions in Bulgaria and the management of forest landscapes is modeled through participations in the analysis of macroeconomic indicators and key factors of forest management. The conditions for development of alternative tourism in Bulgaria are analyzed, the profile of foreign tourists is done, the possibilities for development of tourist sector and solutions of part of the regional problems through development of new tourist products are pointed out. The problems of big cities in Bulgaria related with the internal and external migration are studied. Global reports and rankings of national economies are studied, the place of Bulgarian economy and some of its advantages and disadvantages are pointed out. An analysis of the opportunities for application of information technologies in economic disciplines teaching is carried out.

According to the number of co-authors the publications are distributed as follows: sole author – 35%; with one co-author – 8%; with two co-authors – 15% and three or more authors – 41%. According to the language in which they are published, they are distributed as follows 51% in Bulgarian and 49% in foreign language.

The candidate's scientific output significantly exceeds the National Minimum Requirements and presents him as an established scientist and lecturer in the field of macroeconomics.

4.3. Citation of the Candidate's Scientific Activity in the Literature

Chief Assist. Prof. PhD Ivaylo Ivanov presents 14 known citations, which are distributed as follows: 2 in scientific publications, refereed and indexed in world known databases with scientific information; 1 in monographs with scientific review; 11 in articles and reports published in non-refereed, peer-reviewed scientific journals. This indicates that the results achieved by the candidate are known to the scientific audience sharing the research interests of the announced competition.

4.4. Contributions in the Candidate's Publications (Scientific, Scientific and Applied, Applied)

The submitted scientific production for participation in the competition contains original contributions, which can be grouped as follows:

4.4.1. Scientific and Applied Contributions

- A system of indicators for sustainable development estimation of the 28 regions of Bulgaria is elaborated (№ B3.1).
- A methodology for competitiveness estimation of regions in Bulgaria is elaborated and improved (№ Г6.1, Г7.1, Г7.9, Г7.23, Г7.26).
- Participation in development of methodologies and instruments for competitiveness estimation of enterprises from logging, wood processing and furniture industries (№ Г7.22, Г7.32, Г.10.1, Г10.2, Г10.3, Г10.4).

4.4.2. Applied Contributions

- By means of Regional Sustainable Development Index the 28 regions of Bulgaria are ranked by the level of sustainable development for the period 2012-2017. The regions are systematized in four groups: sustainable development region – leader; sustainable development regions; moderate sustainable development regions, and unsustainable development regions (№ B3.1).
- By means of Regional Index of Competitiveness the 28 regions of Bulgaria are ranked by the level of competitiveness. On this basis are identified the regions with high, moderate and low competitiveness (№ Г6.1, Г7.1, Г7.9, Г7.23, Г7.26).
- On the basis of analysis of macroeconomic indicators and revealed opposite interests connected with forest territories management are elaborated integrated scenarios directed towards future forest landscapes management in the areas of municipalities Velingard and Teteven (№ Г7.8, Г7.10, Г7.11, Г7.12, Г7.14, Г7.15, Г7.16, Г7.17, Г7.20, Г7.21).
- The estimation of the potential of regions in Bulgaria for development of tourism is done. The opportunities for development of tourist sector and solution of part of the regional problems by means of elaboration of new tourist products and diversification of the old ones are pointed out in order to attract tourists more evenly through the year (№ Г7.25, 7.30, 7.31, 7.33).
- By means of comparative analysis of Bulgarian economy with similar and closely located economies, which are competitors of the country, are established the advantages and disadvantages of Bulgaria (№ Г7.19).

4.4.3. Contributions in University Textbooks and Handbooks

- A university e-textbook 'Macroeconomics' is written. In the textbook in an original way are explained the fundamental economic categories, laws and principals typical for macroeconomic theory (№ E20.1).
- A university handbook 'Theoretical Economics. Practice' is written. The stress in it is put on practical exercises directed towards affirmation of acquired by the students knowledge at lectures in 'Macroeconomics' (№ E21.1).

The contributions of Chief Assist. Prof. PhD Ivaylo Ivanov can be estimated as original. Some of them have innovative character which is serious argument supporting his application for 'Associate Professor'.

5. Assessment of the Candidate's Personal Contribution

Chief Assist. Prof. PhD Ivaylo Ivanov' scientific activities as well as the documents presented at the competition give me grounds to state with conviction that the contributions mentioned in the report are his personal deed.

6. Critical Notes and Recommendations

I have no significant critical notes on the candidate's scientific work. I would like to do the following recommendations:

- Concentration of the efforts to publish in journals with impact factor IF (Web of Science) and impact rank SJR (SCOPUS).
- To increase the relative share of his own publications in order to outline his own research profile more clear.

7. Personal Impressions

I know Chief Assist. Prof. PhD Ivaylo Ivanov more than 15 years. I think categorically that as a lecturer he is responsible and demanding towards students and himself. At the same time as a researcher he is precise, ethical and analytical. Due to this he is invited as a member in the team of national and international projects.

8. Conclusion

On the grounds of the mentioned above, on the basis of the results achieved by the candidate by the individual indicators described in the review, I propose Chief Assist. Prof. PhD Ivaylo Hristov Ivanov to be chosen for occupation of the academic position '**ASSOCIATE PROFESSOR**' in Research Area 3. Social, Business and Legal Sciences, Professional Field 3.7 'Administration and Management', Scientific Specialty 'Economic and Management' in the discipline 'Macroeconomics'.

August, 2019 г.

MEMBER OF SCIENTIFIC JUR

(Assoc. Prof. PhD K. Koley)