



## REVIEW

on the materials submitted for participation in a competition for „Professor“ in the field of higher education 3. Social, economic and legal sciences, Professional field 3.7.

Administration and management, scientific specialty "Production Organization and Management" in the discipline "Fundamentals of Management"

In the competition for professor, published in the State Gazette,

No. 28/01.04.2025 and on the site of the University of Forestry with the code ELA-P-0325-163 for the needs of the Department of Alternative tourism at the Faculty of

"Ecology and Landscape Architecture", as a candidate participate Assoc. Prof. PhD Radostina Kancheva Popova – Terziyska, Faculty of "Ecology and Landscape Architecture", Department of Alternative tourism.

**Reviewer:** Nikolay Stoyanov Stoenchev, Ph.D., Professor in a Professional Field 3.7. Administration and management University of Forestry / retired /

### 1. Brief biographical data for the candidate

Assoc. Prof. PhD Radostina Popova – Terziyska graduated from the University of Forestry – Sofia, majoring in Business Administration, and from the University of National and World Economy – Sofia, majoring in Financial Control. During her studies at the University of Forestry, she also obtained the qualification of Teacher of General Technical and Special Subjects. She defended her PhD in Economics in the professional field 3.7. Administration and Management, majoring in "Production Organization and Management". She worked as an assistant, chief assistant and associate professor, a position she currently holds at the University of Forestry. She taught subjects in the field of organization and management of the Woodworking and Furniture Industry, Marketing and Training Methodology at the Center for Continuing Education of the University of Forestry. She is fluent in English and uses Russian. She has excellent digital skills in the field of MS OFFICE, SPSS, INTERNET, Black Board, Free Open Source /Rsoftware/. She has published textbooks and teaching aids for students on "Fundamentals of Management" and "Organization and Planning of the Woodworking and Furniture Industry", monographs and chapters of collective monographs related to innovation management, regional and global challenges facing the management of the forest industry and the digitalization of business and scientific organizations. She has published independently or co-authored over 60 Bulgarian and international scientific publications related to corporate planning and management, inter-company scientific and innovation cooperation, competitiveness, digital marketing tools and innovations in the forest industry.

She has participated in the development of 8 scientific projects, holding both leadership and expert positions.

She has participated in the organization of a large number of prestigious international scientific forums.

She has established a business partnership and scientific cooperation with the management staff of Mebeli Videnov EOOD, which is invaluable from the point of view of the connection



between science and practice and enables students and doctoral students under her leadership to work on real problems, learn from the company's experience and contribute to its prosperity.

She was the leader of an international group of students from Bulgaria, Romania, Finland and Austria under the Erasmus program in May 2014 at the Czech University of Life Sciences - Prague, Czech Republic. Course: Innovative solutions for the use of natural resources in the context of the green economy.

She is a member of the Scientific Board, related to the development and testing of a model for assessing the innovation potential of global value chains as a basis for increasing regional competitiveness.

She has participated in a number of courses to improve her qualifications. Including:

- Improving the competences of teachers in higher education institutions (2024)
- Intellectual property management (2019)

She is a member of the Board of Directors of the Economic Sciences Section of the Union of Scientists in Bulgaria.

The candidate also has a significant number of other scientific, organizational and educational activities, which allow us to get an idea of a well-established scientist, teacher and creator.

## **2. Correspondence of the submitted documents and materials of the applicant according to the Rules of the Development of academic staff at the University of Forestry.**

The materials submitted by the candidate for participation in the competition fully meet all aspects of the requirements and in some sections significantly exceed the mandatory minimum requirements.

## **3. Assessment of the candidate's educational and pedagogical activities (work with students and PhD students)**

Assoc. Prof. PhD Radostina Popova – Terziyska has presented an extensive list of activities related to teaching and learning activities. Including:

- Fulfilled the standard for academic workload in recent years;
- Defended a doctoral candidate;
- Written and printed a textbook;
- Head of disciplines and author of curricula for the specialties "Alternative Tourism", Bachelor's Degree Program, "Business Management" Bachelor's Degree Program and Master's Degree Program, "Engineering Design" Bachelor's Degree Program and Master's Degree Program, "Computer Technologies in the Furniture Industry" Bachelor's Degree Program, "Wood and Furniture Technology" Master's Degree Program, etc.;
- Organization and conduct of teaching practices;
- Four successfully defended graduate theses;
- Six participations in scientific juries;



- Three participations in committees for preparing self-assessment reports for program accreditation;
- Seven reviews of diploma theses;
- Leadership and participation in national and international scientific projects, etc.

It is noticeable that the teaching is focused on disciplines corresponding to the topic of the announced competition /fundamentals of governance, marketing, management, etc./

The high activity of the candidate in the field of teaching and learning gives reason to assume that she has the necessary experience, knowledge, skills for working with students and doctoral students, works energetically and dedicatedly and is constantly improving.

#### **4. Assessment of candidate's scientific, scientific-applied and publishing activities**

General description of the presented materials

Candidate Assoc. Prof. PhD Radostina Kancheva Popova - Terziyska participated in the competition with:

- Monographs - 1 number and chapters of monographs 2 numbers ;
- Textbooks - 1 number ;
- Publications - 25 numbers ;
- Projects - 8 numbers .

##### **4.1 Participation in scientific, scientific-applied and educational projects**

The candidate has led the development of one scientific project, participated as an expert and member of the scientific board or as a member of the working group in three national scientific projects and as an expert in four international scientific projects.

The topic of the scientific projects is significant and is inextricably linked to solving problems in forestry and the furniture industry.

The extensive participation of Assoc. Prof. PhD Radostina Popova - Terziyska in collective scientific research testifies to the presence of teamwork skills. Her contributions to the projects are valuable for science and practice. With her participation in some of the international scientific projects, she contributes to strengthening cross-border scientific cooperation.

##### **4.2 Characterization of published scientific results**

The publications can be classified as follows:

Total number of publications: 25 (14 in refereed journals and 11 in non-refereed journals)

- publications in journals with impact factor or impact rank - 3;
  - in foreign journals - 2;
  - in national journals - 1;
- publications in foreign refereed journals, without impact factor or impact rank -1;
- publications in Bulgarian refereed journals, without impact factor or impact rank - 3;
- publications in refereed proceedings of international scientific forums - 7;
- publications in non-refereed journals - 11;
  - in national journals - 9;



- in international journals - 2.

**Place of publication:**

- articles in foreign journals - 7;
- reports in proceedings of international scientific forums - 6;
- articles in national journals - 12.

**Language in which they were published:**

- in Bulgarian - 9 publications;
- in a foreign language - 16 publications and 2 chapters of collective monographs.

**Number of co-authors:**

- independent - 7 publications;
- with one co-author - 8;
- with two co-authors - 8;
- with three or more co-authors - 2.

The following publications of the candidate are particularly valuable and original in their concept and achieved results:

The candidate's monographic work deserves special attention: "Innovations in the Forest Industry - Monitoring, Measurement and Management". Fundamental problems regarding the identification, measurement, evaluation and management of investments related to innovations and innovative potential have been clarified, and for this purpose the activities of 1925 small, medium and large enterprises in the forest industry from the sectors: "Manufacture of wood and wood products", "Manufacture of furniture" and "Manufacture of paper and cardboard and paper and cardboard products" have been studied. Valuable recommendations have been formulated regarding the management of innovations in these enterprises.

Unique in its concept and implementation is the article with number G6.6., in the list of production which is dedicated to the support for women - owners of private forests (some results of a study of the Danube countries). The problem is topical, the methodology is described in detail, the scope is international. The conclusions show the presence of the need and interest of women - owners of forests to improve the results of their use, including by using them for purposes other than logging.

The articles with serial numbers G6.7. and G6.10 are dedicated to the management of innovations in the furniture industry. Statistical methods with high cognitive capabilities and appropriate graphic images were used. Variables located on a dichotomous scale, included in a questionnaire for a survey, were used.

The article under number G6.2. draws attention to the efficiency of global supply chains. Results of a survey among managers of furniture enterprises are interpreted. The existing difficulties are revealed and guidelines for overcoming them are outlined.

The article under number G6.4. is dedicated to the possibilities for applying modern forms of marketing communication in the conditions of the crisis caused by the pandemic caused by Covid 19. Results of an online survey among management personnel of medium and large enterprises are used. The results shed light on the role of Internet advertising on consumer



choice. The conclusions can be used to refine the target groups to which the production of furniture companies is directed and to make correct management decisions, possibly when planning to enter a new market segment.

Article G6.8. is dedicated to the influence of the absorptive capacity of the domestic market in Bulgaria on the economic results achieved by furniture enterprises. It has been proven with the help of correlation analysis that over time the influence of the absorptive capacity of the domestic market increases significantly. The reason is that most of the furniture manufacturing companies are small and medium-sized and foreign markets are difficult for them to access. On the domestic market, they very successfully provide services to the customer and carry out warranty and post-warranty service. The conclusion is that through successful localization of production facilities, a higher economic result can be achieved.

Article G6.12. is dedicated to the fundamental issue of the sustainable development of the furniture industry in Bulgaria against the background of achievements for the entire European Union and the opportunities for adaptation to overcome the challenges associated with the economic crisis during the period under review. The conclusions are optimistic that the furniture industry in Bulgaria is viable and has the potential to develop sustainably.

The candidate also has other publications dedicated to sustainable development, which examine various aspects of this phenomenon.

Article G6.13. is dedicated to the state and prospects of digitalization of the forest industry in Bulgaria. It has been proven that in the forest sector the level of digitalization in medium and large enterprises is ahead of the national average. A recommendation is made to small enterprises regarding the faster implementation of digital practices in order to use their advantages to increase company competitiveness.

Article G6.14. is dedicated to the innovative development of the furniture industry in Bulgaria. The different types of innovations are examined: organizational, product, marketing, etc., before and after the economic crisis.

The leading innovation activity in both sub-periods is the acquisition of machines, equipment and software related to innovations. The lowest results in innovation activity were achieved in research and development activities.

The wide spectrum of publications by type, the presence of such in refereed journals and in those with an impact factor and impact rank, the use of English in the majority of them are grounds for drawing the conclusion that the candidate is an established researcher, and her scientific achievements have gained fame and can be successfully used in science and management practice.

#### **4.3 Reflection of Candidate's Scientific Publications in Literature (known citations)**

The citations submitted for participation in the competition are 45, including:

- Citations in refereed and indexed scientific journals, series and conference proceedings with and without impact factor and impact rank – Web of Science and SCOPUS – 26;
- Citations in monographs and collective volumes with scientific review – 10;
- Citations in non-refereed journals with scientific review or published in edited collective volumes – 9.



The presented citations of the candidate's publications testify to the high quality of her scientific output, its relevance and accessibility for use by interested parties. This is the highest assessment for her scientific work, because it has been useful to a wide range of users from the academic community.

#### **4.4 Contributions to the candidate's work** (scientific, scientific-applied, applied)

I accept the contributions formulated by Assoc. Prof. PhD Radostina Popova – Terziyska .

Perhaps, to the scientific and applied contributions, her contribution to strengthening and developing international and cross-border scientific cooperation in the field of innovation management in the forestry sector could be added, which helps to exchange good practices and to assist in the implementation of modern management technologies to increase the competitiveness of specialized enterprises in domestic and international markets.

#### **5. Assessment of the candidate's personal contribution**

I appreciate the candidate's personal contribution to the presented works as undeniable.

She skillfully cites other people's experience and is able to build on it according to the specific research goals she decides.

#### **6. Critical remarks**

I have no critical remarks towards the candidate. The materials submitted for participation in the competition are completely sufficient in quantity and quality, they are prepared in accordance with the requirements and are focused on the topic of the competition.

#### **7. Personal impressions**

I have wonderful personal impressions of the candidate throughout almost her entire professional career. She is an example of dedication to her work, loyalty to the Forestry University, where she studied and works, sociability, energy, and a desire for self-improvement. Students respect and honor her, and so do her colleagues.

#### **8. Conclusion**

In connection with the above, with full conviction I propose to the esteemed Scientific Jury that Assoc. Prof. PhD Radostina Popova - Terziyska be elected as a "professor" in the discipline "Fundamentals of Management" in Professional Field 3.7. Administration and Management, scientific specialty "Organization and Management of Production".

Signature of the reviewer: \_\_\_\_\_

/Prof. PhD Nikolay Stoenchev /

Review submitted to:

1.07.25