

REVIEW

on the materials submitted for participation in a competition for the academic position of **"professor"** in the field of higher education 3. Social, economic and legal sciences, professional field 3.7. Administration and management, scientific specialty "Organization and production management " in the discipline "Fundamentals of management"

In the competition for a professor, announced in the State Gazette, issue 28/01.04.2025 and on the website of the University of Forestry with procedure code ELA-P-0325-163 for the needs of the Department of Alternative Tourism at the Faculty of Ecology and Landscape Architecture, Assoc. Prof. Dr. Radostina Popova-Terziyska, Faculty of Ecology and Landscape Architecture, Department of Alternative Tourism, participates as a candidate.

Reviewer: Prof.Dr.Sc.Diana Ivanova Georgieva, Professional field 3.7. Administration and Management, scientific specialty/s "Organization and Management" and "Economics and Management", University of Forestry /retired

1. Brief biographical data of the candidate

1.1. Education and qualification

Radostina Popova-Terziyska graduated from the University of Forestry, professional field Business Administration, with a Bachelor's degree in 2006 and the University of National and World Economy, professional field Financial Control, with a Master's degree in 2008. In 2012, she obtained the educational and scientific degree of Doctor, in the professional field 3.7. Administration and Management, scientific specialty Organization and Management of Production. She also has a qualification as a "teacher of general technical and special subjects", acquired in the Vocational Training Center at the University of Forestry in 2005.

In the period 2014-2019, the candidate in the competition successfully upgraded and enriched his professional level through a number of training courses with the relevant certificates, the most significant of which are: use of modern teaching methods through ICT; WEB technologies, methods and systems for e-learning; working with SPSS; English language course, module "management, production and design of furniture", etc.

1.2. Professional career

Radostina Popova started her teaching career as a full-time assistant professor from 2008 to 2012 at the Faculty of Business Administration, and over time she has held academic positions - chief assistant professor from 2013 to 2016 and associate professor from 2016 to the present. Distinctive qualities that make up her professional characteristics are: skillful integration into different teams; analytical and creative work; excellent presentation skills; good language skills and digital skills.

1.3. Other professional activities

The candidate in the competition participates in the activities of the Board of the Economic Sciences Section of the Union of Scientists in Bulgaria and in the International Association of Economics, Management and Marketing - WoodEMA. She is engaged as a member of a number of organizational and scientific committees of international scientific conferences, as a member of working groups, scientific boards and commissions organized on various occasions in professional circles.

2. Compliance of the submitted documents and materials of the candidate with those required by the Regulations for Academic Staff Development at the University of Forestry - Sofia.

The documents and materials submitted by Assoc. Prof. Dr. Radostina Popova-Terziyska fully comply with the requirements of the Regulations for Academic Staff Development (RAS) at the University of Forestry - Sofia. Familiarization with them allowed me to make the following generalizations about the candidate:

- has acquired the PhD "doctor" in the scientific specialty "Organization and Production Management" with a diploma of LTU-ONS-2013-19;
- presents a published monograph for the competition for "professor" on the topic: "Innovations in the Forest Industry - Monitoring, Measurement and Management", 2021, Intel Entrans Publishing House, S., ISBN 978-619-7554-81-6, 112p., with reviewers Prof. Dr. N. Stoenchev, Assoc. Prof. Dr. P. Antov and Assoc. Prof. Dr. Hr. Harizanova - Bartos;

- participated in the competition with 29 publications, including 1 textbook. The indicated publications form 451 points with a minimum number of 300 points for occupying the academic position of "professor" in the Professional field 3.7 "Administration and Management" in accordance with the Regulations for the Implementation of the Act on the Development of the Academic Staff in the Republic of Bulgaria;
- The presented scientific articles and reports are published in scientific publications with ISSN and ISBN; in books with more than one author, the author's participation in pages is visible; in most joint publications, separation protocols are available;
- presents 45 citations in scientific publications, referenced and indexed in world-renowned databases, monographs, collective volumes and non-referenced journals with scientific review, which form 535 points with a minimum number of 100 points for holding the academic position of "professor" in Professional field 3.7 "Administration and Management".

In summary, the submitted materials for the academic position of "professor" in Professional field Administration and Management, scientific specialty "Organization and Production Management", in the discipline "Fundamentals of Management", fall within the scope of the competition and all of them should be included in the calculation of the indicators reflecting the fulfillment of the minimum national requirements according to the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria. The candidate in the competition for the academic position "professor" meets all the minimum requirements arising from the implementation of the law.

3. Assessment of the candidate's teaching and learning activities

The teaching and learning activities of Assoc. Prof. Dr. Radostina Popova began in 2008 and have continued to the present, for nearly 17 years, as an assistant, chief assistant and associate professor. She is the titular of disciplines and the author of their respective curricula for the specialties "Alternative Tourism", Bachelor's Degree, "Business Management" Bachelor's Degree and Master's Degree, "Engineering Design" Bachelor's Degree and Master's Degree, "Computer Technologies in the Furniture Industry" Bachelor's Degree, "Wood and Furniture Technology" Master's Degree, "Teaching Methodology", course students and postgraduates from the Center for Continuing Education of the University of Forestry. The curricula are adapted for

different specialties, courses and educational degrees, the number of which is indicated in brackets: "Fundamentals of Management" (3) "Organization and Operational Management of Woodworking and furniture industry" (1); "Organization and Planning of Woodworking and furniture industry" (1) "Production Management" (1); "Marketing" (4); "Marketing and Advertising" (1); "Teaching Methodology" (1). The programs for the disciplines were updated in 2021, with the exception of the "Marketing" program for the Specialty "Alternative Tourism", updated in 2024. Assoc. Prof. R. Popova develops and updates modern electronic learning courses in the above-mentioned disciplines. Her teaching and teaching activities include conducting and supervising a winter semester internship in the discipline "Organization and Operational Management in the Woodworking and furniture industry". The total planned teaching workload for the 2024/2025 academic year amounts to 593.6 hours, including 584 hours of classroom work and 9.6 hours of extracurricular work. In the period 2017-2025, she provided scientific supervision to 4 graduate students, and one doctoral student, who successfully defended his dissertation in 2021, who is already building an academic career.

The wide range of courses that the candidate covers in the competition shows very good preparation and opportunities to adapt the teaching material to the needs of students from different courses and specialties.

The stand-alone textbook on "Organization and Planning of the Woodworking and Furniture Industry" (2020) presented in the competition fully meets the requirements for comprehensive clarification of the topic, accessibility of the content, and an appropriate combination of theoretical material and practical case studies.

The scientific authority of Assoc. Prof. R. Popova is confirmed by her participation in 6 scientific juries, in which she reviewed doctoral students and senior assistants, as well as 3 participations in administrative committees and working groups; and in committees for the defense of diploma theses in the Master's and Bachelor's degrees, and in two faculty councils.

4. Assessment of the candidate's scientific, applied scientific and publication activities

The candidate for the competition for professor, Assoc. Prof. Dr. Radostina Popova-Terziyska participated in it with 29 works and publications, distributed by type as follows: monographs - 1

pc.; chapters of monographs - 2 pcs.; textbooks - 1 pc.; publications - 25 pcs. and projects - 8 pcs.

I highly appreciate the monograph presented by the candidate Popova-Terziyska, R. on the topic "Innovations in the Forest Industry - Monitoring, Measurement and Management", 2021, Intel Entrans Publishing House, S., ISBN 978-619-7554-81-6, 112 p., which includes modern innovation research in the Forest Industry. It presents results of secondary research in the three subsectors of the industry and contains a comparative analysis of innovation by sector. It shows good practices of leading large enterprises and guidelines for the effective measurement and management of innovation activities in the sector.

The achieved scientific and applied results, published in scientific publications, referenced and indexed in world-renowned databases of scientific information, which I classify into three groups are significant: sectoral research, analyses and opinions; current innovation research and results; studied marketing practices and problems of digitalization. The interest and number of publications in the first and third groups is growing, which indicates an expansion of the issues in which the candidate shows a strong scientific interest.

4.1 Participation in scientific, applied science and educational projects

Assoc. Prof. Dr. Radostina Popova has an impressive participation in national and international scientific and educational projects in the areas of forest industry management, sustainable resource use, innovation and competitiveness, as follows: University of Forestry – *Development of an algorithm for making management decisions for innovation and digitalization in the forest industry in Bulgaria*, 2021, head of the working group. (E 18.1.); University of Forestry, *Information modeling of the sustainable use of renewable energy sources from biological resources*, 2023-2025, member of the working group. (E 16.1.); Scientific Research Fund, Development and testing of a model for assessing the innovation potential of global value chains as a basis for increasing regional competitiveness, with a beneficiary - International Higher Business School, funded by the Scientific Research Fund, 2021-2024, expert and member of the scientific board. (E 16.2.); University of Forestry, *Modeling and assessment of the sustainability and competitiveness of enterprises in the Bulgarian furniture and forestry industry through the development of a geoinformation portal*, 2020-2022, member of the working group. (E 16.3.);

HEI-ILCA 220194 - European institute for innovation and technology, Innovation Laboratories for Climate Actions, Certificate NIS-DES-1225/2022, 2022-2024, expert. (E 17.1.); Interreg Danube Transnational Programme, Fem4Forest DTP3-500-1.2 - Forests in the hands of women, 2020-2022, expert-head of activity. (E 17.2.); Bulgarian Academy of Sciences - Macedonian Academy of Sciences and Arts, Bulgarian-Macedonian Economic and Innovation Cooperation: Impact of ICT on European Perspectives, 2017 - 2019, expert. (E 17.3.); Interreg-IPA Cross-Border Cooperation Programme CCI2014TC16I5CB006 of the European Commission, Innovative Initiatives for Cooperation in the Border Region, 2017-2019, Bulgarian Academy of Sciences – Macedonian Academy of Sciences and Arts, expert. (E 17.4.)

It is evident from the projects presented that, in addition to internal, university and national projects, Assoc. Prof. R. Popova participates as an expert in 4 international projects, and thus exceeds the minimum national requirements of 65 points, forming a real 155 points. Participation in the projects, allows to upgrade her knowledge and skills in project management, as well as to strengthen her authority as a scientist in the relevant professional field through contacts and publications in prestigious scientific publications.

4.2 Characteristics of the published scientific results

The scientific publications mentioned in their general characteristics - item 4, can be classified according to various characteristics, with the total number of 25 publications in scientific journals being distributed in refereed editions - 14 pcs. and in non-refereed editions - 11 pcs. According to the place of publication and the degree of importance, the presented publications are: articles in Bulgarian and foreign journals refereed in Web of Science and SCOPUS - 3 pcs. and articles in Bulgarian and foreign journals refereed outside Web of Science and SCOPUS - 3 pcs.; publications in proceedings of international scientific forums - 6 pcs. and publications in proceedings of national scientific conferences, sessions and seminars - 12 pcs. According to the language in which they were published: in Bulgarian there are 9 issues; in a foreign language – 16 issues and two chapters of collective monographs. By the number of co-authors the distribution is: independent – 7 issues; with one co-author – 8 issues; with two co-authors – 8 issues; with three or more co-authors – 2 issues.

In summary, the type and structure of the presented scientific publications are diverse and indicative of the development and growth of Assoc. Prof. R. Popova as a scientist, and the work in international scientific teams provides her with opportunities for publications in a foreign language (16 issues) and publication of articles in refereed in Web of Science and SCOPUS, Bulgarian and foreign journals (3 issues). The predominant number of publications are independent and with one co-author.

4.3 Reflection of the candidate's scientific publications in the literature (known citations)

The candidate's known citations in the specialized literature are a total of 45, and according to the type of citations they are as follows: in refereed journals and proceedings of scientific forums - 26 citations; in textbooks, monographs and collective volumes with scientific review - 10 citations. in non-refereed journals with scientific review or published in edited collective volumes - 9 issues.

The above facts prove that the scientific and applied results obtained in the candidate's research and publications are known to the scientific community, sharing research interests in the topic of the announced competition.

4.4 Contributions to the candidate's work (scientific, applied science, applied)

In my opinion, the scientific output presented in the competition contains significant and original contributions to theory and practice. I accept the contributions formulated by the candidate, synthesizing them, emphasizing the more significant ones in my opinion in the three groups:

Scientific contributions

- Defines the main groups of production in the forestry sector, in accordance with the officially adopted classification of economic activities in the country.
- Develops a common supply chain and its sub-chains in the forestry sector, in accordance with the classification of products by economic activities, which are implemented in a joint Bulgarian-Macedonian virtual consulting office.

Scientific and applied contributions

- Characterizes the sectoral development of the forest industry in Bulgaria, taking into account the micro and macro environment, and the results of the functioning of the

enterprises in it. Identifies the main management problems and opportunities of the forest industry in crisis conditions.

- Characterizes the innovativeness of the Forest Industry by sectors: Furniture production, Production of wood and wood products, Production of paper and cardboard, for the period 2014-2018.
- Assesses the innovation activity of the forest industry sectors by periods and by types of production, using indicators adopted for research on innovation in the EU.
- Identifies good practices of innovation management in the forest industry of large enterprises. Defines recommendations for making management decisions and determines the need for innovation in the forest industry in Bulgaria.

Applied contributions

- Develops tools for primary research of students, teachers and managers from the forest industry in the context of sustainable development and effective interaction between science and business.
- Develops a textbook, monographic works and parts thereof, intended for students, doctoral students and postgraduates, as well as updated electronic training courses for four specialties, and for course students and postgraduates.

5. Assessment of the candidate's personal contribution

The scientific activity of Assoc. Prof. Dr. Radostina Popova-Terziyska, as well as the documents she submitted for the competition, allow me to confidently assert that the contributions indicated in the reference are her personal work.

6. Critical remarks and recommendations

I have no significant critical remarks regarding the candidate's scientific output. I would like to make the following recommendations:

- To direct her scientific interests and efforts towards research, analysis and publications in the field of marketing, digitalization and the possibilities for using artificial intelligence (AI) in various areas of management and education.

- To put into practice the knowledge and competencies accumulated over time in management practice, through more active inclusion and participation in various management bodies, working groups and teams.

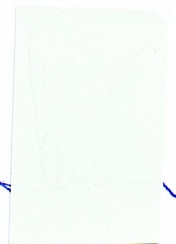
7. Personal Impressions

Assoc. Prof. Dr. Radostina Popova is my student, graduate student, doctoral student and assistant, follower in science. I highly appreciate her work as a scientist and university lecturer. I feel a certain pride in the fact that I have participated in her academic and personal growth and the professional path she has taken.

8. Conclusion

According to the facts, arguments and summaries presented in the review, based on the results achieved by the candidate on the individual indicators, I propose with conviction that Assoc. Prof. Dr. Radostina Popova-Terziyska be elected to the academic position of "professor" in the field of higher education 3. Social, economic and legal sciences, professional field 3.7 "Administration and management", scientific specialty "Organization and production management" in the discipline "Fundamentals of management".

Reviewer Signature: /s/



Review submitted to:

31.07.2025