



OPINION

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 low 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 University of forestry website with procedure code ELA-P-0325-163 for the needs of the Department of Alternative Tourism at the Faculty of Ecology and Landscape Architecture, Radostina Kancheva Popova-Terziyska, lecturer at the Department of Alternative Tourism at the Faculty of Ecology and Landscape Architecture, participated as a candidate.

Prepared the opinion: Professor Elena Ilieva Dragozova, PhD in the field of higher education 3. Social, economic and low sciences, Professional field 3.7. Administration and management, from the University of Forestry.

1. Brief biographical data for the candidate

The candidate for the competition Radostina Popova – Terziyska was born on 06.01.1983 in Sofia. She graduated from the University of Forestry with a Bachelor's degree in "Business Management" in 2006. At the same university, she also acquired the qualification "Teacher of General Technical and Special Subjects" at the Center for Continuing Education at the University of Forestry. In 2008, she graduated from the University of National and World Economy, Sofia with a Master's degree in "Financial Control". Since 2008, she has been appointed as an assistant, and in 2012 she acquired the PhD in 3.7. Administration and Management on the topic "Research on the Innovation Activity of Small and Medium-Sized Enterprises in the Furniture Sector". For the period 2013-2016, she was a chief assistant. Since 2016 She is habilitated and appointed as an associate professor. She conducts lectures, exercises and practical classes in the following disciplines: Fundamentals of Management; Management; Production Management; Marketing; Organization and Planning of WFI; Organization and Operational Management of WFI; Training Methodology.

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 candidate for the competition has applied for participation, to which all necessary documents and materials have been submitted according to the Rules of the Development of academic staff at the University of Forestry.

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

Assoc. Prof. Dr. Radostina Popova-Terziyska is a lecturer in the disciplines "Fundamentals of Management", "Management", "Production Management", "Organization and Planning of WFI", "Organization and Operational Management in WFI", "Marketing" and "Teaching Methodology" and author of their curricula for the specialties "Alternative Tourism", Bachelor's Degree in Business Administration, Bachelor's Degree in Business Administration and Master's Degree in Business Administration, "Engineering Design" Bachelor's Degree in Business Administration and Master's Degree in Business Administration, "Computer Technologies in the Furniture Industry" Bachelor's Degree in Business Administration, "Wood and Furniture Technology" Master's Degree in Business Administration, students and postgraduates from the Center for Continuing Education of the University of Technology, part-time and full-time education. She has developed and updated electronic learning courses,

including lectures, exercises, tests and assignments in the same disciplines, intended for 6 specialties from 3 faculties of the University of Technology. Assoc. Prof. Dr. Radostina Popova-Terziyska has supervised one successfully defended doctoral student and is the supervisor of four successfully defended graduate students. She has developed a university book.

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

The candidate Assoc. Prof. Dr. Radostina Popova-Terziyska submits for participation in the competition:

- Monographs – 1;
- Chapters of collective monographs – 2, published in English, Macedonian and Bulgarian, including 1, referenced in Scopus;
- University textbook – 1;
- Publications - 25:

Publications in refereed and indexed scientific journals, series and conference proceedings – Web of Science and SCOPUS – 14, including 3 with impact factor or impact rank;

Articles and reports published in non-refereed journals with scientific review or published in edited collective volumes – 11;

- Projects – 8
 - ✓ Research projects funded by the University of Technology, including management of 1 project – 3;
 - ✓ International scientific projects – 4;
 - ✓ National scientific projects – 1.

4.1 Participation in scientific, scientific-applied and educational projects

The candidate Assoc. Prof. Dr. Radostina Popova-Terziyska leads and participates in 4 national and 4 international scientific projects. (Reference - materials published on the website of the University of Forestry).

4.2 Characterization of published scientific results

The candidate Assoc. Prof. Dr. Assoc. Prof. Popova-Terziyska presents a total of 29 works and publications with supporting material, which are after the acquisition of the academic position "Associate Professor".

The documents correctly present general lists of all publications in a previous competition and for the current procedure for the academic position "Professor" supported by supporting material. It can be assessed that the candidate has presented more than the required minimum scientific production, according to the minimum national requirements for the academic position in the competition. (Reference - materials published on the website of the University of Forestry.)

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

The candidate for the position of Professor has a total number of citations - 45.

- In reference journals and proceedings of scientific forums - Web of Science and SCOPUS - 26;
- In monographs and collective volumes with scientific review - 10;
- In non-refereed journals with scientific review or published in edited collective volumes - 9.

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

The contributions of the candidate's works can be divided into the following groups:

SCIENTIFIC CONTRIBUTIONS

- The main groups of production in the forestry sector have been defined, in accordance with the classification of economic activities and depending on the purpose and consumption of the final products.

- A common supply chain and its sub-chains in the forestry sector have been developed, in accordance with the classification of products by economic activities, which have been implemented in a joint Bulgarian-Macedonian virtual consulting office.

- The innovativeness of the sectors Furniture manufacturing, Wood and wood products manufacturing, Paper and paperboard manufacturing is characterized, based on the use of three databases on innovation activity in the forest industry in Bulgaria for the period 2014-2018, including 938 small, medium and large enterprises, using the official EU methodology.

- The innovative activity of the sectors Furniture manufacturing, Wood and wood products manufacturing and Paper and paperboard manufacturing is assessed by periods and by types of production using indicators set out in the OECD methodological documents for research on innovation in the EU, and the levels of R&D, innovation activities and costs are established.

- A methodology for diagnosing student opinion on the importance of sustainable development in education at the University of Forestry has been designed and used, reflecting the principles of sustainable development and good European practices, applicable in other higher education institutions.

SCIENTIFIC AND APPLIED CONTRIBUTIONS

- The sectoral development of the forest industry in Bulgaria has been characterized, based on the influence of micro and macro environmental factors, and the results of the functioning of enterprises in it, using a complex methodology.

- The main management problems and opportunities of the forest industry in conditions of crises caused by the Covid 19 pandemic and the war in Ukraine have been identified, through the application of scientifically based quantitative methods.

- The implemented digital marketing tools of leading large enterprises for the production of timber and timber products, furniture production and mattress production in Bulgaria have been assessed.

PRACTICALLY APPLICABLE CONTRIBUTIONS

- Recommendations for making management decisions and determining the need for innovations in the forest industry in Bulgaria have been defined by applying econometric models.

- Good practices of innovation management in the forest industry of large enterprises have been identified and summarized, including Mebeli Videnov LTD, Mebel Stil LTD, Kastamonu Bulgaria Corp, Kronoshpan Bulgaria LTD, Ted Bed Corp.

- Tools have been developed 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.

The contributions that stand out in the works of Assoc. Prof. Popova-Terziyska are significant for science and practice in the field of the announced competition.

5. Assessment of the applicant's personal candidate

The documents submitted for the competition by Assoc. Prof. Popova-Terziyska allow me to summarize that in the scientific works with which she is presented in the competition I

do not establish plagiarism. A declaration from Assoc. Prof. Popova-Terziyska on the authenticity of the submitted materials is attached. I believe that the submitted scientific publications are the personal work of the candidate and correspond to the MNI for the field of higher education 3. Social, economic and law sciences, Professional field 3.7. Administration and management.

6. Critical remarks

I have no critical remarks towards the candidate, except for assessing the relevance of any of the presented scientific, scientifically-applied and practically applied contributions. This in no way diminishes the value of the presented scientific works and their importance for the development of science related to innovation activity, the innovation potential of enterprises in the forest industry.

7. Personal impressions

I have known Assoc. Prof. Dr. Radostina Popova-Terziyska since the first day of her admission and as a lecturer at the University of Forestry. I can definitely note that she is correct, consistent in her work and a responsible colleague. I recommend that in her future work she create teams in working on international projects, scientific developments, in which more colleagues from the same professional field of the University of Forestry will participate.

8. Conclusion

In connection with the above, I propose that Radostina Kancheva Popova-Terziyska **be elected "Professor"** in the discipline "Fundamentals of Management" in Professional Direction 3.7. Administration and Management, scientific specialty "Production Organization and Management".

Opinion delivered to:

05/08/2025

Prepared the opinion:

Professor Elena Ilieva Dragozova, PhD

