



OPINION

regarding the materials submitted for participation in the competition for the academic position of “Professor” in the field of Higher Education Area 3. Social, Economic, and Legal Sciences, Professional Field 3.7. Administration and Management, in the scientific specialty “Organization and Management of Production” in the discipline “Fundamentals of Management.”

The competition for the position of Professor was announced in the State Gazette, Issue 28/01.04.2025, with a two-month application deadline, and on the LTU website under procedure code ELA-P-0325-163 for the needs of the Department of Alternative Tourism at the Faculty of Ecology and Landscape Architecture. Associate Professor Dr. Radostina Kuncheva Popova-Terziyska from the Faculty of Ecology and Landscape Architecture, Department of Alternative Tourism, has applied as a candidate.

Prepared by: Professor Dr. Teodora Marinova Georgieva in Professional Field 3.7 Administration and Management, Sofia University.

1. Brief biographical data of the candidate

Radostina Kuncheva Popova-Terziyska was born in 1983. She holds a Bachelor's degree in "Business Administration" from the University of Forestry. She graduated as a "Master" in "Financial Control" from the University of National and World Economy. She obtained a Ph.D. at the University of Forestry with a dissertation on the topic “Study of the Innovation Activity of Small and Medium-sized Enterprises in the Furniture Sector.” She began her academic career as an assistant professor in 2008 at the University of Forestry. Between 2013 and 2016, she was a Chief Assistant Professor, and since 2016 she has been an Associate Professor at the same university.

Her scientific interests and research work are focused on management, production and operations management, marketing, organization, and planning. She has gained extensive professional experience as a lecturer, through participation in various national and international projects, and as a participant in scientific forums and events. She has attended numerous trainings and courses to acquire new knowledge and competencies.

She is proficient in English and Russian, both written and spoken.

2. Compliance of the submitted documents and materials with the requirements of the LTU Academic Staff Development Regulations

All facts and circumstances from the professional profile and career development of the candidate as an academic lecturer, researcher, and expert are directly related to the development of the professional field and scientific specialty for which the competition is held. They unequivocally confirm the candidate's eligibility to participate in the competition for “Professor.”

For the purposes of the competition, Radostina Popova-Terziyska submitted the required documents and scientific output. I consider these materials to be sufficiently detailed, accurately

reflecting the current professional and academic status of Assoc. Prof. Radostina Popova-Terziyska, and compliant with the eligibility requirements for candidates in the “Professor” competition in accordance with the Law on the Development of the Academic Staff in the Republic of Bulgaria and its implementing regulations, as well as with the applicable regulations of the University of Forestry. At the preliminary stage of the competition procedure, no formal or administrative violations or omissions were found.

3. Evaluation of the candidate’s teaching activities (work with students and doctoral candidates)

As an academic lecturer, Assoc. Prof. Dr. Radostina Kuncheva Popova-Terziyska performs a sufficient volume of teaching activities (both in-class and extracurricular) in accordance with the curricula of the university in courses thematically aligned with the announced competition, at the Bachelor’s and Master’s degree levels. These include: Fundamentals of Management, Organization and Planning of the Woodworking and Furniture Industry (WFI), Marketing, Marketing and Advertising. The provided references indicate that the candidate’s teaching load exceeds the established standards.

Between 2017 and 2025, four graduates successfully defended their diploma projects under her supervision. Assoc. Prof. Dr. Radostina Popova-Terziyska has reviewed seven diploma theses and has supervised one doctoral candidate who successfully defended their dissertation and obtained a Ph.D.

My overall assessment is that, in terms of professional experience, level of preparedness, and academic competence, as well as the volume, structure, and quality of her teaching and pedagogical activities, the candidature of Assoc. Prof. Dr. Radostina Kuncheva Popova-Terziyska fully meets the requirements of the current legislation.

4. Evaluation of the candidate’s scientific, applied-scientific, and publication activities

General description of the submitted materials

The candidate participates in the competition with 29 publications, as follows:

- Monographs: 1
- Chapters in monographs: 2
 - In Bulgarian: 1
 - In Macedonian: 1
 - In English: 2

(Both chapters from collective monographs are in English, one of which has also been published in Bulgarian and Macedonian.)

- Published textbooks: 1
- Total number of publications: 25
 - 14 in refereed editions
 - 11 in non-refereed editions
- Publications in journals with impact factor or impact rank: 3 (2 foreign, 1 national)
- Publications in foreign refereed journals without impact factor or rank: 1
- Publications in Bulgarian refereed journals without impact factor or rank: 3
- Publications in refereed proceedings from international scientific forums: 7

- Publications in non-refereed editions: 11 (9 national, 2 international)

Publication venues:

- Articles in foreign journals: 7
- Papers in proceedings of international scientific forums: 6
- Articles in national journals: 12

Language of publication:

- In Bulgarian: 9
- In a foreign language: 16 publications and 2 chapters from collective monographs

Number of co-authors:

- Single-authored: 7 publications
- With one co-author: 8
- With two co-authors: 8
- With three or more co-authors: 2

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

During the reference period, the candidate for the academic position “Professor” in this procedure participated in eight projects, including three university, one national, and four international projects.

4.2 Characteristics of the published scientific results

Assoc. Prof. Dr. Radostina Kuncheva Popova-Terziyska participates in the competition with a monograph entitled “Innovations in the Forestry Industry – Monitoring, Measurement, and Management.” From a content perspective, the following contributions by the author are noteworthy:

The author presents a comprehensive analysis of the development of innovations and the innovation potential of companies in the forestry industry. The interconnections between the innovation capacity of organizations as part of the innovation ecosystem are analyzed. An original concept for the structure of the innovation environment, including the place and role of businesses, is substantiated. Well-established theoretical concepts are presented, forming the basis for deriving the main characteristics of organizational innovation capacity.

The study is devoted to innovation management and its specific features as part of the practice of various stakeholders. A key focus is placed on the role of human resources in the context of conditions that foster creativity, initiative, and the desire for development among employees, the formation of budgets for innovation activities, and the possibilities for measuring the results of innovation activities. The case studies are examined in the context of increasing globalization and the influence of contemporary business environment challenges on innovation processes at the firm level.

On the basis of the submitted habilitation work, I consider that Assoc. Prof. Terziyska meets the requirements of the current legislation.

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

The total number of citations is 45.

By type of citation:

- 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 peer review – 10;
- Citations in non-refereed peer-reviewed journals or in edited collective volumes – 9.

The citations and the public interest in the author's research results represent an assessment by colleagues – lecturers and researchers – of the candidate's achievements in the field of academic activities. They are evidence that she is a recognized and respected specialist among professional and academic circles.

4.4 Contributions in the candidate's works (scientific, applied-scientific, practical)

The scientific works are published in specialized peer-reviewed journals and presented at scientific forums, thereby becoming publicly accessible.

The thematic scope of the scientific production is directly related to the scientific specialty of the competition. It is focused on researching a wide range of issues concerning the theory and practice of management and innovation activities. The more significant contributions, having theoretical-methodological, methodological, and applied character, are as follows:

Firstly, the author pays significant attention to identifying and differentiating various production groups in the forestry sector. The impact of sustainable development factors is examined. The main stages of the general technological value chain in the forestry industry are presented.

Secondly, the development of companies in the forestry sector is traced. Their innovativeness is derived based on a specific set of indicators. The influence of environmental factors is analyzed.

Thirdly, a toolkit has been developed for recording, assessing, and analyzing the opinions of the student and teaching community regarding the main aspects of the development of the forestry sector. The obtained results have contributed to updating the educational content.

5. Evaluation of the candidate's personal contribution

The effects of the candidate's accumulated research experience, knowledge, contributions, and expertise in the thematic area are directly related to teaching activities, work with students, the popularization of the subject matter in the public space, including through active participation in scientific-practical conferences.

6. Critical remarks

Without underestimating the candidate's achievements, I would like to recommend more in-depth interaction with representatives of other stakeholder groups, including

businesses, intermediary organizations, and the government sector. This would allow the results of the conducted scientific research to positively influence the preparation and implementation of the policy and program framework in the forestry sector. In the context of the serious challenges facing the sector in recent years, this would have a significant long-term impact.

7. Personal impressions

The overall analysis of the presented scientific production shows that it contains a variety of scientific and applied-scientific works and achievements, assessed in their entirety. Collectively, they objectively reflect the candidate's research abilities and capacity, meeting the requirements of the current legislation. This gives me grounds to confirm the conclusion that Assoc. Prof. Dr. Radostina Kuncheva Popova-Terziyska has met the conditions for holding the academic position of "Professor" in the professional field of "Administration and Management."

8. Conclusion

In view of the above, I propose that Assoc. Prof. Dr. Radostina Kuncheva Popova-Terziyska be elected as "Professor" in the field of Higher Education Area 3. Social, Economic, and Legal Sciences, Professional Field 3.7. Administration and Management, in the scientific specialty "Organization and Management of Production" in the discipline "Fundamentals of Management."

Prepared by:

The opinion was submitted

04.08.2025.

Additional instructions for the authors of reviews:

This template is intended to create a relatively uniform structure for reviews and opinions in order to facilitate thematic discussion during the meetings of the Scientific Jury. Within the individual thematic units, authors are free to express their opinions according to their professional knowledge, experience, and understanding, and may use different means and forms of expression.

The recommended length of the review is from 5 to 8 standard pages.