



OPINION

on the materials submitted for participation in a competition for „**Professor**“ in the field 3. Social Sciences, Economics and Law, Professional field 3.7. Administration and Management, scientific specialty “Organization and Management of Production” in the discipline “Fundamentals of Management”

In the competition for professor, published in the State Gazette number 28 / 01.04.2025 and on the website 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. Radostina Kyncheva Popova-Terziyska, Faculty of Ecology and Landscape Architecture, Department of Alternative Tourism.

Prepared the opinion: prof. dr. Zornitsa Dimova Stoyanova, professional field 3.8. Economics, scientific specialty: Economics and Management (Agricultural and Environmental Management), University of national and world economy

1. Brief biographical data for the candidate

Assoc. prof. dr. Radostina Popova-Terziyska completed her higher education at the University of Forestry, Sofia, where she obtained a Bachelor's degree in Business Administration in 2006. Later, she earned a Master's degree in “Financial Control” from the University of National and World Economy (UNWE) in 2008. In 2012, she defended her PhD thesis in professional field 3.7. Administration and Management and was awarded the educational and scientific degree “Doctor” in the scientific specialty “Organization and Management of Production.”

Assoc. prof. Popova-Terziyska began her academic career at the University of Forestry, where she has held successive academic positions since 2008: assistant professor, chief assistant professor, and since 2016 associate professor. She teaches a wide range of courses, including: “Fundamentals of Management,” “Marketing,” “Production Management,” “Organization and Planning of the Production and Technical Process,” “Teaching Methodology,” etc.

She has made significant contributions to scientific research and project activity with over 60 publications and has participated in numerous national and international research projects as team leader or team member. She holds certifications in: Enhancing Teaching Competencies in Higher Education (2024), Intellectual Property Management (2019), Academic Teaching Methodology (2014), Use of Modern ICT-Based Teaching Methods (2014), Web Technologies and E-learning Systems (2014), Internal Auditor (2014) etc.

Assoc. prof. Popova-Terziyska participate as an expert in national programs, reviewer in scientific juries, member of organizational and scientific committees of conferences, and supervisor of PhD students. She is fluent in English and Russian.

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 documents and materials submitted by assoc. prof. dr. Radostina Popova-Terziyska comply with the Law on the development of the academic staff in the Republic of Bulgaria, the Regulations for its implementation, and the Regulations for the development of the academic staff at the University of forestry.

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

To participate in the competition for the academic position of "Professor," the candidate submitted the textbook Organization and planning in the woodworking and furniture industry. The textbook provides valuable knowledge on the development of management science, the sectoral characteristics of the forest industry, organizational design and development, strategic planning, and management. Of particular interest are the topics dedicated to production and operations planning, the specifics of product design, the organization and management of the workforce etc. The textbook is aimed at ensuring high-quality education for students in disciplines such as Organization and planning in the woodworking and furniture industry, Organization and operations management in the woodworking and furniture industry, Management, and Production management.

According to the submitted official documents, the candidate has fulfilled the required teaching workload over the past five academic years. The planned workload for the 2024/2025 academic year is 593.6 hours, including 584 hours of classroom teaching and 9.6 hours of extracurricular activities.

A notable contribution to the teaching activities of assoc. prof. Popova-Terziyska is her work as a supervisor of both undergraduate and PhD students. She has successfully supervised four graduating students and one PhD student.

It can be concluded that assoc. prof. dr. Radostina Popova-Terziyska possesses extensive teaching experience and a high level of preparedness for occupying the academic position of Professor, which justifies a positive evaluation of her teaching activity and her contribution to improving the quality of student education.

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

General description of the presented materials

The candidate, assoc. prof. dr. Popova-Terziyska, is participating in the competition with 29 publications, including:

- Monographs – 1 number;
- Textbooks – 1 number;
- Book chapters - 2 numbers;
- Publications - 25 numbers, of which: 14 are published in peer-reviewed journals and 11 in non-peer-reviewed publications;
- Projects – 8 numbers.

Of the 29 publications submitted for review, 9 (31%) are single-authored, while the remaining are co-authored. Eighteen (62%) of the publications are written in foreign languages. Based on this, it can be concluded that approximately one-third of the publications are single-authored, and about two-thirds of the total number are in foreign languages.

According to the list of publications submitted by the candidate for review, which are intended to meet the minimum national requirements for the field 3. Social Sciences, Economics, and Law, professional field 3.7. Administration and management, it is evident that under the National Minimum Requirements as per the Law on the development of the academic staff in the Republic of Bulgaria (Art. 2b) and its Regulations for implementation (Art. 1a, para. 1), the results achieved by assoc. prof. dr. Popova-Terziyska are total 1231.16 points (with the national minimum being 550 points), distributed as follows: Group A – 50 (minimum 50), Group B – none, Group C – 100 (minimum 100), Group D – 311.16 (minimum 200), Group E – 535 (minimum 100), Group F – 235 (minimum 100).

Assoc. prof. dr. Radostina Popova-Terziyska has achieved a high total score, which is more than twice the required national minimum.

Group of indicator	Content	Professor	Score of assoc. prof. dr. Popova-Terziyska
A	Indicator 1	50	50
B	Indicator 2	-	-
C	Indicator 3	100	100
D	Sum of Indicators from 4 to 10	200	311.16
E	Sum of Indicators from 11 to 13	100	535
F	Sum of Indicators from 14 to the end	100	235
Total		550	1231.16

4.1 Participation in scientific, scientific-applied and educational projects

In the list of publications submitted for review to meet the minimum national requirements for field 3. Social Sciences, Economics, and Law, professional field 3.7. Administration and Management, assoc. prof. Popova-Terziyska presents eight projects. In one of these projects, dr. Popova is the project leader. The distribution of the projects by type and participation is as follows:

- Leadership of a national scientific or educational project – 1;
- Participation in international scientific or educational projects – 4;
- Participation in national scientific or educational projects – 3.

4.2 Characterization of published scientific results

The publications presented by assoc. prof. Radostina Popova-Terziyska clearly reflect the candidate's scientific interests in relation to the academic position of Professor. Her research is primarily focused on innovation in the forest industry, management processes, innovation in furniture enterprises, economic efficiency, digitalization and innovation in the forestry sector, and supply chains in the forest sector.

Assoc. prof. Popova-Terziyska demonstrates a solid understanding of the theoretical achievements in the studied fields and possesses significant scientific potential for interpretation and analysis within the areas of her academic interest.

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

The data for the citations of the publications of assoc. prof. dr. Radostina Popova-Terziyska include citations in periodicals, conference proceedings, and books and provides a clear basis for the conclusion that her scientific work has attracted the interest of leading experts in the field.

The total number of citations is 45, distributed as follows:

- 26 citations in scientific publications indexed in internationally recognized scientific databases or in monographs and collective volumes;
- 10 citations in peer-reviewed monographs and collective volumes;
- 9 citations in non-indexed but peer-reviewed journals.

The number of citation points submitted by the candidate - 535 exceeds more than five times the minimum requirement of 100 points under Group D indicators, as stipulated in the Regulations for the implementation of the Law on the development of the academic staff in the Republic of Bulgaria (LDASRB) for the academic position of Professor in Area 3. Social Sciences, Economics, and Law, professional field 3.7. Administration and management.

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

I accept the list of the scientific contributions of assoc. prof. dr. Radostina Popova-Terziyska. In it, she has clearly and consistently outlined the key theoretical-methodological, methodological, and scientific applied contributions contained in the research works submitted for participation in the competition.

The theoretical-methodological and methodological scientific results, related to research, analysis, and evaluation of the state and development of the furniture and forest industry, bioenergy and biofuel production, and the location selection of furniture enterprises, represent an extension, enrichment, and systematization of theoretical knowledge. Some of these results can be summarized as follows:

- Conceptual models for managing innovation processes in enterprises from the forest and furniture industries have been developed, with a focus on the specific conditions of the external environment in Bulgaria.
- The theoretical foundations of innovation activity have been further developed, substantiating the need for targeted measurement and monitoring of innovation in enterprises, including through the development of needs-based monitoring systems.

- Scientific understanding of the impact of global value chains on the competitiveness of furniture enterprises has been enriched.
- Methodologies and tools for measuring and optimizing management processes in furniture and forest industry enterprises have been developed and tested.
- Based on applied quantitative and qualitative analysis methods, the challenges and opportunities for development of the forest industry under crisis conditions have been outlined.
- An innovative framework for information modeling of bioenergy and biofuel production has been proposed, including in the context of the circular economy.

The scientific applied contributions of assoc. prof. Popova-Terziyska can be identified through original practical solutions found in her scientific work and their practical applicability. These can be summarized as follows:

- Through the application of quantitative research methods, the innovation levels in the sectors of Furniture manufacturing, Wood and wood products manufacturing, and Paper and cardboard manufacturing have been analyzed and assessed.
- Good practices for innovation management in the Bulgarian forest industry have been proposed, including models implemented in large enterprises.
- Digital marketing tools have been studied, evaluated, and analyzed in leading companies in the wood products, furniture, and mattress production sectors.
- A structured methodology has been proposed for analyzing location decisions of furniture enterprises, as well as the organizational and managerial issues associated with them, offering specific practical guidelines for improving their economic efficiency.

The above-mentioned achievements do not exhaust all the scientific contributions present in the scientific work of dr. Popova-Terziyska, but they provide a solid basis to conclude that her scientific and applied contributions demonstrate a high scientific value, relevance, and significance of her academic output.

5. Assessment of the applicant's personal candidate

The individual contribution of dr. Popova-Terziyska to all publications submitted for the competition is substantial and indisputable. Her active involvement and significant role in the co-authored works are clearly evident and well demonstrated.

6. Critical remarks

I have not critical remarks regarding the teaching and research activities of assoc. prof. dr. Radostina Popova-Terziyska. I would recommend dr. Popova-Terziyska to continue to develop and make full use of her high scientific and teaching potential with the same level of research responsibility and dedication, further enriching her academic output and exploring topics of importance to both science and practice.

7. Personal impressions

I know assoc. prof. Popova-Terziyska, her publication activity, and her scientific interests. My impressions of her are that she is well-organized and consistent in her work, approaches it with responsibility and expertise, and has established sustainable scientific interests. Through her research, dr. Popova-Terziyska achieves results that are significant for both science and practice. I consider that she is a recognized scientist, researcher, and expert among the scientific community.

8. Conclusion

In connection with the above, I propose that assoc. prof. dr. Radostina Kyncheva Popova – Terzijska to be elected as a „Professor“ in the discipline „Foundations of management“ in the Professional field Administration and management, scientific specialty „Organization and management of production“.

Prepared the opinion:

/prof. dr. Zornitsa Stoyanova/

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