

## ОПИНИОН

By: Assoc. Prof. Dr. Eduard Vasilev Marinov, Department of Economics, New Bulgarian University, professional field "3.8. Economics"

on: scientific papers for participation in a competition for the academic position "Professor" in the field of higher education "3. Social, Economic and Legal Sciences ", professional field "3.8. Economics (business marketing and business management)", announced in SG No. 41 / 18.05.2021, with candidate Assoc. Prof. Ivan Yochev Boevski, Ph.D.

### **I. Assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University**

The presented evidence shows compliance with the national minimum requirements and the requirements of the NBU for indicators A and B, and for the groups of indicators G and D they are over 50% more, for group E – over 3 times more than the minimum national requirements, while the indicators, mandatory for NBU, Ivan Yochev Boevski collects 310 with a minimum of 210, which is 50% above the minimum requirements.

The review of the evidence provided by the candidate convinces me that all quantitative requirements of ZRASRB and of the New Bulgarian University for holding the academic position "Professor" have been met.

### **II. Research activity and results**

1. Evaluation of the monographic study, including evaluation of the scientific and scientific-applied contributions of the author.

The presented monograph – "Cooperative work in Bulgaria – Specific organizational design, marketing management, governance structure and innovation" (2020) fully complies with the requirements for a habilitation publication in terms of volume and content, as well as topicality, scientific and applied contributions. The study is structured in a balanced way. Assoc. Prof. Boevski shows depth in the study of modern cooperative work and its core – the modern cooperation, as an alternative to the investor business model. The author demonstrates scientific maturity and ambition in the implementation of a unique study of this field in the country, which allows him to formulate important scientific results with a high degree of practical applicability in the field of marketing and management of cooperatives. The study is unique both for Bulgaria, as well as in an international context with its in-depth analysis and the application of an integrated scientific approach. The main theoretical and practical-applied achievements of the research made by Assoc. Prof. Boevski are:

*First*, from the point of view of creating new knowledge, the need for specific marketing tools and management structures in relation to cooperative activity and in particular - cooperatives, is justified through an in-depth interdisciplinary study of business models from a theoretical and practical point of view, by the development and use of an innovative positive, multi-layered, complex, interdisciplinary theoretical and methodological toolkit for the analysis of cooperatives. This enables the candidate to derive an easily applicable from academic, but also from practical point of view typology and grouping of cooperatives, as well as to assess the applicability and effectiveness of various marketing and management tools, programs and policies.

*Second*, from the point of view of systematization and enrichment of scientific knowledge, various marketing and management issues are summarized, supplemented and analytically studied, applicable not only to cooperatives, but also in all widespread business models – customer relationship management, programs for customer loyalty and customer value, effective service and satisfaction of customer needs, management structures and many others, and for some of these concepts for the first time in the Bulgarian scientific literature the candidate derives detailed and academically sound scientific definitions.



*Third*, from the point of view of the scientific-applied side, the specifics of the cooperative model – in general and specifically in Bulgaria with its evolution (in an extremely long period of time, covering the pre-socialist, socialist) and the transition period) and opportunities for future development are summarized, assessing the potential for application of the theoretically derived marketing and management models, programs and tools, deriving the specifics of marketing management for the development of this type of business model.

*Fourth*, from a methodological point of view, an interdisciplinary theoretical and methodological toolkit for evolutionary research of the cooperative activity and the cooperative has been proposed and aprobated, combining the achievements of the German historical-ethical school and the methodological triangulation.

Without impoverishing all the contributions of the monographic work of Assoc. Prof. Boevski, in conclusion, it contains contributions that can be characterized as the creation of new scientific knowledge, supplementing existing knowledge, and which also have a serious methodological and scientific-applied nature.

In accordance with the requirements of NBU, the monographic work was presented in a public lecture on 2.12.2020.

2. Evaluation of the contributions in the other attached publications made after the appointment of the candidate for the academic position "Associate Professor".

In his reference, the candidate has presented a small, but sufficient according to the requirements of ZRASRB and the NBU, part of his publications from the period after his appointment to the academic position "Associate Professor" - 2 articles in scientific journals, referenced and indexed in prestigious databases with scientific information, 2 studies and 16 articles in non-refereed peer-reviewed scientific journals or collective volumes and 6 chapters of collective monographs.

The problems studied by the candidate are characterized by a clearly formulated thesis, in-depth studies and concrete results with useful for both academia and practice summaries, conclusions and recommendations, and along with enriching the results already noted in connection with the monograph, the candidate seriously expands the field of research. His academic interests lie in areas such as strategic alliances, building and operating business networks, outsourcing and insourcing, stakeholder management, risk management, environmental marketing-management of natural resources in various sectors - industry, agriculture, real estate, finance, etc.

The main scientific and applied contributions in the studies, articles and scientific papers of Assoc. Prof. Boevski can be summarized in the study and evaluation of the development, evolution, characteristics and factors for development of specific marketing and management tools, programs and approaches related to relationship management, customer loyalty programs and customer value while his research integrates both the approaches of the new institutional economy (property rights theory, contract theory, transaction cost theory, principal and agent theory, public choice theory, etc.) and specific research approaches to agricultural research, outsourcing, risk management, etc.

Of particular interest are the candidate's highly applicable studies in the field of strategic planning, financing and environmental and smart management of cooperatives, agriculture, rural development, which offer new approaches to process management and evaluation – as in various types of business models (with a focus on the cooperative), as well as in the various tools that businesses can use for more efficient and effective management and marketing.

Assoc. Prof. Boevski's publications are in periodicals with mandatory peer-review, according to the rules of the publisher, and the collective publications are also respectively reviewed.

3. Citation by other authors.

Indicative of the citation rate of Assoc. Prof. Boevsky's publications is the fact that the reference contains citations of only one publication – Theesfeld, I., & Boevsky, I. (2005). Reviving Pre - Socialist



Cooperative Traditions: The Case of Water Syndicates in Bulgaria. *Sociologia Ruralis*, 45 (3), 171-186, all of which are cited in the most prestigious international scientific databases – Scopus and Web of Science.

Given this, and that citation takes technological time after publication, and most of the publications presented have been made in the last few years, it can be assumed that the citation index of Assoc. Prof. Boevski will continue to grow significantly in the coming years.

4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice.

The research projects that the candidate has successfully completed also exceed the national requirements and those of the NBU for holding the position of "professor". It is noteworthy that the projects cover a wide range of topics in the field of entrepreneurship, marketing and management in the agricultural sector and in most cases have concludes with a publication on the corresponding topic. The applicant has also indicated his participation in two applied projects, and in all projects, just as in his scientific publications, one can find serious applicability. Through his serious project activity, all his work, in addition to his scientific contributions, has some significant applicable and applied economic effects.

### **III. Teaching and learning activities**

1. In-class and extracurricular activity, work in the electronic training module "MOODLE – NBU", providing student internships, work with students and PhD students.

The presented information on in-class and extracurricular activity shows a significant workload in the educational process, which corresponds to and even significantly exceeds the requirements of the NBU for full-time tutors, according to the Ordinance on the employment of full-time tutors at the NBU.

Author's materials for 20 bachelor's and master's programs at NBU are published in the "Moodle NBU" system, covering the extremely wide-ranging focus of the candidate's scientific and applied interests.

Assoc. Prof. Boevski has provided internships for 5 students from bachelor's programs at the Department of Economics.

For the period 2015-2020 the candidate has supervised 1 successfully graduated Ph.D. student, he was also a scientific supervisor of 29 graduates (Bachelors and Masters) and has reviewed over 60 theses in bachelor's and master's programs. He has participated in a huge number of commissions for state exams - over 300.

2. Work with Erasmus students.

Assoc. Prof. Boevski has developed and conducts three independent courses for Erasmus + students - "International Marketing", "Project Management and Communication Techniques" and "Customer Relationship Management /CRM/". In addition, the candidate managed to attract a foreign lecturer – Prof. Gunnar Prause, as a guest lecturer in the Department of Economics.

3. Grades from student surveys.

Along with the many counselled graduates that show that Assoc. Prof. Boevski is liked and preferred by students as a tutor, the quality of his work with students is evidenced by the high score of the average satisfaction survey of students per course and tutor – 4.54 out of a maximum of 5.00.

### **IV. Administrative and public activities**

1. Participation in collective governing bodies of the NBU.

Assoc. Prof. Boevski regularly and actively participates in the meetings of the Departmental Council of the Department of Economics. In 2017 he was also a member of the Program Council of the Department. He regularly participates in various events for students and PhD students. He actively participates in the development of new courses (14) and the initiation and improvement of programs (5) at the NBU.



## 2. Public activity.

Assoc. Prof. Boevski's public activity is also active – since 1997 he has been a member of the Working Community of Research Cooperative Institutes (Arbeitsgemeinschaft Genossenschaftswissenschaftlicher Institute, Deutschland, since 2015 – of the Management Board of the Institut für Genossenschaftswesen an der Humboldt Universität zu Berlin, of the Scientific jury for evaluation of projects of potential fellows of DAAD (German Academic Exchange Service), the Bulgarian National Water Association, as well as a reviewer and member of the editorial boards of many reputable scientific journals in Bulgaria and abroad, including to note the Yearbook "Economics and Business" of the Department of Economics, he participated in the organization of 7 scientific forums of the NBU, takes regular and active participation in various events of the training program for teachers of the NBU, participates in the tutoring program of the University.

## 3. Attracting students to the program.

With his high professionalism and the good way of teaching, as well as with his participation in applied projects Assoc. Prof. Boevski contributes to the communication activities of the Department of Economics and attracting students, mentioning the project "Advertising of NBU for the academic year 2019/2020 in a prestigious educational institution - Profiled Language High School "Exarch Joseph I" in Lovech, as a result of which 10 new students were attracted. In addition, Assoc. Prof. Boevski participates in projects with the help of which external funds have been attracted to the NBU.

## **V. Personal impression of the candidate**

Assoc. Prof. Boevski has a scientific intuition to discover new and important topics, to develop innovative methodologies and to achieve significant convertible to applied practice results. From my joint work with him I have seen that the candidate is a finished scientist with great potential for expanding his creative horizons. He is extremely precise in reporting, planning and organizing research and analysis. He is well acquainted with the regulatory framework and requirements for research, which enables him to achieve high efficiency in his work.

As a scientist, the undoubted merits of Assoc. Prof. Boevski are that he works easily in scientific teams, as well as that he has vast experience in the management and implementation of scientific projects. Many of his publications are the product of collaboration with other scientists – thus he mobilizes scientific potential for the realization of scientific and practical goals.

Assoc. Prof. Boevski strictly observes the professional scientific ethics and standards, shows an exceptional collegial attitude and interest in the work of his colleagues and the development of the Department of Economics.

## **VI. Opinions, recommendations and notes on the activity and achievements of the candidate**

Without in any way diminishing the importance of the contributions and advantages of the candidate, I can address to Assoc. Prof. Boveski some recommendations, mostly related to his even more active contribution to the development of the Department of Economics of the NBU:

1. The analyzes of the cooperative business model could be supplemented structurally and branch-wise, as along with the cooperatives the application and effects of the marketing and management-focused practices and tools of marketing and management on other business models can be more seriously studied.

2. After his second habilitation, the candidate should focus his academic attention on expanding the theoretical scope of his research, deepening, summarizing and systematizing the achieved theoretical and scientific results in order to obtain a higher scientific degree - "Doctor of Science". “.

3. Assoc. Prof. Boevski should continue his active participation in research and applied projects, with the ambition to contribute to the successful inclusion of the Department of Economics in such projects.



4. Assoc. Prof. Boevski should make efforts to continue the extremely successful collective work on projects and publications, especially together with younger colleagues from the Department of Economics, in order to support their scientific and academic development.

**Conclusion**

Based on the research presented by the candidate, the presentation of his results at prestigious scientific forums and his serious project involvement, as well as the active participation of Assoc. Prof. Dr. Ivan Yochev Boevski in the academic life of New Bulgarian University, I categorically state my positive assessment of the overall academic activity of the candidate and I recommend to the esteemed Academic Council Assoc. Prof. Dr. Ivan Yochev Boevski to be elected "Professor" in the field of higher education "3. Social, economic and legal sciences", professional field "3.8. Economics (business marketing and business management)".

Sofia  
26.08.2021

Signature .....  
/Assoc. Prof. E. Marinov, Ph.D./