OPINION

by Prof. Dr. Nataliya Mihova Stoyanova,
University of Agribusiness and Rural Development – Plovdiv

on the materials submitted for participation in the competition
for occupying the academic position of "Professor"
in the field of higher education 3. "Social, Economic and Legal Sciences",
professional field 3.8. "Economics",
and scientific specialty "Regional Economics and Sustainable Development."

In the competition for the academic position of **Professor,** announced in the "State Gazette", issue No. 50 of June 20, 2025, for the needs of the Department of "Regional Development, Agribusiness and Tourism" within the "Department of Economics and Management" , the applicant is **Assoc. Prof. Dr. Aleksandar Krasimirov Davchev.**

1. Brief biographical data

Born on December 4, 1983, in Plovdiv.

I. Higher education, Bachelor's degree:

A) Geography. Teacher of Geography – "St. Cyril and St. Methodius" University of Veliko Tarnovo, 2006

B) Business Administration – "St. Cyril and St. Methodius" University of Veliko Tarnovo, 2008

II. Higher education, Master's degree:

A) Master of Economics and Management of Education, University of Agribusiness and Rural Development – Plovdiv, 2022

B) Master of Regional Development and Policy – "St. Cyril and St. Methodius" University of Veliko Tarnovo, 2007

III. Doctoral degree:

Obtained in 2017 in Bulgaria Field of higher education: 3. Social, Economic and Legal Sciences Professional field: 3.8. Economics Scientific specialty: "Economics and Management (Food Industry)"

Dissertation topic: "Management of Wellness Processes through the Prism of Tourism" Training institution: University of Food Technologies – Plovdiv, 2017

Positions held

I. Administrative positions

- Director of the Department of Language Training, Specializations, and Qualifications – UARD Plovdiv
- Vice-Rector – UARD Plovdiv
- Director of the Institute for Regional Research – UARD Plovdiv

II. Academic positions

- Assistant Professor in field 3. Social, Economic and Legal Sciences, professional field 3.8. Economics and Management, Department of Regional Development, Agribusiness and Tourism, since September 1, 2012
- Associate Professor in field 3. Social, Economic and Legal Sciences, professional field 3.8. Economics and Management, Department of Regional Development, Agribusiness and Tourism, since January 1, 2018

2. General description of the submitted materials

The candidate Associate Professor Doctor Alexander Krasimirov Davchev participated in the competition with:

• Monographs - 2 issues;
• Studies - 1 issue;
• Articles - 5 issues;
• Scientific reports - 10 issues;
• Textbooks - 3 issues;
• Teaching aids - 0 issues;
• Other publications - 0 issues.

By place of publication:

• Reports in proceedings of international scientific conferences abroad - 7 issues;
• Articles in national journals - 4 issues.
• Reports in proceedings of international scientific conferences in Bulgaria - 4 issues;
• Reports in scientific papers of universities - 1 issue.

By language in which they were written:

• In English - 7 issues;
• In Bulgarian - 9 issues.

By number of co-authors:

• Independent - 9 issues;
• With one co-author - 3 issues;
• With two co-authors - 2 issues
• With more than two co-authors - 2 issues

3. Reflection of the candidate's scientific publications in the literature (known citations) Total - 12 citations;

• By Bulgarian authors - 6 citations;

• By foreign authors - 6 citations.

4. General characteristics of the candidate's activity

4.1. Teaching and pedagogical activity

Courses taught:

1. Agromanagement
2. Stock Exchanges and Exchange Operations
3. Distribution Policy
4. Economics of Tourism
5. Logistics Systems and Activities
6. Marketing
7. Marketing Research in Agribusiness
8. Marketing in the Food Industry
9. International Marketing
10. International Trade
11. International Trade in Agricultural Products
12. Fundamentals of Business
13. Labor Market
14. Economic History
15. Rural and Ecological Tourism
16. Social Marketing in the Public Sector
17. SPA Tourism
18. Specialized Types of Marketing
19. Supply Chain Management
20. Sales Management

4.2. Scientific and applied research activity

- The concepts of *tourism* and *regional development* are defined and clarified in the context of the contemporary marketing environment.
- Some modern challenges to sustainable regional development are analyzed.
- The evolution of marketing concepts in tourism is explored.
- The opportunities that sales promotion offers for increasing the competitiveness of business organizations are systematized.

4.3. Implementation activity

The candidate's implementation work is mainly expressed through his participation and leadership in scientific projects. All projects have been successfully completed, and their results have been reported and presented at various academic forums.

4.4. Contributions (scientific, applied-scientific, and practical)

- A strategy for increasing sales in tourism has been developed.
- An algorithm for sales promotion in tourism has been proposed.
- The need for proper personnel selection as a key factor in forming a competitive advantage has been substantiated.
- Specific steps have been proposed for creating tourism products using the resources of alternative types of tourism to form regional competitive advantages.
- The concept of successful destination management and marketing has been elaborated.

5. Evaluation of the candidate's individual contribution

The review of the presented scientific production and documents submitted for the competition allows the conclusion that the candidate's research output is predominantly independent.

My evaluation of Assoc. Prof. Dr. Aleksandar Krasimirov Davchev's activity as an academic teacher and researcher is entirely positive. His publications present him as a scholar with clearly defined scientific orientation and a distinctive academic style. The candidate fully meets and exceeds the minimum national requirements under Article 2b, paragraphs 2 and 3 of the Act on the Development of Academic Staff in the Republic of Bulgaria (ZRASRB).

6. Critical remarks No omissions or contradictions were found in the presented research work.

My recommendations to the candidate are:

- To continue maintaining intensive publication activity in reputable and refereed journals both in Bulgaria and abroad;
- To deepen his work with graduate students, doctoral students, and young researchers in order to create a team with potential for achieving even more significant results.

7. Conclusion

Taking into account the above, **I propose that Assoc. Prof. Dr. Aleksandar Krasimirov Davchev be elected to the academic position of "Professor " in the field of higher education 3. "Social, Economic and Legal Sciences" , professional field 3.8. "Economics" , scientific specialty "Regional Economics and Sustainable Development" , for the needs of the "Department of Regional Development, Agribusiness and Tourism" within the "Department of Economics and Management" .**

.2025 **Member of the Academic Jury:**

Prof. Dr. Nataliya Mihova Stoyanova