



# ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ - ВАРНА

СЕРТИФИЦИРАНА СИСТЕМА ЗА УПРАВЛЕНИЕ НА КАЧЕСТВОТО ISO 9001:2015

ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ - ВАРНА

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Вх. № РД 06-31/30.01.2026

## OPINION

**Regarding the appointment to the academic position of "Full Professor"** in professional field 3.8. "Economics," scientific specialty "World Economy and International Economic Relations" (Applied Mathematical Modeling in International Business)

**From:** Prof. Vesselina Dimitrova, PhD, professional field 3.8. "Economics," scientific specialty "World Economy and International Economic Relations"

**Regarding:** The scientific publications, teaching and research activities of Assoc. Prof. Georgi **Marinov** Georgiev, PhD, member of the Department of "International Economic Relations" at the Faculty of "Management" of the University of Economics – Varna

### 1. General Information

This opinion is prepared by Prof. Vesselina Dimitrova, PhD, in professional field 3.8. "Economics," scientific specialty "World Economy and International Economic Relations," based on Order No. RD 06-31/30.01.2026 of the Rector of the University of Economics – Varna (UE-Varna) regarding the composition of the Scientific jury for the competition announced in the State Gazette No. 3/09.01.2026 for the position of " Full Professor." It is also based on the Notification Letter regarding the decisions of the first meeting of the Scientific jury held on 13/03/2026, in accordance with the Regulations for the Implementation of the Act for the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB) and the Regulations for the Development of the Academic Staff at UE-Varna.

### 2. Competition Data

The competition announced in the State Gazette No. 3/09.01.2026 is for the academic position of "Full Professor" in professional field 3.8. "Economics," scientific specialty "World Economy and International Economic Relations" (Applied Mathematical Modeling in International Business) for the needs of the Department of "International Economic Relations" at the Faculty of "Management" at the University of Economics – Varna.



### 3. Candidate Profile

One candidate submitted documents within the specified period: Assoc. Prof. Georgi **Marinov** Georgiev, PhD. The candidate meets the Minimum national requirements (quantitative requirements) according to Art. 2b, para. 2 and 3 of the ZRASRB, as well as the Additional quantitative requirements of the University of Economics – Varna for the position of "Full Professor," pursuant to Art. 2b, para. 5 of the ZRASRB for competitions announced after 01/01/2026.

Assoc. Prof. Georgi Marinov, PhD. has been working at the University of Economics – Varna since 1996 as a lecturer in the Department of "International Economic Relations". He has held the rank of "Associate Professor" since 2007, following the decision of the Higher Attestation Commission (VAC) No. 18/27.11.2007. For more than 14 years, he has served as Head of Department of "International Economic Relations" at UE-Varna. He is also a member of three international editorial boards.

### 4. Quantitative and Content Characteristics of the Scientific Publications

The candidate participates in this competition with 20 publications totaling 1027 pages, 11 of which are in refereed international editions. The distribution of publications includes 3 monographs, 2 studies, 6 scientific articles, 5 scientific proceeding papers, and 4 didactic and teaching textbooks. His personal h-index in Scopus is = 3, and in Web of Science, it is = 2. All articles and proceeding papers in Bulgarian are listed in the National Reference List. The candidate's citation report includes 15 citations in Scopus and Web of Science.

The main monograph for this competition, entitled "*Sustainability in the international wine business with the application of fuzzy analytic hierarchy process*," is an independent work of the author. It was discussed by the primary unit- the Department of "International Economic Relations" as mentioned in Protocol 2/24.10.2023 and includes reviews from two habilitated professors: Prof. Bistra Vassileva, PhD, and Assoc. Prof. Desislava Serafimova, PhD, followed also by an author's report for editing. The monograph (164 pages) was published in 2025 in the monographic library "Prof. Tsani Kalyandzhiev" by the *Nauka i Ikonomika* publishing house at UE-Varna. A significant part of the candidate's other publications laid the foundation for this work. The monograph is in English and represents the culmination of the candidate's long-standing research into applied mathematical modeling in international business, particularly regarding sustainable practices in sectors like Bulgarian



viticulture. The focus is on the application and utility of the Fuzzy Analytic Hierarchy Process (AHP) as a tool for enhancing business sustainability. The work also provides a detailed review of AHP within multi-criteria decision-making and its development using fuzzy numbers. I believe the author has systematically organized this topic—both theoretically and methodologically—for the first time in the Bulgarian language.

The candidate also submitted four other monographs and studies (in total 228 pages), two of which are independent and two are co-authored. Two of these were published in refereed international editions by *Springer* and *IGI Global Scientific Publishing*. The topics relate to panel methods at both macro and micro levels, as well as fiscal policies in various countries, including the Eurozone, the Balkan region, and Southeast Europe.

The candidate's scientific articles and proceeding papers are primarily co-authored with national and international teams and are published in refereed editions such as *Emerald*, *MDPI*, and *Inderscience Publishing*. All articles involve multi-level econometric research, justified both theoretically and methodologically, with applications in various areas of international business and international finance. The proceeding papers were presented at established national and international conferences. My overall assessment is that the scientific output production of Assoc. Prof. Georgi Marinov, PhD is up to date, interdisciplinary, useful, and recognizable to students, researchers, and practitioners.

## 5. Scientific Contributions

The candidate's monograph and publications allow for the identification of five contributions, distributed into two main groups: scientific-theoretical and practical-applied. The latter category has a larger relative share and concerns more of the candidate's publications. I accept all contributions and I believe they are relevant to the competition's topic, as they primarily involve the application of various mathematical and statistical methods in international business. In addition, the candidate has identified contributions of a pedagogical-methodological nature.



## 6. Participation in Scientific Projects

Assoc. Prof. Georgi Marinov, PhD has declared his leadership as project manager of two applied research projects funded by the state budget: project 77/2012, entitled "*Psychosemantic view on attitudes toward fiscal policy in our country*," and its capitalisation in project 107/2013. The final scientific results of both projects were published as monographs.

## 7. Teaching Activity

Assoc. Prof. Georgi Marinov, PhD is a regular lecturer in bachelor's and master's programs, as well as in the Erasmus+ program, for more than ten courses for which he has developed relevant curricula. For the 2023/2024 and 2024/2025 academic years, it was declared and validated total classroom workload of 585 hours in bachelor's programs and 60 hours of additional workload in master's programs.

The candidate has published didactic and teaching textbooks for students in "International Economic Relations" in the fields of international finance, international economics, international management, and the application of econometric models. He participates in the competition with four of such publications (totaling 415 pages). He works actively with students and PhD candidates, including also young researchers from abroad. He has successfully supervised two PhD students to their graduation (in 2019 and in 2021).

The quantitative and qualitative assessment of his teaching work is in accordance with the requirements of the Regulations for the Development of the Academic Staff at the University of Economics – Varna.

## 8. Plagiarism

I have not found any evidence of plagiarism in the candidate's publications. Assoc. Prof. Georgi Marinov, PhD has signed a declaration of authenticity for his scientific works.



## 9. Questions, Critical Notes, and Recommendations

I have no critical notes for the candidate, but I would like to recommend that he continues to be an active lecturer and researcher at the University of Economics – Varna.

My question to the candidate is: *What are your expectations and predictions regarding future applied-mathematical and econometric models to be implemented in sustainable international business?*

## 10. Conclusion

Evaluating the comprehensive research and teaching qualities of the candidate, Assoc. Prof. Georgi Marinov, PhD, I express the opinion that his candidacy fully meets the criteria for the position of "Full Professor" at the University of Economics – Varna, and there is no evidence of plagiarism in his scientific works.

I propose to the Honorable members of the Scientific jury that they support the appointment of Assoc. Prof. Georgi **Marinov** Georgiev, PhD to the academic degree of " Full Professor."

Заличена информация съгласно  
ЗЗЛД и регламент (ЕС) 2016/ 679

Prepared by:

Prof. Vesselina Dimitrova, PhD

29/04/2026

**OPINION**

on the competition for the academic position of "professor"

professional field: 3.8 Economics

scientific specialty: "World Economy and International Economic Relations (Applied Mathematical Modeling in the International Business)"

**1. General information**

- Prepared by: prof. Violeta Yaneva Dimitrova, PhD, scientific specialty "Economics and Management (Commerce)", Department of "Economics and Management of Commerce and Services" at the University of Economics-Varna.

- The basis for preparing the review is the decision of the Scientific Jury of 13.03.2026, order of the Rector of the University of Economics-Varna RD-06-31/30.01.2026.

**2. Information about the competition**

- Field of higher education: 3. Social, economic, and legal sciences

- Professional field of study: 3.8 Economics

- Faculty for the needs of which the competition is open: Management

- Department for the needs of which the competition is announced: Department of International Economic Relations at the University of Economics-Varna

- Number and date of the State Gazette in which the competition was announced: issue 3/09.01.2026.

**3. Candidate for the competition**

The only candidate in the competition for the academic position of "professor" in the scientific specialty "World Economy and International Economic Relations (Applied Mathematical Modeling in the International Business)" is assoc. prof. Georgi Marinov Georgiev, PhD, from the department of "International Economic Relations" at the University of Economics-Varna. The candidate submitted documents on time and was admitted to participate in the competition by a commission pursuant to art. 122 of the Regulations for the Development of the Academic Staff at the University of Economics-Varna.

Assoc. prof. Georgi Marinov, PhD, has presented evidence of fulfillment of the quantitative and qualitative requirements for occupying the academic position of "professor" at both levels: national and the University of Economics-Varna. According to the national minimum requirements, the Law on the Development of the Academic Staff in the Republic of Bulgaria (LDASRB), article 2b and the Regulations for its implementation (article 1a, paragraph 1), the candidates for the academic position of "professor" in the field of higher education 3.Social,

Economic and Legal Sciences, a professional field of study 3.8 Economics must have achieved a minimum of 550 points, while assoc. prof. Marinov participated in the competition with a total of 808.49 points (which were formed only from part of the publications and citations of the candidate, as evidenced by his research profiles and in the register of the academic staff of the National Center for Information and Documentation, NCID in Bulgaria), which are nearly 1,5 times higher than the minimum required, namely:

<b>Indicators</b>	<b>Minimum required points by groups of indicators for the academic position "Professor" in the professional field of study 3.8 Economics (according to the LDASRB)</b>	<b>Points declared by the candidate</b>
<b>Dissertation for the award of the educational and scientific degree "Doctor"</b>	<b>50</b>	<b>50</b>
<b>Habilitation publication – monograph</b>	<b>100</b>	<b>100</b>
<b>The sum of indicators from 4 to 10, incl.:</b>	<b>200</b>	<b>246,83</b>
- Published monograph that is not presented as a major habilitation work	(100)	100
- Published book on the basis of a defended dissertation for the PhD degree	(75)	75
- Scientific articles and papers published in scientific journals refereed and indexed in world databases	(30/n)	88,5
- Scientific articles and papers published in non-refereed peer-reviewed journals	(10/n)	18,33
- Scientific studies published in non-refereed peer-reviewed journals	(15/n)	20
- Published chapter of a collective monograph	(20/n)	20
<b>The sum of indicators from 11 to 13, incl.:</b>	<b>100</b>	<b>225</b>
- Citations in scientific journals refereed and indexed in world databases	(15)	225
<b>The sum of the indicators from 14 to the end, incl.:</b>	<b>100</b>	<b>186,66</b>

- Supervision of a successful PhD student	(40)	60
- Leadership of a national scientific or educational project	(30)	60
- Published university textbook	(40/n)	66,65

The submitted documents for the competition show that assoc. prof. Georgi Marinov, PhD, also fulfills the additional requirements of the Regulations for the Development of the Academic Staff at the University of Economics-Varna, after 1.01.2026, namely:

Group	Indicators	min. requirements of the UE-Varna for acad. position "professor"	points declared by the candidate
<b>Zh</b>	<b>Total per group Zh</b>	<b>140</b>	<b>160</b>
	Monograph	100	100
	Leadership of a Successful Doctoral Student	40	60
<b>Z</b>	<b>Total per group Z</b>	<b>90</b>	<b>313,5</b>
	Scientific studies, articles and papers, published in scientific journals, refereed and indexed in Scopus and Web of Science (30/n points)	60	88,5
	Citations or reviews in scientific journals, refereed and indexed in Scopus and Web of Science (30/n points)	30	225
<b>I</b>	<b>Total for Group I</b>	<b>60</b>	<b>126,66</b>
	Leadership of a national scientific or educational project	30	60
	Published university textbook	30	66,66

According to the submitted reference-declaration, assoc. prof. Georgi Marinov Georgiev has fulfilled and significantly exceeded the minimum national quantitative requirements in general and for the individual criteria, as well as the additional requirements of the Regulations for the Development of the Academic Staff at the University of Economics-Varna -Varna, in total and by groups of indicators.

#### 4. Candidate data (personal characteristics)

The candidate in the competition for the academic position of "professor" meets the requirements in Art. 118, para. 2, items 1 and 2 of the Regulations for the Development of the

Academic Staff (RDAS) at the University of Economics-Varna – have a diploma from the Higher Attestation Commission for Doctoral Degree No 28472/19.05.2003. and has held the academic position of "associate professor" for at least two academic years at the same higher school.

Assoc. prof. Georgi Marinov, PhD, graduated from secondary education at the First Language School in Varna. During the period 1989-1994, he was a student at the University of National and World Economy (Higher Institute of Economics) in Sofia, where he received a "Master's degree (International Economist)". After graduating from higher education, he worked (1995-1996) as a tax inspector at the Territorial Tax Administration in Varna. In 1996, he joined the Department of "IER" at the UE-Varna as a full-time assistant, where, in 2008, after successfully passing a competition, he received a certificate for the academic position of "associate professor" from the Higher Attestation Commission.

### **5. Description of the scientific works**

Assoc. prof. Georgi Marinov, PhD, has submitted 20 publications for participation in the competition for "professor." According to the NCID, since attaining the position of "associate professor" in 2008, he has published 34 papers, indicating that not all of his work was submitted to this competition. Structurally, his scientific output includes a significant proportion of monographs – three in total (411 pages out of 1027 pages) – as well as two studies (one single-authored), six scientific statistics, five scientific reports, and four textbooks (one single-authored). Proof of the recognition of the candidate's publications in the international scientific space is the large number of scientific articles and reports – 7 or more than half are published in editions included in the world-famous databases of scientific information, Scopus and Web of Science. The remaining publications are included in other referencing and evaluation systems. The subject area of the publications of assoc. prof. Georgi Marinov, PhD, fully corresponds to the subject area of the current competition and is directly related to the candidate's educational and teaching activities.

For participation in the competition for "professor", as a main habilitation thesis, assoc. prof. Georgi Marinov, PhD, has submitted an independent monograph entitled "Sustainability in the international wine business with the application of Fuzzy AHP," totaling 176 pages, including the main text (introduction, three chapters, and conclusion) and the used literature. The monograph meets the requirements of art. 118, para. 2, item 4 in connection with art. 112, item 2 of the academic regulations of the UE-Varna – it has been published in a specialized scientific publishing house, has been discussed in the primary scientific unit, has been reviewed by two habilitation persons, solves a significant scientific and scientifically applied problem at a highly modern level with methods of applied mathematical modeling and does not repeat the publications for the

acquisition of the educational and scientific degree "doctor" and the academic position "associate professor".

The habilitation thesis is an original scientific study that presents the author's perspective on the problems encountered in applying Fuzzy AHP as a tool to support management decisions related to sustainability in the international wine sector, using the Bulgarian wine sector as an example. The focus is on building a conceptual model of the applicability of the Fuzzy AHP in the Bulgarian wine sector as a potentially useful tool for decision support in conditions of uncertainty and a multi-criteria environment, amid various conflicts of interest among stakeholders. The development of views on sustainability in agriculture, in general, and in the wine sector in particular, is studied. Aspects of the methodology and application of the so-called AHP – a structured technique for making complex decisions, based on psychological and mathematical assessment of qualitative (including subjective) and quantitative data, and its fuzzy versions are studied and summarized, and the limitations of the toolkit are also deduced.

The monographic study builds upon the author's previous publications in both applied mathematical modeling and the economics of viticulture and winemaking. I accept not only the habilitation work but also all the submitted publications of assoc. prof. Georgi Marinov, PhD, is directly or indirectly relevant to the competition for "professor" for the following reasons: (1) they demonstrate a high level of expertise, encompassing both theoretical knowledge and practical application of applied mathematical modeling methods, utilizing both quantitative and qualitative information for complex management decisions; (2) the publications reflect the evolution of assoc. prof. Georgi Marinov's scientific research and academic development, resulting in co-authored works and the formation of scientific teams published in reputable international journals; (3) the publications illustrate the author's ongoing pursuit and application of both classical and innovative models and methods for management decision-making; (4) the publications articulate the author's perspective and have been reviewed by established habilitated scholars; (5) the research findings are applicable to the candidate's teaching activities.

Recognition for his contributions in the field of scientific research includes his participation in two editorial boards – the International Journal of Business and Economic Sciences Applied Research of the Technological Educational Institute of Eastern Macedonia and Thrace, Greece, and The Journal of the Faculty of Economics and Administrative Sciences of Kastamonu University, Turkey.

The above provides grounds for concluding that the scientific production presented by assoc. prof. Georgi Marinov, PhD, for participation in the competition for "professor" is sufficient in both content and quantity, exceeds the requirements for holding the academic position of "professor," and fully covers the profile of the announced competition.

## **6. Identification of the scientific and applied contributions in the candidate's research work**

I accept the scientific-theoretical, scientific-applied, and educational-methodological contributions presented by assoc. prof. Georgi Marinov, PhD, with the relevant evidence (publications) presented in the reference. Contributions of a scientific-theoretical nature are expressed in a summary, enrichment, complementation, and further development of existing knowledge in the field of applied mathematical modeling in international business, and in particular, the Fuzzy AHP theory and the justification of the effect of eco-innovations on the structure of international trade as an indicator of sustainability in the economy. Scientific-applied incentives involve applying various mathematical and statistical methods to analyze numerical and experimental data to study aspects of international business, including wine, the circular economy, and sustainability, as well as fiscal policies, lending, and monetary policy. Educational and methodological contributions include the development of teaching materials and methodological guidelines, test questions, and case studies for the problems studied by students in the field of international economics and finance, including the application of modern autoregressive models using econometric software. The above is the basis for accepting the contributions as valid, appropriate, and objective.

## **7. Evaluation of citations**

In the citation report, assoc. prof. Georgi Marinov, PhD, presents 15 identified citations, all from refereed, indexed scientific publications in the Web of Science, which represent only a part of the total number of citations to the candidate's publications for the competition. The declared citations amount to 225 points (100 points required), meeting the minimum national requirements for holding the academic position of "professor" under the Law on the Development of the Academic Staff in the Republic of Bulgaria. Assoc. prof. Georgi Marinov, PhD has profiles in Scopus, Web of Science, ORCID and Google Scholar, from which it is evident that he has achieved: (i) h-index 3 in Scopus and only the publication "A fuzzy AHP study of barriers for circularity in the wine sector in Bulgaria" currently having 7 citations; (ii) h-index 2 in Web of Science, where only the above-mentioned publication has 6 citations compared to 5 declared by the candidate; (iii) 104 citations were registered by Google Scholar with an i10-index of 3 and h-index of 5. The above demonstrates the very high visibility and promotion of the candidate's publications, as well as their recognition by researchers worldwide.

## **8. Participation in scientific projects**

In the competition for the academic position of "professor", assoc. prof. Georgi Marinov, PhD, has declared scientific leadership of 2 projects for scientific and applied research on the

problems of the psychosemantic view of attitudes in our country towards the consumption of imported goods and towards fiscal policy, or in the subject area of the competition, both of which have ended with the publication of collective monographs. The leadership of the scientific projects is visible in the candidate's profile in the register for academic positions at NCID.

### **9. Teaching work and administrative experience**

In assessing the teaching work of assoc. prof. Georgi Marinov, PhD, on the requirements of art. 129, para. 5, item 1 of the Regulations for the Development of the Academic Staff at the UE-Varna and of art. 29b, para. 3, item 1 of the Law on the Development of the Academic Staff in the Republic of Bulgaria was taken into account. Assoc. prof. Georgi Marinov, PhD, has been working for 29 years as a lecturer under a basic employment contract in the Department of "IER" at the UE-Varna, of which more than 13 years in the academic position of "associate professor". His pedagogical experience is in full accordance with the subject matter of the competition for "professor". The candidate for this competition is an established lecturer in academic disciplines at the "bachelor" and "master" levels in the subject area of the announced competition for the academic position of "professor", namely: "International Economics", "International Finance", "Academic Research", "Panel Data Analysis", taught in Bulgarian and English. The candidate in the competition has been involved in developing many academic programs in international economics. He is the author of 1 independent textbook on international finance and modern autoregressive models with econometric software, as well as the co-author of 3 additional textbooks on international finance, international economics, and international management.

Assoc. prof. Georgi Marinov, PhD, has supervised two doctoral students who have successfully defended their dissertations in international economics. It is also worth noting assoc. prof. Georgi Marinov's long-standing experience, from 2007 to the present, as a visiting lecturer delivering courses at a number of universities in Europe under the ERASMUS and ERASMUS+ programs.

From the report on the teaching load of assoc. prof. Georgi Marinov, PhD, for the past two consecutive academic years – 2023/2024 and 2024/2025 – it is evident that assoc. prof. Georgi Marinov, PhD, has taught lectures and seminars at the "bachelor's" level, thereby fulfilling the requirements of Article 29, Paragraph 6 of the Law on the Development of the Academic Staff in the Republic of Bulgaria.

The candidate's administrative experience should also be highlighted. In his professional career, assoc. prof. Georgi Marinov, PhD, has served for many years as head of the Department of Information and Communication Technologies.

## 10. Plagiarism

In reviewing and analyzing the academic work of assoc. prof. Georgi Marinov, PhD, I have found no instances of plagiarism, inaccurate data, or improper citation of other scholars' works.

## 11. Questions, critical notes, and recommendations

I have no significant critical remarks regarding the candidate or his publications. I recommend that assoc. prof. Georgi Marinov, PhD, continues his work in scientific and applied research on international economics and international business management, and continues to publish his findings in journals indexed in global scientific databases such as Scopus and Web of Science. Given the increasing adoption of AI in management decision-making, the candidate could consider presenting his perspective on the comparative applicability of Fuzzy AHP and AI (including neural networks), as well as opportunities for their integration, for example, in aggregating expert responses. Further research into retailers' sustainable behavior, particularly the role of large retail chains in the international wine supply chain, is also encouraged.

## 12. Conclusion

The documents and materials submitted by assoc. prof. Georgi Marinov Georgiev, PhD, for participation in the competition for the academic position of "professor" in the scientific field of "World Economy and International Economic Relations (Applied Mathematical Modeling in the International Business)" demonstrate that the candidate meets the requirements specified in article 29 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, article 60 of the Regulations for the Implementation of Law on the Development of the Academic Staff in the Republic of Bulgaria and the Regulations for the Development of Academic Staff at the University of Economics-Varna.

Based on the above, I confidently propose to the members of the academic jury that assoc. prof. Georgi Marinov Georgiev, PhD, to be elected to the academic position of "**PROFESSOR**" in professional field 3.8 Economics, scientific specialty "World Economy and International Economic Relations (Applied Mathematical Modeling in the International Business)," and I will vote an unequivocal "**YES.**"

7 May 2026  
Varna

Member of the scientific jury  
(prof. Violeta D...

Заличена информация съгласно  
ЗЗЛД и регламент (ЕС) 2016/ 679

## OPINION

by Prof. DSc (Econ.) Virginia Zhelyazkova

Economic Research Institute at the Bulgarian Academy of Sciences / University of Insurance and Finance

Field of expertise: Finance, Monetary Circulation, Credit and Insurance / World Economy and International Economic Relations

Regarding: a competition for the academic position of **Professor** in professional field 3.8 “Economics”, scientific specialty “World Economy and International Economic Relations (Applied Mathematical Modelling in International Business)”, announced for the needs of the University of Economics - Varna

Grounds for submission of the opinion: participation as a member of the scientific jury, in accordance with Order of the Rector of the University of Economics - Varna No. 06-31/31.01.2026

Candidate: Assoc. Prof. Georgi Marinov Georgiev, PhD

### 1. General Information about the Competition

The competition for the academic position of **Professor** was announced in the State Gazette (Issue No. 3/09.01.2026) for the needs of the University of Economics - Varna in a scientific field related to the application of mathematical methods in international business.

The materials submitted by the candidate comply with the regulatory requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, as well as with the internal regulations of the University. The documentation is complete, well-structured, and allows for an objective assessment of the candidate's research, teaching, and applied activities.

### 2. Biographical Data of the Candidate

Assoc. Prof. Georgi Marinov Georgiev, PhD, is an established university lecturer and researcher with extensive academic experience. He graduated from the University of National and World Economy and obtained his PhD in Economics in 2003.

His professional career has been closely associated with the University of Economics - Varna, where he has been employed since 1996 and subsequently appointed as Associate Professor. His academic development is characterized by consistency, strong institutional commitment, and sustained professional growth within one of the leading economic higher education institutions in Bulgaria.

The candidate demonstrates a clearly defined international profile, supported by teaching mobility under the ERASMUS+ programme at a number of European universities, as well as active publication activity in international academic outlets.

### **3. Assessment of Teaching Activity**

The teaching activity of Assoc. Prof. Marinov is characterised by long-standing consistency and breadth, encompassing a wide range of disciplines within the fields of international economics, finance, and econometrics. He delivers both foundational and specialised courses, including those with a high degree of methodological complexity, such as panel data analysis and panel econometrics, taught in English.

The submitted information on teaching workload demonstrates a substantial volume of contact hours and sustained engagement with students. Particularly noteworthy is his contribution to the development of curricula and courses across different levels of higher education, including doctoral programmes, which reflects both academic maturity and pedagogical commitment.

Furthermore, the evidence provided on doctoral supervision indicates that the candidate has established experience in mentoring early-stage researchers. Under his supervision, two doctoral candidates have successfully defended their dissertations in the field of World Economy and International Economic Relations, while one doctoral candidate has been withdrawn with the right to defend. The topics of the completed dissertations are directly aligned with the candidate's research areas, demonstrating a clear continuity and coherence between his teaching and research activities.

The candidate's teaching and methodological contributions are further evidenced by the authorship and co-authorship of four university textbooks in key areas such as international finance, international economics, and international management. These works are characterised by strong practical relevance, clear structure, and close alignment with the taught disciplines, thereby making a substantial contribution to the quality of the educational process and reinforcing the link between research and teaching.

#### **4. Assessment of Research Activity**

The research activity of Assoc. Prof. Dr. Georgi Marinov is characterised by a clearly defined thematic continuity and internal coherence, encompassing several main directions - sustainable development and circular economy, international business, fiscal policy, as well as the application of contemporary quantitative methods in economic analysis.

A central place in his research programme is occupied by the issue of sustainability, examined through the prism of a specific sector - the international wine business. In the presented monograph *Sustainability in the International Wine Business with the Application of Fuzzy Analytic Hierarchy Process* (2025), both the global trends towards sustainable production and consumption and the possibilities for applying the fuzzy AHP method as a tool for supporting managerial decision-making are analysed. Particularly important is that the study does not remain at a conceptual level, but includes an empirical verification of the applicability of the method in Bulgarian conditions, with the results demonstrating its clarity and practical usability for managers in the sector.

This line of research is consistently developed in other publications, including the article *A fuzzy AHP study of barriers for circularity in the wine sector in Bulgaria* (2024), as well as the study *Influence of EU circularity indicators through fuzzy AHP approach* (2023), in which the barriers to circularity are identified and hierarchised through the use of multicriteria methods. In this context, a clear effort is observed towards building analytical models that allow the structuring of complex managerial problems and the derivation of priorities in decision-making.

At the same time, the research also examines the relationship between eco-innovation and international trade, and in the publication *Interrelation between Eco-Innovation and Intra-Industry Trade - A Proposal for a Proxy Indicator of Sustainability in the EU Countries* (2019),

an empirically grounded approach is proposed for analysing their interaction at the level of the European Union. This type of research expands the scope of analysis, moving it from a sectoral to a macroeconomic level and placing sustainable development within the context of international economic processes.

A second major direction in the candidate's research activity is related to fiscal policy and macroeconomic stability, with the main contribution in this area being the monograph *Fiscal Policies of the Countries of South-Eastern Europe and Monetary Integration in the EU* (2016). The analysis reveals the existence of structural challenges to maintaining stability, placing emphasis on the specific characteristics of the economies in the region and their readiness for participation in the euro area.

A third direction covers the development and application of econometric methods, including studies such as *Panel Non-Stationarity Methods in Macro- and Microeconomic Studies* (2021), in which the possibilities for analysing panel data in both macro- and microeconomic contexts are examined. In this part, the candidate argues for the advantages of contemporary econometric approaches and their applicability across a wide range of economic studies.

At the micro level, the research extends to the analysis of consumer behaviour and market structures, as seen in publications such as *Couple Roles in Wine Purchase Decisions - A Study of Bulgarian Residents* (2020) and *Wine Clusters in the Perceptions of Bulgarian Residents* (2019), which contribute to a better understanding of market mechanisms and consumer attitudes.

In a broader economic context, the research also includes studies such as *Credits, Inflation and Real Estate Prices in Some CEE Countries* (2007), which examine the relationships between financial and real economic processes in the countries of Central and Eastern Europe.

In addition, the research activity includes the analysis of contemporary economic phenomena such as the development of electronic commerce, through the bibliometric study *The Scientific Interest to "E-marketplaces" - A Bibliometric Study* (2025), which traces the evolution of scientific interest and thematic directions in this field.

The presented data on the citation of the candidate's scientific publications demonstrate that he meets the required criteria, while also indicating the visibility and recognition of his research results within the international academic community.

It can be unequivocally concluded that the candidate fulfils and exceeds the minimum national requirements, as well as the internal criteria of the University of Economics - Varna with regard to his scientific publications for the academic position of Professor, and no doubts arise regarding the authenticity and originality of the submitted scholarly works.

In summary, the research activity of Assoc. Prof. Dr. Georgi Marinov is characterised by thematic coherence, methodological soundness, and a clear orientation towards relevant economic issues. There is a consistent progression from theoretical frameworks to empirical studies, as well as a clear intention to apply the obtained results in a real economic environment.

### **5. Scientific and Applied Scientific Contributions**

The scientific and applied scientific contributions of Assoc. Prof. Dr. Georgi Marinov are distinguished by a clearly defined internal logic, consistency, and thematic focus, encompassing both the development of contemporary quantitative methods and their application to significant economic problems of high relevance.

From a theoretical perspective, a substantial contribution is the expansion and conceptual advancement of the fuzzy Analytic Hierarchy Process (fuzzy AHP) approach. The candidate does not limit himself to its application, but carries out a systematisation and adaptation of the method in accordance with the specific characteristics of the analysed economic processes, particularly in the context of sustainable development and the circular economy. This contribution is significant not only as a methodological refinement, but also as a step towards the broader integration of multicriteria approaches in economic analysis, especially under conditions of uncertainty and subjectivity in assessments.

Within the same line of reasoning should be considered the development of a new indicator of sustainability, based on the interaction between eco-innovation and the structure of international trade. This contribution is particularly valuable in view of the current efforts in the field of measuring sustainable development, where the lack of universally applicable and accessible indicators remains a significant problem. The proposed solution is distinguished by its practical applicability and the possibility of using widely accessible empirical data, which significantly enhances its scientific and applied value.

In applied scientific terms, the candidate's contributions are clearly expressed and cover a wide range of economic problems. Particular attention should be paid to the analysis of the international wine business as a specific, yet economically significant field, in which issues of sustainability, market structures, and consumer behaviour intersect. Through the use of a contemporary methodological toolkit, including fuzzy AHP and other quantitative methods, the candidate succeeds in deriving practically relevant conclusions that have the potential for application in managerial practice.

At the same time, the research in the field of fiscal policy and macroeconomic stability demonstrates the candidate's ability to apply complex econometric techniques to the analysis of real economic processes. Particularly valuable is the focus on the countries of South-Eastern Europe, where specific institutional and economic conditions require adapted analytical approaches. In this sense, the contributions are not limited to empirical results, but also include methodological adaptation of the analytical toolkit to the specific regional context.

Separate attention should also be given to the contribution related to the application of a variety of mathematical and statistical methods for the analysis of both quantitative and qualitative data, including textual datasets. This interdisciplinary approach expands the possibilities of economic analysis and brings it closer to contemporary trends in data processing and the digitalisation of scientific research.

As a logical continuation of the research activity, the teaching and methodological contributions of the candidate should also be considered. The developed teaching materials, methodological guidelines, and practical case studies demonstrate an ability to transform scientific results into a learning process, which is a key requirement for the academic position of Professor. In this regard, a clear correspondence is observed between research and teaching activities, which further strengthens the overall academic profile of the candidate.

In summary, it can be concluded that the contributions of Assoc. Prof. Dr. Georgi Marinov are of a complex nature - they combine theoretical advancement, methodological development, and practical applicability. This combination makes them not only significant within the specific scientific field, but also relevant in the broader context of contemporary economic research, particularly in the areas of sustainable development and quantitative analysis.

## 6. Overall Assessment

The overall impression from the submitted materials is of a well-established and consistent researcher with a clearly defined academic identity. The candidate's research, teaching, and applied activities are characterised by sustainability, systematic development, and logical coherence.

There is a strong and convincing alignment between the scientific field of the competition and the thematic scope of the candidate's research. The achieved results not only meet, but exceed, the requirements for the academic position of Professor.

## 7. Conclusion

Based on the overall analysis of the submitted materials, scientific contributions, and teaching activity, I provide my unequivocally positive evaluation of the candidate Assoc. Prof. Dr. Georgi Marinov Georgiev.

I consider that he possesses the necessary qualities of an established scholar and academic lecturer, and I strongly recommend to the esteemed scientific jury that Assoc. Prof. Dr. Georgi Marinov Georgiev be elected to the academic position of Professor in the announced competition.

Signature:

Заличена информация съгласно  
ЗЗЛД и регламент (ЕС) 2016/ 679

/Prof. DSc. (Econ.) Virginia Zhelyazkova/

Sofia, 3 May 2026

## OPINION

Вх. №

PA20-787/11.05.2026г.

by **Assoc. Prof. Dragomir Angelov Iliev, PhD**  
Department of International Economic Relations  
D. A. Tsenov Academy of Economics, Svishtov

**1. Information about the Competition.**

The competition was announced pursuant to Art. 3, para. 1 of the Academic Staff Development Act in the Republic of Bulgaria for the academic position of Professor in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.8 Economics, scientific specialty “World Economy and International Economic Relations (Applied Mathematical Modelling in International Business)” for the needs of the Department of International Economic Relations at the University of Economics, Varna.

The announcement was published in State Gazette, issue No. 3/09.01.2026.

I was appointed as a member of the scientific jury by Order No. RD 06-31/30.01.2026 of the Rector of the University of Economics, Varna.

**2. Data about the Competition.**

The competition for the academic position of “Professor” in professional field 3.8 Economics, scientific specialty “World Economy and International Economic Relations (Applied Mathematical Modelling in International Business)” was announced and conducted in compliance with the requirements of the Academic Staff Development Act in the Republic of Bulgaria, the Regulations for its implementation, and the current Rules for Academic Staff Development at the University of Economics, Varna.

After reviewing the submitted documentation, I consider that the candidate fulfills the minimum national requirements under Art. 2b, para. 2 and 3 of the Academic Staff Development Act, as well as the additional university requirements for holding the academic position of “Professor”.

The submitted declaration report clearly demonstrates that the candidate not only fulfills but significantly exceeds the minimum national requirements for the academic position of “Professor”, achieving 246.83 points under group of indicators “Г” with a required minimum of 200 points, 225 points under group of indicators “Д” with a required minimum of 100 points, and 186.66 points under group of indicators “Е” with a required minimum of 100 points. At the same time, the additional quantitative requirements of the University of Economics, Varna are also fulfilled, as the candidate achieves a total of 160 points under group “Ж” with a required minimum of 140 points, 213.5 points under group “З” with a required minimum of 90 points, and 126.66 points under group “И” with a required minimum of 60 points.

The presented data demonstrate consistent and sustainable scientific, teaching, and publication activity fully corresponding to the requirements for holding the academic position of “Professor”.

### **3. Data about the Candidate.**

Assoc. Prof. Georgi Marinov Georgiev, PhD, is a long-standing lecturer and researcher at the University of Economics, Varna, whose professional and academic career has been permanently associated with the Department of International Economic Relations. In 2003, he obtained the educational and scientific degree “Doctor” in the scientific specialty “World Economy and International Economic Relations”, and in 2008 he was appointed to the academic position of Associate Professor.

It should be noted that during two consecutive terms he was elected Head of the Department of International Economic Relations, and currently he serves as Deputy Head of the same department, which is indicative of his established academic authority and the high institutional trust in his expertise and organizational qualities.

His professional profile is characterized by a clear specialization in the fields of international economics, international finance, European economic integration, panel econometrics, and the application of mathematical methods in economic research. Assoc. Prof. Georgi Marinov has substantial teaching experience in the education of students in Bachelor’s, Master’s, and Doctoral degree programs, as well as active scientific research activity realized through monographs, studies, articles, participation in scientific projects, and publications in journals indexed in international scientific databases. The candidate possesses a stable academic profile, extensive teaching experience, thematic compatibility with the competition, and visible scientific activity in international databases.

### **4. Description of the Candidate’s Scientific Works.**

For participation in the competition for the academic position of “Professor”, Assoc. Prof. Georgi Marinov Georgiev, PhD, has submitted a substantial, diverse, and thematically well-structured scientific output comprising a total of 20 publications with an overall volume exceeding 1027 pages. Among them are 3 monographs, 2 studies, 6 scientific articles, 5 conference papers, and 4 textbooks and teaching materials. Five of the submitted publications are independent monographic and study works, while a significant part of the articles and conference papers have been published in refereed and indexed international scientific journals, including Web of Science and Scopus.

The quantitative characteristics of the scientific output demonstrate clear activity and sustainability in the candidate’s research work. Particular attention deserves the habilitation thesis “Sustainability in the International Wine Business with the Application of Fuzzy Analytic Hierarchy Process”, published in 2025, which examines the possibilities for applying the multicriteria decision-making method that combines

Saaty's classical Analytic Hierarchy Process (AHP) with fuzzy set theory in managerial decisions related to sustainability in the wine sector. The monographic work demonstrates the ability to integrate economic, managerial, and applied mathematical approaches in the analysis of real business processes and is directly related to the thematic scope of the competition.

The structural analysis of the publications reveals several clearly defined scientific directions in the candidate's research activity.

*The first direction* is related to the application of mathematical and econometric methods in international business, including fuzzy AHP models, panel non-stationary methods, and quantitative approaches in the analysis of sustainability, circular economy, and international trade.

*The second direction* includes studies on fiscal policy, macroeconomic stability, and European monetary integration.

*The third direction* is focused on sustainable development, eco-innovation, circular economy, and their application in the wine sector and international business.

There are also publications devoted to electronic commerce, international markets, consumer behavior, and the shadow economy.

The substantive evaluation of the submitted works allows the conclusion that the candidate's scientific research is distinguished by solid theoretical preparation, clearly formulated research problems, and consistent use of contemporary methodological instruments. A number of publications demonstrate a successful combination of economic theory, quantitative methods, and practically applicable models for the analysis and support of managerial decision-making. Particularly positive is the consistent interdisciplinary approach, in which economic research is combined with mathematical modelling, statistical analysis, and empirical studies of real economic processes and business practices.

The candidate's scientific publications demonstrate good international visibility, confirmed both by publications in prestigious international journals such as Sustainability, British Food Journal, and International Journal of Sustainable Economy, and by participation in international scientific forums and collective scientific editions. The submitted scientific output is thematically consistent, methodologically sound, and fully corresponds to the scientific specialty of the competition.

### **5. Scientific Contributions of the Candidate.**

The scientific contributions of Assoc. Prof. Georgi Marinov Georgiev, PhD, can be defined as clearly recognizable, thematically structured, and directly related to the scientific specialty of the competition. They possess scientific-theoretical, scientific-applied, and educational-methodological significance, distinguished by the consistent application of contemporary quantitative and econometric methods in the analysis of

processes in international business, sustainable development, and macroeconomic policy.

First and foremost, attention should be drawn to the candidate's contribution related to the expansion and adaptation of the fuzzy AHP approach for the analysis of sustainability, circular economy, and managerial decision-making in the wine sector. In a series of publications, and particularly in the habilitation thesis, models for multicriteria analysis and evaluation of sustainable practices are developed and applied, taking into account the specific features of the international wine business and the characteristics of the Bulgarian economic environment. The contribution lies both in the systematization of the methodological apparatus of fuzzy AHP and in its practical application to real economic and managerial problems.

A significant scientific-theoretical contribution is also represented by the development of a sustainability indicator based on the relationship between eco-innovation and intra-industry trade. Through the use of international statistical databases and econometric instruments, the candidate proposes a model for measuring the sustainability of economic development applicable to the analysis of European Union countries.

The candidate's contributions in the field of applying mathematical and statistical methods in international business are also substantial. The publications employ panel econometric methods, fuzzy AHP models, non-parametric instruments, and bibliometric approaches for the analysis of sustainability, circular economy, international trade, electronic markets, and consumer behavior. This demonstrates strong methodological preparation and an ability to integrate quantitative approaches into the study of complex economic processes.

The studies devoted to fiscal policy, macroeconomic stability, and European monetary integration also possess contributory significance. These studies analyze the problems of fiscal sustainability in the countries of Southeastern Europe, the role of fiscal councils, the specific features of budgetary policy, and the application of panel non-stationary models in macroeconomic analysis. The research is distinguished by a strong connection between theoretical concepts and practical economic issues in the region.

The educational and methodological contributions of the candidate should also receive positive evaluation. The developed textbooks and teaching materials in the fields of international finance, international economics, and international management contribute to the provision of a contemporary educational basis for students and reflect the candidate's accumulated teaching and scientific experience.

The citation impact of the scientific output of Assoc. Prof. Georgi Marinov Georgiev, PhD, also deserves positive evaluation. The submitted reference report demonstrates citations in internationally indexed scientific journals included in Web of Science and Scopus, including journals such as Sustainability, Business Strategy and

the Environment, Energy, Journal of Emerging Market Finance, Economies, and British Food Journal. Particularly strong international visibility is demonstrated by the publication “Interrelation between Eco-Innovation and Intra-Industry Trade-A Proposal for a Proxy Indicator of Sustainability in the EU Countries”, which has been cited in numerous foreign studies related to sustainable development, eco-innovation, and international trade.

There are also citations of publications devoted to fuzzy AHP methodology and circular economy, which indicates that the results of the candidate’s scientific research have found recognition in the international scientific literature and are being used in subsequent studies in the fields of sustainable development, managerial models, and supply chain analysis.

#### **6. Participation in Scientific Projects.**

In the submitted competition documentation, Assoc. Prof. Georgi Marinov Georgiev, PhD, highlights two projects in which he served as project leader: “A Psychosemantic View on Attitudes Towards Fiscal Policy in Bulgaria” and “A Psychosemantic View on Attitudes Towards Consumers of Imported Goods in Bulgaria”. The projects were implemented with the participation of representatives from various Bulgarian and foreign academic institutions. They are characterized by an interdisciplinary nature and combine economic, behavioral, and quantitative methods for the analysis of public attitudes and economic behavior. Positive evaluation also deserves the fact that the research teams included young researchers, doctoral students, and students, which demonstrates the candidate’s commitment to the development of academic continuity and the scientific research environment.

The topics of the implemented projects are directly related to the candidate’s scientific interests in the fields of international economics, fiscal policy, consumer behavior, and the application of quantitative methods in economic research. This correspondence between project activity and publication activity is indicative of consistency and sustainability in the scientific research work of Assoc. Prof. Georgi Marinov Georgiev, PhD.

#### **7. Teaching Activity of the Candidate.**

The teaching activity of Assoc. Prof. Georgi Marinov Georgiev, PhD, is characterized by long-standing academic experience and active work with students in Bachelor’s, Master’s, and Doctoral degree programs. The candidate delivers lectures and seminars in disciplines such as “International Finance”, “International Economics”, “International Relations and Diplomacy”, “Academic Research”, and “Diploma Seminar”, which are directly related to the profile of the competition.

The submitted report demonstrates substantial teaching workload. During the period 2023–2025, the candidate realized a total of 585 teaching hours in Bachelor’s

degree programs and 60 teaching hours in Master's degree programs, a significant part of which consisted of lecture courses.

The educational and methodological activity of the candidate also deserves positive evaluation. Assoc. Prof. Georgi Marinov Georgiev, PhD, is author and co-author of university textbooks and specialized publications in the fields of international finance, international economics, and international management. Particular attention deserves the independently authored textbook "International Finance. Contemporary Autoregressive Models with Econometric Software", which combines theoretical knowledge with applied econometric instruments.

The candidate has also contributed to the preparation of young researchers. He has supervised successfully defended doctoral students in the doctoral program "World Economy and International Economic Relations", with dissertation topics related to international finance, monetary policy, and foreign trade restrictions.

### **8. Plagiarism.**

Within the framework of the present competition procedure, no evidence of plagiarism, unreliability of scientific results, or violations of academic ethics has been identified in the scientific works submitted by Assoc. Prof. Georgi Marinov Georgiev, PhD. The presented scientific output has been published in established scientific journals and complies with the requirements for academic integrity, scientific correctness, and adherence to ethical standards in scientific research activity.

### **9. Questions, Critical Remarks, and Recommendations to the Candidate.**

No weaknesses or omissions that would give rise to questions or critical remarks can be identified in the documentation submitted by Assoc. Prof. Georgi Marinov Georgiev, PhD.

A recommendation for the candidate's future scientific research activity would be the further expansion of studies related to the application of mathematical and econometric models in the analysis of global transformations in international business and the digital economy. A suitable direction for future research would also be the deeper integration of multicriteria analysis methods and artificial intelligence in the modelling of managerial decision-making in an international environment.

### **10. Conclusion.**

Based on the overall evaluation of the submitted scientific output, scientific contributions, teaching and project activities, as well as the fulfillment of the minimum national and university requirements, **I give a positive opinion and strongly recommend that the scientific jury elect Assoc. Prof. Georgi Marinov Georgiev, PhD, to the academic position of "Professor" in professional field 3.8 Economics, scientific specialty "World Economy and International Economic Relations (Applied**

Mathematical Modelling in International Business)", Department of International Economic Relations at the University of Economics, Varna.

In conclusion, I would like to share that I personally know the candidate and maintain excellent professional and collegial relations with him, which provide additional grounds for my high evaluation of his academic and personal qualities

Member of the Scientific Jury: ...

(Assoc. Prof. Dragomir Iliev, PhD)

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Date: 08.05.2026