



OPINION

FOR THE ACADEMIC POSITION OF "PROFESSOR" ACCORDING TO A COMPETITION ANNOUNCED BY THE UNIVERSITY OF ECONOMICS - VARNA IN THE PROFESSIONAL FIELD 3.8 ECONOMICS AND SCIENTIFIC SPECIALTY "ECONOMICS AND MANAGEMENT (MODERN FORMS OF COMMERCIAL BUSINESS)"

1. General information

Prepared the opinion: Prof. Dr. Teodorina Zhelyazkova Turlakova, University of Economics - Varna, professional field 3.8 "Economics" and scientific specialty "Economics and Management (Agricultural Entrepreneurship and Regional Entrepreneurial Activity)".

Reason for giving an opinion on the competition: The scientific jury for the competition for the position of Professor was appointed by order No. RD-06-26/28.01.2025 of the rector of the University of Varna. This opinion on the competition for the academic position of Professor is also prepared on the basis of the decisions of the first meeting of the scientific jury, held on 24.02.2025, in person and through the use of technical means. The required documents have been attached to the competition, according to Article 121 (1) of the Regulations for the Development of the Academic Staff at the University of Economics – Varna (PRAS).

2. Contest details

Field of higher education : 3.8. Economy

Scientific specialty: "Economics and Management (Modern Forms of Commercial Business)"

Faculty and department in which the competition is announced: Faculty of Economics at the University of Economics - Varna, Department of "Economics and Management of Trade and Services".

In the competition for professor, announced in *the State Gazette, issue 105/13.12.2024*, and on the website of the University of Economics - Varna, with the sole candidate being Associate Professor Dr. Mihal Stoyanov. The set of materials submitted by the candidate on paper/electronic media is in accordance with the Regulations for the Development of the Academic Staff at the University of Economics - Varna.

3. General presentation of the candidate

Associate Professor Mihal Stoyanov completed his higher education (Bachelor's and Master's degrees) in "Trade Economics" at the University of Economics - Varna. In 2004 (decision of the Higher Attestation Commission - VAK, protocol No. 14/23.11.2004) after studying at the Department of "Economics and Trade



Management" at the University of Economics - Varna, he acquired the ONS "Doctor" in Economics, scientific specialty "Economics and Trade Management".

In the period 2004-2005 he was a part-time assistant, and since 2006 he has been on a basic employment contract as a lecturer in the Department of Economics and Trade Management. Currently, Assoc. Prof. Mihal Stoyanov has over 20 years of teaching and academic experience, and in 2011 he acquired the academic position of "Associate Professor", scientific specialty (code): 05.02.18 - Economics and Management (Trade), thereby exceeding many times the requirements of Art. 118, para. 2, items 1 and 2 of the Regulations for the Development of the Academic Staff at the University of Varna (PRAS).

Associate Professor Mihal Stoyanov actively participates in the development of educational documentation for the department. 21 developed curricula for the Bachelor's and 10 curricula for specialties for the Master's degree have been reported. 9 educational and scientific projects have been successfully completed, including projects for developing parts of doctoral dissertations and organizing scientific events. He also carries out international teaching activities through the Erasmus+ program. He works with graduates every year, is the scientific supervisor of 4 doctoral students in the doctoral program "Economics and Management (Trade)", two of whom he successfully defended and.

The professional development of Assoc. Prof. Dr. Mihal Stoyanov is accompanied by administrative activity as Deputy Director of the Center for Master's Studies in the period 2007-2011 and as Head of the Department of Economics and Management of Trade and Services, a position he still holds at the present time. Simultaneously with his teaching activity, he participates in a number of working groups, a member of the Academic Council (2016-2019), of the Faculty Council at the Faculty of Economics from 2016 to the present, chairman and regular member of the attestation committee at the faculty, participates in the Control Council and in the standing committee on R&D, a member of the committee for the "Prof. Ts. Kalyandzhiev" award and of the committee for "Doctoral Student of the Year" (2020-2021), a member of the specialized committee on academic activity at the Faculty of Economics, etc. Assoc. Prof. M. Stoyanov participates in the editorial boards on publishing a series of proceedings of departmental conferences, as well as on the editorial board of the prestigious magazine "Izvestiya" and the magazine "University News" of the University of Economics-Varna.

The candidate has significant teaching, research and practical experience in the field of this competition. He is the author of 118 scientific publications: including 15 monographs and studies, 48 articles and 47 reports, 5 textbooks and teaching aids and 3 applied publications. He systematically upgrades with qualifications and trainings - 35 were recorded in the period 2017-2024 alone, which is categorical proof that Assoc. Prof. Dr. Mihal Stoyanov is constantly improving his qualifications, and the results of his overall educational, project, mentoring and scientific activities are an indication of responsibility, professionalism and dedication in work.



4. Quantitative and substantive characteristics of the submitted scientific papers and fulfillment of the requirements for holding the academic position

Assoc. Prof. Dr. Mihal Stoyanov participated in the competition for "Professor" with a total number of 82 publications in specialized scientific publications and 3 popular scientific publications, all of which do not repeat the works for acquiring the ONS "doctor" and for occupying the academic position "associate professor" (see table 1).

Table 1

Recapitulation of the scientific works of Assoc. Prof. Dr. Mihal Stoyanov for participation in the competition for "professor"

Type of publications	Independent		Co-authored		Total	
	I count.	Page	I count.	Page	I count.	Page
Monographs	2	538	2	38	4	576
Studios	3	72	4	47	7	119
Scientific articles	33	314	3	14	36	328
Scientific reports	27	232	6	21	33	253
Textbooks and teaching aids	1	207	1	69	2	276
Other publications	3	27	0	0	3	27
Total:	69	1390	16	189	85	1579

The scientific output proposed for review includes:

- 4 monographs - 2 solo and 2 co-authored, reviewed by habilitated persons with recognized competence in the scientific field, with a total volume of 576 standard pages;
- 7 studies - 3 independent and 4 co-authored;
- 36 scientific articles - 33 independent and 3 co-authored, 19 of them in English, total volume - 328 standard pages;
- 33 scientific reports - 27 independent and 6 co-authored, 10 of them in English;
- 2 textbooks and teaching aids;
- Other publications (popular science) - 2 reports and 1 article.

The total volume of scientific production amounts to over 1500 standard pages.

According to the report on the fulfillment of minimum national requirements for occupying the academic position of "Professor" in the field of higher education 3. "Social, economic and legal sciences", according to Art. 2b, para. 2 and 3 of the Law on the Higher Education and Scientific Research of the Republic of Bulgaria, the accumulated points by sections are as follows: the main monograph in the competition carries 100 points;. Points were generated in the following areas (section D): second monograph in the competition - 100 points; publications in the Web of Science and Scopus – from 1 article and 2 studies – 97.5 points; studies, articles, reports and independent chapters of monographs – 704.16 points. The candidate in the



competition exceeds the required number of points from the citations of his scientific publications, as the accumulated points are 740, with a minimum of 100 points. High citation is a certificate of the value of the candidate's scientific research work. In section "E", the accumulated 255 points are from: the scientific supervision of successfully defended doctoral students (80 points); from participation and supervision of national scientific and educational projects and from published textbooks and teaching aids. In summary, in all sections of the Report on the fulfillment of the minimum national requirements, the candidate Assoc. Prof. Dr. Mihal Stoyanov exceeds many times the required minimum for holding the academic position of "Professor".

Apart from exceeding the total mandatory amount of points required to participate in a competition for the academic position of "professor", the report shows that the specific requirements in all sections are met.

In the reference for occupying the academic position "Professor" in the field of higher education 3. "Social, Economic and Legal Sciences", according to Art. 118, para. 2, item 6 of the PRAS at the University of Varna, the declared part of the general list of publications, citations, number of defended doctoral students and participation in projects also shows a serious excess of the minimum additional requirements under the point system.

In summary, the candidate in the competition for "Professor" - Assoc. Prof. Dr. Mihal Stoyanov complies with the mandatory conditions of Art. 2b, para. 2 and 3 of the Law on Academic Positions and the requirements of the Rules for the conditions and procedure for holding academic positions at the University of Varna under Art. 118(2), item 6 in connection with Art. 2b, para. 5118(2), item 6 in connection with Art. 2b, para. 5 of the Law on Academic Positions and the requirements of the Rules for the conditions and procedure for holding academic positions at the University of Varna under Art. 118(2), item 6 in connection with Art. 118(2), item 6 in connection with Art. 118(2), item.

The author's scientific works have been approved in renowned publications - Publishing Houses "Science and Economics" of the University of Varna, "Economic Research" (III-BAS), "Scientific Works" of the University of National and World Economy", "Trakia Journal of Sciences", magazine "Izvestiya" of the University of Varna, Yearbook of Economic University, "Notices of the Union of Scientists-Varna" and collections of reports from participation in national and international forums in the country and abroad. A large part of the candidate's scientific works - articles and reports are in scientific publications, refereed and indexed in world-famous databases (Scopus, CEOOL, Repec, Econ papers, etc.) of high scientific value, and others are in the COBISS national library database and in the National Reference List of NACID.

The monograph "Non-store forms of retail trade in Bulgaria" (No. 1.1. from the attached list), published by the "Science and Economics" publishing house of the University of Varna, 2024, 267 p., ISBN 978-954-21-1176-4, deserves high praise. The work was discussed in the specialized primary unit - Department of "Economics and Management of Trade and Services" (within the meaning of § 1, item 6 of the Act on



the Regulation on the Economy and Management of Trade and Services), with reviewers Prof. Dr. Velina Kazandzhieva and Assoc. Prof. Dr. Desislava Serafimova. The monograph solves a significant scientific and applied scientific problem related to the challenges of the emergence and development of non-store forms of commercial activity in the conditions of intensified global competition. The main factors influencing non-store forms of trade have been studied and systematized, namely the phases of the economic cycle, digitalization and the constant manifestation of crises with different genesis and effectiveness in terms of the economic situation. The monographic work has been developed at a high scientific level and complements the theoretical and practical knowledge in the field of trade. The development is also valuable for interested circles in the trade business.

The candidate's research activities cover a variety of thematic areas, which can be concentrated in the following several areas - out-of-store product exchange; global and regional dimensions of retail activity; consumer market and market segments, and retail management.

The most important theoretical and scientific-applied contributions from the work in the direction of " Out-of-store product exchange" (1.1.; 6.5.; 7.6.; 9.8.; 10.9.;14.3.; 16.5.; 17.6.; 18.7.; 19.8.; 21.10.; 28.17.; 29.18.; 38.27.; 40.29.; 42.31.; 45.34 .; 54.7.; 56.9.; 65.18.; 67.20.; 71.24.; 72.25.; 75.28.; 79.32.) relate to: theoretical systematization of the genesis, essence , characteristics, state and development trends, enrichment of the existing theoretical concepts of product exchange.

In the second direction "global and regional dimensions of commercial activity" 25 scientific publications are classified - 3 monographs and studies; 10 articles; 12 reports. The leading place in this direction is occupied by the monograph "Global and regional dimensions of commercial business". The author's contributions relate to the analysis and derivation of findings and patterns related to the current state of commercial business and forecasting the future development of various forms and models of commercial business (wholesale trade, trade in imported goods, retail chains, consumer spending, food vouchers, outsourcing , etc.).

The scientific publications on the problems of the assessment and analysis of the consumer market as a direction in the candidate's scientific research include 14 publications (5.4.; 12.1.; 15.4.; 37.26.; 47.36;51.4.; 53.6.; 57.10.; 61.14.; 63.16.; 64.17.; 66.19.; 74.27; 80.33.). They are aimed at studying various market segments (low-cost air carriers , the new car market, leasing, the second-hand goods market; postal and courier operators, etc.) in the context of successful business practices. As a positive contribution, we should note the collected and processed synthetic data, as well as the conclusions drawn for the studied economic objects.

Publications in the field of trade management (20 in total) are aimed at the economic assessment of management decisions in trade, which are deployed on modern and effective solutions of the organization and technology of trade and their improvement. As part of trade management in its innovative aspect, I accept research on the problems of the circular economy in trade, the sustainability of trade and the rights of citizens (incl. carbon footprint of trade, smart packaging, hybrid cars), which are aimed at



enriching knowledge, adding new applied dimensions and innovations in the trade business.

Assoc. Prof. Dr. Mihal Stoyanov has fulfilled the main and additional indicators for the academic position "Professor" at the University of Varna under Art. 129, para. 2 and para. 5, item 2, related to scientific research activity. The candidate is an established researcher and author with accumulated experience. The presented works are of a high scientific level and ensure the dissemination of the results of the conducted research among the academic community.

5. Quantitative and qualitative assessment of teaching and learning activities

The teaching activity of Assoc. Prof. Dr. Mihal Stoyanov covers a wide range of disciplines. The report on the total classroom workload (hours) for the last two academic years (2022/23 and 2023/24) shows that the academic workload of the candidate in the bachelor's degree at the University of Law - Varna is 215 hours on average per year, and his workload exceeds the norms set by the university.

We should note the high relative share of lecture courses conducted at the bachelor's degree level. He is the holder of lecture courses in the Bachelor's Degree Program in fundamental disciplines from the curriculum of the specialty administered by the department, namely: "Planning and Analysis of Commercial Activities", "Quantitative Methods in Trade", "Sales Management and Logistics" (in English); "Introduction to Trade". In previous academic years, other disciplines were also conducted, such as: "Trade in Intellectual Products"; "Enterprise Economics" and "Electronic Commerce".

In the Master's Degree Program, Assoc. Prof. Mihal Stoyanov is the titular instructor in the disciplines: " Omnichannel Commerce"; "International Trade and Logistics"; "Planning and Analysis of Commercial Activities" (leveling) and "Master's Seminar".

As a result of the documents submitted by the candidate related to the educational activity, it can be stated that:

- The candidate has made a significant contribution to the development of the specialty, full-time classroom and extracurricular employment in the Bachelor's Degree Program, as well as a significant number of disciplines in the Master's Degree Program . Develops new curricula and updates established lecture courses.

- Implements international teaching activities through the Erasmus program in the form of incoming mobility or as a lecturer at Academic internship at Kherson National Technical University, Ukraine.

- A textbook and a guide for some of the lecture courses have been published, as well as materials published on the distance learning platform. Both the textbook on "Quantitative Methods in Trade" and the collection of tasks on "Analysis of Commercial Activity" deserve serious attention , in which the application of statistical and mathematical methods is found.

- Actively works with students and doctoral candidates, within the framework of classroom and extracurricular employment, including with regard to their scientific research activities (the report for the last 5 years reflects a significant number of



scientific guides and reviews).

Assoc. Prof. Dr. Mihal Stoyanov is a dedicated and responsible lecturer. He has the skills to work in a dynamic multicultural environment. He enjoys authority and well-deserved respect among students and the academic community.

All of the above gives reason to summarize that the candidate complies with the mandatory conditions of the Law on the Protection of the Rights of Persons with Disabilities and the requirements under Art. 129, para. 5, item 1 of The Regulations for the Development of the Academic Staff at the University of Economics - Varna, related to academic activities.

6. Critical notes, questions and recommendations

The candidate's teaching and research competence do not give rise to critical remarks. Given the time perspectives for teaching and scientific activity before Assoc. Prof. Dr. Mihal Stoyanov, I would recommend:

- Based on its serious research and expert experience, it is taking steps towards inclusion in international editorial boards.
- The significance of the research topic, the high value and practical contributions of the scientific publications suggest its even more active application in educational work through the development of new textbooks and teaching aids, as well as its inclusion in international research projects.

7. Conclusion

The documents and materials presented by Assoc. Prof. Dr. Mihal Stoyanov **meet all** the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria (ADSRB), the Regulations for the Implementation of the ADSRB and the Regulations for the Development of the Academic Staff at the University of Economics - Varna.

The candidate in the competition is presented scientific papers published after the first habilitation, the number of which many times exceeds the required minimum. The candidate's publications contain original scientific and applied scientific contributions that have received international recognition. The theoretical developments have practical applicability, and some of them are directly oriented towards academic work. The scientific and teaching qualifications of Associate Professor Mihal Stoyanov are undoubted.

After reviewing the materials and scientific papers submitted for the competition, analyzing their significance and the scientific and applied scientific contributions contained therein, I find it completely justified to give my **positive** assessment and to recommend to the esteemed scientific jury to vote and propose to the Faculty Council



at the Faculty of Economics to elect Assoc. Prof. Dr. Mihal Stoyanov to the academic position of "Professor" at the University of Economics - Varna in the professional field 3.8 Economics, scientific specialty "Economics and Management (Modern Forms of Commercial Business)" .

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

02.04. 2025

Prepared the opinion :

/prof. Dr. Teodorina Turlakova /

OPINION

**on a competition for the academic position of "Professor"
announced by the University of Economics – Varna**

1. General information.

Prepared the opinion: Prof. Rosen Nikolaev, PhD, lecturer at the Department of Statistics and Applied Mathematics at the University of Economics – Varna, Professor in the Professional field 3.8. Economics.

Grounds for giving an opinion on the competition: the opinion was prepared on the basis of an order of the Rector of the University of Economics – Varna No. RD-06-26/28.01.2025 for the composition of the Scientific Jury in a competition for the academic position of "Professor" and a decision of the Scientific Jury, taken at the first meeting on 24.02.2025.

2. Information about the competition.

The competition 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 "Economics and Management (Modern Forms of Commercial Business)" was announced for the needs of the Department of Economics and Management of Commerce and Services by the Faculty of Economics at the University of Economics - Varna and was announced in State Gazette No. 105 / 13.12.2024.

3. Candidate by competition.

The only candidate in the competition is Assoc. Prof. Mihal Stoyanov, PhD, lecturer at the Department of Economics and Management of Commerce and Services at the University of Economics – Varna since 2004.

The candidate fulfills the minimum national requirements for occupying the academic position of "Professor" in the professional field of the announced competition, as well as meets the additional quantitative requirements of the University of Economics – Varna.

4. Information about the candidate.

Assoc. Prof. Mihal Stoyanov, PhD has acquired an educational and scientific degree "Doctor" in the scientific specialty 05.02.18 "Economics and Management of Commerce" in 2005, after successfully defending his dissertation on "Risk Research on the Consumer Goods Market in the Republic of Bulgaria". In 2011 he held the academic position of Associate Professor in Economics and Management (Commerce) at the Department of Economics and Management of Commerce and Services at the University of Economics – Varna. Therefore, it meets the requirements of Article 118, paragraph 2, items 1 and 2 of the Regulations for the Development of the Academic Staff at University of Economics – Varna.

Since 2005, Assoc. Prof. Mihal Stoyanov, PhD participates very actively in the research, educational and administrative activities of the University of Economics – Varna. Proof of this is the fact that he works on scientific projects, supervises PhD students, participates in editorial boards of journals and collections of reports, is a member of scientific organizations, has participated in many trainings on various topics, is a member of a number of committees and governing bodies at the University of Economics – Varna, teaches a wide range of disciplines in Bulgarian and English, It also carries out many other activities.

The scientific interests of Assoc. Prof. Mihal Stoyanov, PhD are in the following areas: Commerce, Trade; Retailing; E-commerce.

5. Description of scientific works – quantitative, structural and substantive characteristics.

Quantitative and structural characteristics of the publications of Assoc. Prof. Mihal Stoyanov, PhD, submitted for participation in the competition for the academic position of "Professor", can be made on the basis of the following summary tables.

Structure of the presented publications

№	Type of publications	Single-authored		Co-authored		Total	
		Count	Pages	Count	Pages	Count	Pages
1.	Monographs	2	538	2	38	4	576
2.	Studies	3	72	4	47	7	119
3.	Scientific Articles	33	314	3	14	36	328
4.	Scientific reports	27	232	6	21	33	253
5.	Textbooks	1	207	1	69	2	276
6.	Other publications	3	27	0	0	3	27
	Total:	69	1390	16	189	85	1579

Fulfilment of minimum national requirements

№	Indicators	Number of points for the author
1.	A published monograph that has not been presented as a major habilitation work under a previous or ongoing procedure	100
2.	Articles and reports published in scientific journals, refereed and indexed in world-renowned databases with scientific information (Scopus or Web of Science).	30
3.	Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes.	626,66

4.	Studies published in scientific journals, referenced and indexed in world-famous databases with scientific information (Scopus or Web of Science).	67,5
5.	Studies published in non-refereed peer-reviewed journals or published in edited collective volumes.	47,5
6.	A chapter of a collective monograph has been published.	30
	Total:	901,66

*Fulfillment of the additional quantitative requirements of the University of Economics
– Varna with regard to publications*

№	Indicators	Points for "professor"	Points declared by the candidate
1.	Scientific reports	60	291,66
2.	Scientific articles and studies	115	382,5
3.	Publications in Scopus and/or Web of Science	30	97,5

Of the 85 publications submitted, 83 are scientific publications. It can be noted that in quantitative terms, the minimum national requirements and the additional quantitative requirements of the University of Economics – Varna for occupying the academic position of "Professor" are not only covered, but also more than three times exceeded. The structure of the publications is balanced in terms of monographs, studies, articles and reports. The bulk of the posts are self-published. Three of the publications are in scientific journals, refereed and indexed in Scopus. Of the 83 scientific publications presented, 80 are closely related to the scientific specialty of the competition, namely "Economics and Management (Modern Forms of Commercial Business)".

For participation in the competition for the academic position of "Professor" Assoc. Prof. Mihal Stoyanov, PhD presents a monographic work entitled "Non-store forms of retail trade in Bulgaria ", which is published in a specialized scientific journal (Monographic library "Prof. Tsani Kalyandzhiev"). The monographic work was reviewed by two habilitated persons, discussed at a meeting of the primary unit and meets all the requirements to be used for participation in the competition for the academic position of "Professor". The topic of the monographic work is significant for the theory and practice in the field of economics and trade management and fully corresponds to the scientific specialty of the competition. As a result of the scientific research carried out, the monograph defends the thesis that out-of-store forms of retail trade provide improved opportunities for full satisfaction of consumer demand, form and develop the benefits from offering various dimensions of convenience in product exchange, which stimulate consumer interest and loyalty.

I should note that Assoc. Prof. Mihal Stoyanov, PhD is also the author of another single-authored monographic work entitled "Global and Regional Dimensions of Trade", which in practice also fulfills the requirements for a basic monographic work and is also dedicated to current problems of economics and trade management.

In my opinion, all publications of Assoc. Prof. Mihal Stoyanov, PhD are at a high scientific level and are dedicated to current problems in science and practice. I also want to note that he uses mathematical and statistical methods very correctly in his research, through which he proves various formulated theses and all this significantly increases the quality of his scientific works.

6. Identification of scientific contributions. Evaluation of the candidate's citations.

In my opinion, the presented report on the scientific and scientific-applied contributions presents quite correctly the real achievements in the scientific publications of Assoc. Prof. Mihal Stoyanov, PhD. Scientific and scientific-applied contributions have been identified that relate to the fields of economics and trade management, organization and modern forms of commercial business. All scientific and scientific-applied contributions of Assoc. Prof. Mihal Stoyanov, PhD fully correspond to the scientific specialty of the competition for the academic position of "Professor".

As a result of his extremely rich and valuable publication activity, Assoc. Prof. Mihal Stoyanov, PhD has found over 90 citations, of which more than 20 are citations in Scopus and/or Web of Science (h-index 1 in Scopus, h-index 5 in Google Scholar). According to this indicator, it also exceeds the minimum national requirements and the additional quantitative requirements of the University of Economics – Varna for occupying the academic position of Professor.

7. Participation in scientific projects and scientific forums.

Assoc. Prof. Mihal Stoyanov, PhD has been a member of three scientific teams of research projects that have successfully completed the publication of monographic works and are related to the topic of the competition. In addition, he has led two doctoral projects of his PhD students, aiming to support the development of empirical parts of doctoral dissertations. He has also participated in four teams of projects for organizing and conducting scientific and applied conferences, two of which he was a leader. The result of these projects are four conference proceedings. His publication activity shows that he has participated with reports in many scientific conferences.

Assoc. Prof. Mihal Stoyanov, PhD has been a member of two editorial boards of journals and four editorial boards of conference proceedings. He is a member of two scientific organizations. He has carried out consulting activities, which are expressed in participation in four interviews in the media, aimed at advising the public on current issues of trade.

8. Teaching work.

Assoc. Prof. Mihal Stoyanov, PhD has a very rich teaching experience. He has taught 18 disciplines to bachelor and master's students and has participated in the development of over 30 curricula. He has participated in Erasmus mobility and has carried out international teaching activities. He himself has participated in more than 30 trainings and specializations. He has supervised four PhD students, two of whom have successfully defended their dissertations, and one is in the process of studying. From the information about working with graduates, it is evident that annually Assoc. Prof. Mihal Stoyanov, PhD also carries out a number of scientific guides for students from the specialties administered by the Department of Economics and Management of Commerce and Services and has supervised 17 graduates and prepared 15 reviews.

With regard to the teaching work, I would like to mention the presented by Assoc. Prof. Mihal Stoyanov, PhD, a textbook on "Quantitative Methods in Trade" and an single-authored collection of tasks on "Analysis of Commercial Activity". They are written very competently and adequately and can be useful not only for students, but also for PhD students.

9. Other.

From 2023, Assoc. Prof. Mihal Stoyanov, PhD is Head of the Department of Economics and Management of Commerce and Services, and in the period 2007 – 2011 he served as Deputy Director of the Master's Training Center at the University of Economics – Varna. Over the years, he has been a member of the Academic Council of the University of Economics – Varna, Chairman of the Attestation Commission of the Faculty of Economics, a member of the Control Council of the University, as well as participation in many permanent and temporary committees, working groups and others. He has gained a lot of administrative experience, with which he can be very useful for the university in the future.

10. Plagiarism.

I believe that all scientific publications of Assoc. Prof. Mihal Stoyanov, PhD are his own work, and all references to foreign scientific works are completely correct.

11. Questions and critical remarks.

When I got acquainted with the presented documents and publications by Assoc. Prof. Mihal Stoyanov, PhD, I found that it significantly exceeds both the minimum national requirements for occupying the academic position of "Professor" and the additional quantitative requirements of the University of Economics – Varna. I highly appreciate his scientific, teaching and administrative work and in view of this I have no critical remarks, questions and recommendations.

12. Conclusion.

Assoc. Prof. Mihal Stoyanov, PhD is an established university lecturer with indisputable achievements in all areas of scientific, educational and administrative work. Not only does it meet, but it also significantly exceeds the requirements for holding the academic position of "Professor". Developing his potential as a "Professor" at the University of Economics – Varna would be of great benefit to the institution.

As a summary of the presented opinion and taking into account the fact that the fulfillment of the Minimum National Requirements for the Academic Position of "Professor" and the additional quantitative requirements for occupying this position at the University of Economics – Varna has been established, I express an entirely positive opinion and propose to the honorable members of the Scientific Jury to vote FOR the occupation of the academic position of "Professor" by the candidate in the competition Assoc. Prof. Mihal Stoyanov, PhD.

13.03.2025

Varna

Prepared the opinion:

/Prof. Rosen Nikolaev, PhD/

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



STATEMENT

Вх. № P220-525 / 03.04.2025

by Assoc. Prof. Dr. Silviya Tsvetkova Terezova, UNWE – Sofia,
member of the scientific jury in the competition for the academic position of "Professor"
in the professional field 3.8. "Economics", scientific specialty "Economics and
Management (Modern Forms of Commercial Business)"

1. General information

The basis for preparing the statement is the order of the Rector of the University of economics – Varna No. RD 06-26/28.01.2025, according to which I am appointed as a member of the scientific jury in the competition for the academic position of "Professor" in the professional field (PF) 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)", as well as a decision taken at the first meeting of the Scientific Jury on the announced competition.

The competition was announced in the State Gazette No. 105/13.12.2024 for the needs of the Department of Economics and Management of Trade and Services, Faculty of Economics of the University of Economics – Varna.

2. Information about the competition

The competition for the academic position of "Professor" in the professional field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)", announced in the State Gazette No. 105/13.12.2024 is for the needs of the Department of Economics and Management of Trade and Services, Faculty of Economics of the University of Economics – Varna.

3. Candidate for the competition

Only one candidate submitted documents for the announced competition within the deadline set in the announcement: Assoc. Prof. Dr. Mihal Stoyanov. The candidate meets the minimum national requirements for the academic position of "Professor" in the professional field 3.8. "Economics" scientific specialty "Economics and Management (Modern Forms of Commercial Business)" under Art. 2b, para. 2 and 3 of the Law on the Development of the Academic Staff in The Republic of Bulgaria, as well as the additional quantitative requirements of the University of Economics – Varna under Art. 2b, para. 5 of the Law on the Development of the Academic Staff in The Republic of Bulgaria.

4. Information about the candidate

Mihal Stoyanov graduated from Varna Commercial High School (Secondary School of Economics) "G. S. Rakovski" in 1996. In 2000, he obtained a Bachelor's degree in the "Economics of Trade" program at the University of Economics – Varna, and in 2001, a Master's



degree in the "Economics of Trade" program at the University of Economics – Varna. During the period 2001-2004, he was a PhD student at the Department of Economics and Trade Management at the University of Economics – Varna. He successfully defended a dissertation on the topic "Risk Research on the Consumer Goods Market in the Republic of Bulgaria" in 2004 and obtained a Doctoral Degree in Economics, scientific specialty 05.02.18. "Economics and Management (Trade)". Since 2011 he has been Associate Professor in the scientific specialty "Economics and Management (Trade)". Assoc. Prof. Dr. Mihal Stoyanov has extensive academic experience. He began his teaching career in 2004 as a part-time assistant in the Department of Economics and Management of Trade at the University of Economics – Varna, and since 2023 he has been the head of the Department of Economics and Management of Trade and Services at UE-Varna. He is fluent in English and Slovak, as well as Russian.

Assoc. Prof. Dr. Mihal Stoyanov meets the requirements in Art. 118, para. 2, items 1 and 2 of the Regulations for the Development of the Academic Staff at the University of Economics – Varna.

The presented scientific publications significantly exceed both the minimum national requirements and the additional quantitative requirements of UE-Varna for obtaining the academic position of "Professor" in the PF 3.8. "Economics".

The scientific publications of Assoc. Dr. Mihal Stoyanov are in the fields of economics and management of trade, retail trade and modern forms of commercial business. The scientific production of Assoc. Prof. Dr. Mihal Stoyanov is on contemporary topics and is distinguished by high quality researches on significant theoretical and practical-applied problems of commercial activity. The research is aimed at assessing the state of different forms of trade, outlining the trends, challenges and prospects in the development of the "Trade" economic sector, retail trade and its forms, etc. By applying appropriate methods for assessing the current state, the challenges faced by companies carrying out various types of commercial activity in the conditions of digitalization, globalization and dynamic changes in the environment have been identified. The processes of transformation, digitalization and innovation of trade have been studied. The scientific publications submitted for the competition are a total of 85 (1579 pages), of which 69 (1390 pages) are written by himself, including one article and one study indexed in Scopus. In the monographic work presented in the competition "Non-store forms of retail trade", Assoc. Prof. Dr. Mihal Stoyanov, based on the systematization of the distinctive characteristics and organizational specifics of: Internet commerce, vending, home shopping, direct sales, and traditional sales in open markets and stalls are studied in the context of global processes in their distribution and development in Bulgaria, and the guidelines for their future development are outlined.

Assoc. Prof. Mihal Stoyanov actively participates in the training of doctoral students at the Department of Economics and Management of Trade and Services.

5. Description of the scientific works

The scientific production presented under the competition for the academic position of



"Professor" in the professional field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)" is 85 publications with a total volume of 1579 pages, namely:

- one published single-authored monograph under the current procedure – "Non-store forms of retail trade" (267 pages);
- 3 monographs, of which 1 is a single-authored monograph in the volume of 271 pages and 2 pcs. in co-authorship - 38 pages;
- 7 pcs. studies, of which 3 pcs. single-authorship in the volume of 72 pages, including 1 published in Scopus and 4 pcs. in co-authorship with personal participation of 47 pages, of which 1 is published in Scopus;
- 36 scientific articles (328 pages), of which 33 (314 pages) single-authorship, including one article published in Scopus and 3 (14 pages) in co-authorship;
- 33 scientific reports (253 pages), of which 27 (232 pages) single-authorship and 6 (21 pages) are in co-authorship with personal participation of 21 pages;
- 2 textbooks, including 1 teaching aid (207 pages, single-authored) and co-authorship in 1 textbook with 69 pages.

The number of single-authorship scientific publications is greater – 69 (81%) with a volume of 1390 pages (88% of the total number of pages). In the single-authorship publications, monographs, studies, and articles are 66.47% of the total number of pages of all single-authorship publications of the candidate. This is an indicator of the high quality of his scientific research.

All publications in Bulgarian are reflected in the National Reference List.

Not a single scientific work repeats the scientific publications of the candidate for the acquisition of the PhD degree and for the appointment of the academic position of "Associate professor".

The monographic work "Non-store forms of retail trade" submitted for the competition for the academic position "Professor" ISBN 978-954-21-1176-4, Publishing House "Science and Economics" of the University of Economics – Varna (Collection of monographs "Prof. Tsani Kalyandzhiev"; Book 95) was published in 2024. The monograph is divided into three chapters. In the first chapter, the theoretical statements on the essence of non-store retail trade and its distinctive characteristics, as well as the specifics of its organization and management, are examined in a logical sequence. A special place is dedicated to the approaches to the classification of non-store forms. The essence and specific characteristics of individual forms of non-store retail trade are comprehensively revealed with reference to a significant number of bibliographical sources. In the second chapter, based on the processed statistical information, the state and the problems of online and offline non-store forms of retail trade is assessed and identified. In the third chapter, the guidelines for the development of non-store forms of retail trade are highlighted. The presented monographic work is an independent scientific study of a high scientific level. With the necessary depth, strict logical consistency, and scientific validity, the relevant theoretical generalizations and empirical studies have been made, on the basis of



which 5 main conclusions have been formulated.

The attached Statement-Declaration for the fulfilment of the Minimum National Requirements and the additional requirements for occupying the academic position of "Professor" at the University of Economics – Varna shows that Assoc. Prof. Dr. Mihal Stoyanov meets the requirements under Art. 118, para. 2 items 4-6 in connection with Art. 129 of the Regulations for the Development of the Academic Staff at the University of Economics – Varna. There is a significant excess of both the Minimum National Requirements and the additional quantitative requirements for occupying the academic position of "Professor" at the University of Economics – Varna (see tables 1 and 2).

Table No. 1.

Minimum National Requirements (MNR) for holding the academic position "Professor" in the PF 3.8. "Economics"

Group of indicators	MNR according to the Law on the Development of the Academic Staff in the Republic of Bulgaria	Points declared by the candidate
A ("А")	50	50
B ("Б")	-	-
C ("В")	100	100
D ("Г")	200	901,66
E ("Д")	100	740
F ("Е")	100	255

Table No. 2.

Quantitative requirements for occupying the academic position of "Professor" at the University of Economics – Varna based on Art. 2b, para. 5 of the Law on the Development of the Academic Staff in the Republic of Bulgaria

No.	Indicators	Points for academic position of "Professor"	Points declared by the candidate
1.	Conference papers	60	291,66
2.	Scientific articles and studies	115	382,5
3.	Publications in Scopus and/or Web of Science	30	97,5
4.	Citations in Scopus and/or Web of Science	15	345
5.	Scientific supervisor of defended PhD candidates	40	80
6.	Research projects (participation and/or supervision)	15	195



6. Identification of contributions

The monographic study of Assoc. Prof. Dr. Mihal Stoyanov and the scientific publications submitted in the competition allow us to highlight the scientific and applied scientific contributions formulated by the candidate:

- Systematization and enrichment of the existing concepts of the essence, characteristics, and trends in the development of non-store forms of retail trade;
- Findings, patterns, and conclusions have been formulated for the global, national, and regional dimensions of trade in Bulgaria. As a result of the assessment of the state of trade, and trends in its development, the guidelines for its future expansion have been outlined;
- Enrichment of the existing knowledge about the circular economy in trade, the sustainability of trade and consumer rights, new applied dimensions, and innovations in the commercial business;
- The problems in the assessment and analysis of the consumer market and distinct market segments in the context of successful business practices have been identified.

The number of citations of the scientific publications of Assoc. Prof. Dr. Mihal Stoyanov is significant – 23 in refereed and indexed scientific publications in world-renowned databases of scientific information; 10 in peer-reviewed scientific papers; 59 in non-refereed peer-reviewed journals.

7. Participation in scientific projects and scientific forums

According to the submitted documents, Assoc. Prof. Dr. Mihal Stoyanov has participated in 7 national scientific projects, of which he is the supervisor of 3. Assoc. Prof. Dr. Mihal Stoyanov was the scientific supervisor of two successfully defended doctoral candidates with the topics of the dissertations "Study on the sales of electricity to household customers in Bulgaria (on the example of "Energo-pro Varna" EAD)" in 2021 and "Digital transformation of the trade of insurance products in Bulgaria" in 2024.

He has been a member of two scientific organizations since 2007, namely: the branch Varna of the Scientific and Technical Union and the Union of Scientists – Varna, section "Economic Sciences".

In the period 2013-2024 he was a member of the editorial board of two journals of the University of Economics – Varna "Izvestiya" and "Universitetski vesti", as well as of conference proceedings: "Regional and Global Dimensions of Trade"; "Trade 4.0 – Science, Practice and Education"; "Trade 2030"; "Trade 5.0 – Digitalization and/or Humanization".

8. Teaching work

Assoc. Prof. Dr. Mihal Stoyanov is a reputable lecturer. During the period 2011/2012 - 2024/2025, he conducted lectures and exercises in 8 academic disciplines in the Bachelor's Degree Programmes – full-time and distance learning, and during the academic year 2024/2025, he conducted training in 4 academic disciplines. He participated in the training (lectures and



exercises) in the Master's Degree Programme during the period 2011/2012 - 2024/2025 in a total of 10 academic disciplines and currently conducts lectures and exercises in 4 academic disciplines in full-time and distance learning. The number of curricula developed for the disciplines studied by students at the University of Economics – Varna is significant. In the Bachelor's Degree Programmes, 21 curricula, including 5 in English, two of which, "Introduction of Trade" and "Trade", are studied by all bachelor programmes at the University of Economics – Varna with training in English too, and 15 in academic disciplines studied in the "Economics and Trade" programme. In the Master's degree programmes, Assoc. Prof. Dr. Mihal Stoyanov has developed 10 curricula for academic disciplines, including 3 studied in the "Global Trade Business" programme and 5 in the "Omnichannel Trade Business" programme.

Assoc. Prof. Mihal Stoyanov actively participates in the training of PhD candidates at the Department of Economics and Management of Trade and Services. Under his scientific supervision, two doctoral candidates have successfully defended their dissertations. The topics of their dissertation theses are "Study on the sales of electricity to household customers in Bulgaria (on the example of "Energo-pro Varna" EAD)", 2021 and "Digital transformation of the trade of insurance products in Bulgaria", 2024. Assoc. Prof. Dr. Mihal Stoyanov provides scientific supervision to Assoc. Prof. Desislava Kirova, enrolled in PhD studies in 2024.

In the period 2016-2024, he participated in the training in "Strategic Retail Management" (2016-2023) and "Sales Management and Logistics" (2024), incoming students' mobility under the Erasmus+ programme.

In 2018, he participated in the academic internship organized by Kherson National Technical University (Ukraine) with a lecture on the topic "Consumer protection in the context of electronic commerce".

Assoc. Prof. Dr. Mihal Stoyanov has participated in 35 trainings.

The self-study teaching aid "Analysis of Commercial Activity" is a valuable guide for student training. The textbook contains relevant examples and case studies, close to the practice of commercial activity, thus contributing to the development of students' analytical abilities and creating skills for making informed management decisions.

9. Others

Evidence of administrative experience and contribution to the development and promotion of the values of the University of Economics – Varna are: supervision and management of scientific projects, work with students and doctoral candidates, incoming student mobility carried out by the candidate under the Erasmus+ programme, his membership in scientific organizations and editorial boards, etc. Since 2023, he has been the head of the Department of Economics and Management of Trade and Services at the University of Economics – Varna. He is a member of the Faculty of Economics of the University of Economics – Varna, a member of the Control Council at the University of Economics – Varna, and a member of the Standing Committee on R&D at the University of Economics – Varna. The media appearances of Assoc. Prof. Dr. Mihal Stoyanov are on current problems of commercial



activity in national and regional media – BNR, BTA and BNR.

10. Plagiarism

No plagiarism has been identified in the submitted scientific publications.

11. Conclusion

The documents submitted by Assoc. Prof. Dr. Mihal Stoyanov meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and of the Regulations for the Development of the Academic Staff at the University of Economics – Varna for obtaining the academic position of "Professor" in the Professional Field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)". The scientific and research activity of Assoc. Prof. Dr. Mihal Stoyanov is valuable and has a substantial number of citations. His teaching work and training are at a high level. He possesses organizational and managerial qualities. He enjoys a reputation among students, PhD candidates, and academics – members of the academic staff of both the Department of Economics and Management of Trade and Services at the University of Economics – Varna, and the academic staff of the Department of "Economics of Trade" at the University of National and World Economy – Sofia.

All this gives me reason to give a POSITIVE ASSESSMENT AND TO PROPOSE to the honoured members of the scientific jury TO ELECT Assoc. Prof. Dr. Mihal Stoyanov for the academic position of "Professor" in the Professional Field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)".

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

Prepared by:

(Assoc. Prof. Dr. S. Terezova)

25.03.2025 г.

Sofia

OPINION

Вх. № PA20-409/14.03.2025г.

Subject: competition for borrowing on the academic position of "professor" in the professional field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)", announced by the University of Economics - Varna.

1. General information

Prepared by opinion: Assoc. Prof. Svetoslav Iliychevski, PhD, "D. A. Tsenov" Academy of Economics - Svishtov, professional field 3.8. "Economics", scientific specialty "Economics and Management (Trade)".

Reason for preparing an opinion: decision of a scientific jury appointed by order of the Rector of the University of Varna No. RD-06-26/28.01.2025 г. for occupying the academic position of "professor" in the professional field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)".

2. Competition information

The competition is announced for the needs of the Department of "Economics and Management of Trade and Services", at the Faculty of Economics at the University of Varna, in the field of higher education 3. "Social, Economic and Legal Sciences", scientific specialty "Economics and Management (Modern Forms of Commercial Business)".

The announcement was published in the State Gazette, issue 105/13.12.2024.

All necessary and mandatory documents are attached: CV; original of diploma for acquired educational and scientific degree "Doctor" and/or scientific degree "Doctor of Sciences" and their copies; certificate of academic position "Associate Professor" or other academic position held; reference for academic workload for the last 2 reported academic years as an associate professor; list of the candidate's scientific works, including textbooks and teaching aids with links to their content in an accessible electronic format or scanned copies of the paper products; summaries of the scientific works in the competition in Bulgarian and English on an electronic medium; reference for publications, referenced and indexed in world-renowned databases of scientific information Scopus and/or Web of Science, as well as publications in journals included in the national reference list maintained by NACID; contracts for participation in projects, if any; reference to scientific and applied scientific contributions; reference to citations according to the template, including reference to h-index (citation index) in Scopus and/or Web of Science; reference for scientific supervision and successfully defended doctoral students (according to the template); declaration of originality (according to the template); reference-declaration for fulfillment of the minimum national requirements for occupying the academic position of "professor" according to the field of higher education for which the competition is announced (according to the template); reference-declaration for fulfillment of the requirements for occupying the academic position of "professor" at the University of Varna on the basis of Art. 2b, para. 5 of the Law on the Higher Education and Research of the Republic of Bulgaria (according to the template).

3. Candidate by the competition

The only candidate in the announced competition for "professor" in the professional field 3.8. "Economics", scientific specialty "Economics and Management (Modern Forms of Commercial Business)" is Assoc. Prof. Mihal Stoyanov, PhD.

4. Data for the candidate (personal characteristic)

Assoc. Prof. Mihal Stoyanov, PhD graduated from the Varna Commercial High School "G. S. Rakovski", accountant-economist, majoring in "Banking, Insurance and Social Security".

He successively obtained a bachelor's degree, specializing in "Trade Economics" (1996-2000), and a master's degree in "Trade Economics" (2000-2001) at the Department of "Economics and Trade Management" at the University of Economics - Varna.

In the period 2001-2004 he was a full-time doctoral student at the Department of Economics and Trade Management. He successfully obtained the ONS "Doctor of Economics" (scientific specialty 05.02.18 "Economics and Trade Management") in 2004.

In the period 2000-2004 he worked as a tour guide for "Guide" Partner "Ltd., Golden Sands Resort. From 2004 to 2005 he was a part-time assistant at the Department of Economics and Trade Management at the University of Economics - Varna.

From 2005 to 2011 he was a lecturer and senior assistant at the Department of Economics and Trade Management at the University of Economics - Varna.

During the period 2007-2011 he was Deputy Director of the Center for Master's Studies at the University of Economics - Varna.

He was habilitated as an associate professor in 2011 in the scientific specialty 05.02.18 "Economics and Management (Trade)".

Since 2023, he has been the head of the Department of Economics and Management of Trade and Services at the University of Economics - Varna.

5. Description of scientific works

The total publication activity of Assoc. Prof. Mihal Stoyanov, PhD is expressed in 118 publications with a total volume of 2481 pages.

For participation in the competition, Assoc. Prof. Mihal Stoyanov, PhD has submitted 85 publications with a total volume of 1579 pages, including 11 monographs and studies, 36 scientific articles, 33 scientific reports, 2 textbooks and teaching aids and 3 other publications. The required declarations for establishing the shares of co-authorship are attached to the documents. The submitted production corresponds to the specialty for which the competition is announced. They are presented in table 1 by type, number and volume.

Table 1

**Summary table of submitted publications
for participation in the competition of Assoc. Prof. Mihal Stoyanov, PhD**

Type of scientific publications	Total			According to the competition for JSC "Professor"						
	Number		Page	Total		including				
	Total	including		No.	Page	Self.		In refereed publications		
		Freestanding				In the reference ed.	No.	Page	No.	Page

Monographs and studies	15	6	3	996	11	695	5	610	2	19
Scientific articles	48	45	1	446	36	328	33	314	1	19
Scientific reports	47	40	0	356	33	253	27	232	0	0
Textbooks and teaching aids	5	2	0	656	2	276	1	207	0	0
Other publications	3	3	0	27	3	27	3	27	0	0
Total:	118	96	4	2481	85	1579	69	1390	3	38

The monographic work *"Non-store forms of retail trade in Bulgaria"*, published by "Science and Economics", University of Economics - Varna, 2024, 267 p. is a basic and summarizing work in the author's publications. It fully meets the requirements of Art. 118, para. 2, item 4 in connection with Art. 129 of the Regulations for the Development of the Academic Staff at the University of Economics - Varna.

The subject of the study in the monograph is the state and expected development of the forms of non-store retail trade in the Republic of Bulgaria. The focus of the work is on the systematization of the distinctive characteristics, organizational specifics, popular subspecies and trends in the spread of non-store forms of retail trade in modern times. The object of the study are individual forms of non-store retail trade and their specific development in Bulgaria - internet commerce, vending, home shopping, direct sales, traditional sales at open stands and markets. They are studied in the context of global processes in their spread, innovative improvement and digitalization. The main goal of the study is, based on the theoretical summary of the essence and features of non-store retail trade forms prevalent in the modern market environment and by reviewing their dynamics and popularity in the current socio-economic conditions, to derive key trends and outline the prospects for their future development.

Assoc. Prof. Mihal Stoyanov, PhD has published an independent monograph, which has not been presented as a main habilitation thesis under a previous or current procedure, *"Global and Regional Dimensions of Trade"*. Varna: "Science and Economics", 271 p.

The author's publications exceed the requirements of Art. 118, para. 2 in connection with Art. 129 of the Regulations for the Development of the Academic Staff at the University of Economics - Varna. They can be systematized in the following main areas, around which the author's professional interests and the goals he sets for himself - research, educational and practical - are united:

➤ Theoretical foundations of trade, forms of trade – publications with numbers 1.1, 9.8, 10.9, 19.8, 22.11, 23.12, 24.13, 26.15, 28.17, 30.19, 40.29, 31.30, 49.2, 59.12, 67.23, 70.23, 71.24, 72.25, 73.26, 79.32, 80.33;

➤ Transformation and digitalization of trade – publications with numbers 2.1, 3.2, 7.6, 11.10, 12.1, 13.2, 17.6, 18.7, 20.9, 21.10, 25.14, 27.16, 29.18, 33.22, 42.31, 45.34, 48.1, 50.3, 54.7, 56.9, 57.10, 58.11, 62.15, 65.18;

➤ Commercial management, sales of goods and services, consumer protection – publications with numbers 5.4, 6.5, 8.7, 14.3, 15.4, 16.5, 31.20, 32.23, 35.24, 36.25, 37.26, 38.27, 39.28, 43.32, 44.33, 46.35, 47.36, 51.4, 52.5, 53.6, 55.8, 60.13, 61.14, 63.16, 64.17, 66.19, 68.21, 69.22, 74.27, 75.28, 76.29, 77.30, 78.31.

The scientific publications presented are the work of the author. Where there is a co-author, his participation is confirmed by a separation protocol.

The provided reference for influence shows that Assoc. Prof. Mihal Stoyanov, PhD has three publications in refereed and indexed in the world-renowned databases Scopus and/or Web

of Science. Also found 99 citations. These facts confirm the scientific significance and practical applicability of the author's publications.

His scientific portfolio includes participation in six scientific and educational projects, three of which he is the supervisor. In addition, he is the supervisor of two successfully defended doctoral students.

The presented general description of the scientific activity of Assoc. Prof. Mihal Stoyanov, PhD gives me reason to assess it as fully sufficient and meeting the requirements under Art. 118, para. 2, items 3-6 in connection with Art. 129 of the Regulations for the Development of the Academic Staff at the University of Economics - Varna and Art. 2b, paras. 2 and 3 of the Act on the Development of the Academic Staff of the University of Economics - Varna.

6. Educational and teaching activities

The reports on the study load in the Bachelor's and Master's degree programs show 430 hours in Bachelor's studies and 42 hours in Master's studies. *The holder is in the study courses in the Bachelor's degree programs in the following disciplines: Planning and Analysis of Commercial Activities, Sales and Logistics Management, Quantitative Methods in Trade, Introduction to Trade. In the Master's degree programs, the holder is in the disciplines: Omnichannel Trade; International Trade and Logistics, Planning and Analysis of Commercial Activities and Master's Seminar.*

To support the learning process, Assoc. Prof. Mihal Stoyanov, PhD has also published two textbooks: Stoyanov, M. (2023). Analysis of commercial activity. Varna: Univ. Publishing House "Science and Economics", and in co-authorship Danchev, D. (2018). Quantitative methods in trade. Varna: "Science and Economics".

7. Identification of contributions

Familiarization with the author's scientific publications allows us to recognize the serious research work of Assoc. Prof. Mihal Stoyanov, PhD in the field of economics and management (organization and modern forms of commercial business).

The scientific output of Assoc. Prof. Mihal Stoyanov, PhD undoubtedly contains scientific and applied scientific contributions. They enrich existing theoretical knowledge and contribute to solving current problems in commercial practice.

8. Critical notes

I have no questions or critical remarks.

9. Conclusion

The in-depth analysis of the documents and works of Assoc. Prof. Mihal Stoyanov, PhD gives reason to claim that:

1. The candidate meets the criteria and requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria, regulations for its application for holding the academic position of "professor".

2. Fulfills the requirements of the Regulations for the Development of the Academic Staff at the University of Varna (*in the part for holding the academic position of "professor"*).

All this gives me reason to vote "YES" the award of the academic position of "professor" in the field of higher education 3. "Social, economic and legal sciences", Professional field 3.8. "Economics", scientific specialty "Economics and management (Modern forms of commercial business)" to the candidate Assoc. Prof. Mihal Stoyanov, PhD and to recommend to the esteemed members of the scientific jury to support this decision.

13.03.2025

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

Prepared the opinion:
(Assoc. Prof. Svetoslav Iliychevski, PhD)