

**UNIVERSITY OF AGRIBUSINESS AND RURAL DEVELOPMENT -**  
**PLOVDIV**

**REVIEW**

by **Prof. Dr. OGNYANA KIRILOVA STOICHKOVA**

Institution: **University of agribusiness and regional development – Plovdiv (UARD)**

Subject: Materials submitted for participation in a competition  
for the academic position "**Associate Professor**"  
in the field of higher education 3. "**Social, economic and legal sciences**"  
professional field **3.7. "Administration and Management"**  
scientific specialty "**Cultural Anthropology and Social Management**"

In the competition for associate professor, published in the State Gazette, issue 43 / 05.21.202 , and on the site of UARD - Plovdiv for the needs of the **Department "Regional development, agribusiness and tourism"** at the Faculty of Economics and Management, as a candidate participates **Krasimir Romanov Asenov** from the Municipality of Plovdiv, North district.

**1. Brief biographical data**

Dr. Krasimir Romanov Asenov graduated from high school in 1989 at the professional high school "Prof. Dr. A. Zlatarov" and acquired the profession of technologist in Organic and Inorganic Chemical Technologies and Machines and Apparatus in Chemical and Industry.

Higher education in the Bachelor degree Dr. Krasimir Asenov received in the Technical University - abrovo, in "Public Administration".

In 2007 he became a "master" in "Crisis and Conflict Management", again at the Technical University - Gabrovo.

In 2015, after successfully defended dissertation as a doctoral student at the Plovdiv University, Krasimir Asenov acquired the educational and scientific degree "doctor" in the field of sociology, anthropology and science of culture - ethnology.

For the longest time Dr. Krasimir Asenov has worked (and now continues) in the Municipality of Plovdiv, North district. The functional duties that are within his capacity are: social policy, demographic, ethnic and religious issues. He has experience in: social work, public order and security, housing policy, control over construction, ethnic and integration issue , culture.

This educational and life experience also directs him to teaching and this is UARD - Plovdiv, where he has been actively involved in teaching and research since 2019.

## **2. General description of the presented materials**

The candidate Dr. Krasimir Romanov Asenov participats in the competition with 14 works:

- Monographs - **1** piece (habilitation thesis);
- Monograph - **1** piece (which is not presented as the main habilitation work )
- Studies- **2** pieces;
- Articles - **10** pieces;
- Scientific reports - **0** pieces;
- Textbooks - **0** pieces;
- Teaching materials - **0** pieces;
- Other publications - **X** issue.

### **According to place of publication of the works submitted for review:**

- Articles in referenced international journals - **0** issues.
- Papers in proceedings at international scientific conferences abroad - **5** issues .
- Articles in national journals - **5** issues.

### **In the language in which they are written:**

- In English - **5** pieces (№1, №2, №3, №4, №7);

- In Bulgarian - 7 pieces (№5, №6, №8, №10, № 11 and two monographs).

**By number of co-authors:**

- Independent - 9 issues (2 monographs, studies - №9 and №12, articles - №5, №6, №8, №10, №11, №1) ;
- With one co-author - 2 pieces;
- With two co-authors - 3 pieces.

**3. Reflection of the candidate's scientific publications in the literature (known citations)**

- Total - 12 citations;
- From Bulgarian authors - 12 citations;
- From foreign authors - 0 citations.

**4. General characteristics of the candidate's activity**

**4.1. General characters of the works under review**

After examining the presented works on the announced competition the following important conclusions can be drawn:

1. The candidate presents a habilitation work that does not repeat the themes of the previous scientific work. This fulfills one of the most important requirements of the Law on the development of the academic staff in the Republic of Bulgaria.

2. Another advantage is the presence of the most important scientific genres in which the candidate has published his analyzes - monographs, studies, articles, reports.

3. Dr. Krasimir Asenov focuses on a scientific topic, these are the social problems that occur in a marginal environment of society. I appreciate the fact that the candidate does not scatter on a wide range of topics, but thoroughly and from the widest possible aspect examines the so-called "spatially and culturally ghettoized urban structure". With the aid of working concepts introduced by him (referred to in section 4.4) this structure has received an interesting and original analysis.

**4.2. Educational and pedagogical activity (work with students and doctoral students)**

From the reference for the academic employment of Dr Krasimir Asenov it is clear that he has been a lecturer on the following subjects since 2019 onwards in UARD:

*Intercultural Communication,  
Media language and communications,  
Media management,  
Organizational change management.*

Outside that direct academic work, Dr. Asenov is included in public lectures, both in UARD and the University of Plovdiv ([http://uard.bg/bg/news/view / 567](http://uard.bg/bg/news/view/567)), participation in summer schools, etc.

Dr. Krasimir Asenov has also realized mobilities for teaching in 2019 and 2020 in Turkish universities with which UARD has signed contracts for cooperation, incl. under Erasmus +.

#### **4.3. Scientific and scientific- applied activity**

Dr. Krasimir Asenov has participated in ten research projects. He was the leader of three of them. It is noteworthy that the subject of these projects is in a complete union with the scientific specialty of the competition in which he is a candidate. The projects are in important aspects of the social integration of certain risk groups in society, of their inclusion in the social environment.

#### **4.4. Contributions** (scientific, scientifically applied, applied)

Dr. Krasimir Asenov has attached an author's reference for the contributions in the works he has submitted for review. According to him, there are nine. In the reference they are not divided into those of theoretical and practical nature.

The following are **distinguished** by a certain **theoretical character**:

1. The original definition of the so-called by him “spatially and culturally ghettoized urban structure”. The elements of this structure were clearly indicated.

2. The following are theoretical contributions related to the definition of a conceptual apparatus, of terms that are the work of the author and which content was very well substantiated. These are:

*Ghettoized urban structure*

*Omnitropism*

*Urban hypertrophy*

*Social homeostasis*

All these terms have been thoroughly analyzed and their specifics have been convincingly outlined.

3. Dr. Asenov substantiates a new scientific method, called by him a remote method for studying ghettoized urban structures.

The following contributions are of emphasized **practical and applied nature**:

1. The overall spatial and ethno-demographic mapping of a "Roma" neighborhood;

2. Specifically focused analysis of the available, endangered and deleted from the cultural memory of cultural samples of the inhabitants of the Turkish-speaking Roma neighborhoods in Southern Bulgaria (Stolipinovo, Sheker neighborhood, Adjisan neighborhood, Arman neighborhood - Plovdiv; Loznitsa - Asenovgrad; Republic - Haskovo; Izgrev – Pazardzhik, etc.)

2. The revelation of the characteristic ethnocultural strategies for economic survival and accumulation of Roma capital.

**I accept these contributions as authentic, original, the work of the author himself.**

### **5. Assessment of the candidate's personal contribution**

I have every reason to believe that the works of Dr. Krasimir Assnov proposed for review and the productions in them are the work of the author himself. In my personal impressions, which are mainly from his participation in scientific conferences, they have convinced me that Dr. Asenov is very well prepared both theoretically and with a thorough practical view on the subject of his research. He presents his concepts convincingly, very motivated and competently. This is possible only for people who have a thorough knowledge of the topic on which they speak.

My personal impressions of Dr. Krasimir Asenov are that he is an erudite, in-depth researcher on a topic that is almost undeveloped in our country.

### **6. Compliance with minimum national requirements of art. 2b, para. 2 and 3 of the Law on the development of the academic staff of the Republic of Bulgaria**

The requirement to achieve the minimum requirements of Article 26, paragraph 2 and 3 of Law on the development of the academic staff of the Republic of Bulgaria has

been fulfilled. The reference presented by the candidate shows that with a minimum of 400 points, he has achieved 472.5.

### **7. Critical notes**

Dr. Asenov has been involved in teaching at UARD since 2019. He has prepared e-courses in the disciplines he teaches at UARD (Intercultural Communication, Media Language and Communications, Media Management, Organizational Change Management). I recommend that the main task of Dr. Krasimir Asenov's attention in the future is the publication of teaching materials in textbooks and teaching aids which to provide to students for their full preparation.

### **8. Conclusion**

**Given the above, I propose that Dr. Krasimir Romanov Asenov be elected "Associate Professor" in professional field 3.7. "Administration and Management", scientific specialty "Cultural Anthropology and Social Management".**

HH.HH.2021

Reviewer:

(Prof. Dr. Ognyana Stoichkova)