



СТОПАНСКА АКАДЕМИЯ „Д. А. ЦЕНОВ” – Свищов  
Факултет „Стопанска отчетност”  
Катедра „Контрол и анализ на стопанската дейност”

TO THE HEAD  
OF THE DEPARTMENT OF "CONTROL AND ANALYSIS OF ECONOMIC  
ACTIVITIES"  
D. A. TSENOV ACADEMY OF ECONOMICS – SVISHTOV

OPINION

**From:** *Assoc. Prof. Ph.D. Silviya Dimitrova Kostova, academic specialty "Accounting, Control, and Analysis of Economic Activities," Department of "Control and Analysis of Economic Activities" at the D. A. Tsenov Academy of Economics – Svishtov*

**Subject:** *Competition for the academic position of "Associate Professor" in the professional field 3.8. Economics, academic specialty "Accounting, Control, and Analysis of Economic Activities (Analysis)" for the needs of the Department of "Control and Analysis of Economic Activities" at the D. A. Tsenov Academy of Economics – Svishtov*

**1. Presentation of the candidate participating in the competition, the academic specialty, and the department for which the competition is announced**

The competition is for the academic position of "Associate Professor" for the needs of the Department of "Control and Analysis of Economic Activities" at the D. A. Tsenov Academy of Economics – Svishtov, according to an announcement in the State Gazette, issue 11 of 06.02.2024, in the field of higher education 3. Social, Economic, and Legal Sciences, professional field 3.8. Economics, academic specialty "Accounting, Control, and Analysis of Economic Activities (Analysis)."

The candidate in the competition is Head Assistant Prof. Krasimir Georgiev Kulchev, PhD, a lecturer in the Department of "Control and Analysis of Economic Activities" at the D. A. Tsenov Academy of Economics – Svishtov.

**2. Basis for writing the review**

The review is prepared based on the Decision of the Faculty Council of the Faculty of "Economic Accounting" at the D. A. Tsenov Academy of Economics – Svishtov, Protocol No.

No. 9/04.04.2024, Order of the Rector No. 243/09.04.2024 of the D. A. Tsenov Academy of Economics for determining the composition of the scientific jury and the decision from the first meeting of the scientific jury held on 18.04.2024.

The basis for writing the review is determined in Art. 5, para. 1, and Art. 121, para. 1 and 2 of the Regulations for the Application of the Law on the Development of the Academic Staff in the D. A. Tsenov Academy of Economics – Svishtov.

### **3. Personal characteristics of the candidate**

Krasimir Georgiev Kulchev was born in 1979 in the town of Svishtov. He completed his secondary education at the State Commercial High School "Dimitur Hadzhivasilev" – Svishtov in the specialty "Banking, Insurance, and Social Security" in 1998. In the same year, he enrolled as a student in the specialty "Accounting and Control" at the D. A. Tsenov Academy of Economics – Svishtov, and in 2004 he obtained a master's degree.

Appointed as an assistant in the "Analysis of economic activity" department at the "Dimitar A. Tsenov" Academy of Economics in 2007, where he underwent his academic development. In 2009, he became a senior assistant, and in 2011 - a chief assistant. In the period 2012 - 2014, he studied independently to obtain an educational and scientific degree "doctor" at the "Dimitar A. Tsenov" Academy of Economics, which he obtained after defending a doctoral dissertation on the topic "Theoretical-applied problems of the analysis of physical distribution " (diploma No. 2015014/01.04.2015).

Head Assistant Prof. Krasimir Georgiev Kulchev, PhD reports employment for the last five academic years, which exceeds the requirement for average annual employment of 400 study hours, set at the Dimitar A. Tsenov Academy of Economics. The candidate has acquired experience of 17 years in the specialty as "assistant" and "principal assistant" in the higher education institution with a minimum requirement of five years. Participated in three scientific research projects, one infrastructure project and two projects for partial funding of scientific forums. He participated as an academic mentor and expert. From a reference in the Register of Academic Positions and Dissertations of NACID Head Assistant Prof. Krasimir Georgiev Kulchev, PhD has 42 publications.

Based on the submitted documents, it can be concluded that they are relevant to the requirements for holding the academic position " Associate Professor".

### **4. General (quantitative and qualitative) evaluation of the teaching work**

The candidate submits two co-authored academic textbooks for the review competition, in connection with the requirement of Art. 116, para. 2, item 5.1. from the Regulations for the development of the academic staff at the "Dimitar A. Tsenov" Academy of Economics - no less than two published academic textbooks, as a co-author, discussed and accepted by the Departmental Council with two internal reviewers. A list of two academic textbooks submitted for review is attached to the documents for participation in the competition. According to Art. 116, para. 2, item 5.1. two volumes of educational materials with the titles "Efficiency Analysis" and "Economic Analysis" have been added to the cited regulation - both co-authored.

In accordance with the requirement of Art. 116, para. 2, item 5.2. from the cited regulations, that the candidate has developed a lecture course on a discipline, independently or in co-authorship, for training students in "bachelor" or "master" degree in full-time, part-time and distance form of education, which are visible from the attached Reference for developed and taught lecture courses.

Pursuant to Art. 116, para. 2, item 6 of the Regulations for the development of the academic staff at the "Dimitar A. Tsenov" Academy of Economics, the candidate has submitted one scientific publication in refereed editions in Scopus and/or Web of Science - Kulchev, K., (2023). Improving the assessment of the solvency of Authorized Economic Operators in Bulgaria. World Customs Journal, 17(2), 79-92. ISSN: 1834-6707 (Print), ISSN: 1834-6715 (Online). <https://worldcustomsjournal.org/archive/> Indexing: SCOPUS (Elsevier).

It is important to note that the publications presented under Article 116, paragraph 3 of the Regulations for the Development of the Academic Staff at D. A. Tsenov Academy of Economics for participation in the competition do not repeat those presented for obtaining the educational and scientific degree "Doctor." In the competition documents, a List of the publications by Head Assistant Prof. Krasimir Georgiev Kulchev, PhD, presented for acquiring the Ph.D. degree, is attached, in accordance with NACID. It is evident from the document that the publications required for the defense of the doctoral dissertation do not repeat those presented for evaluation in the current competition.

##### **5. General (quantitative and qualitative) assessment based on the criteria and indicators for research activity and compliance with the requirements**

Based on information from the Reference for the fulfillment of the minimum national requirements for field 3. Social, Economic, and Legal Sciences, PN 3.8. Economics under Article 2b of the Law for the Development of the Academic Staff in the Republic of Bulgaria, the candidate reports the following publications, summarized by groups and number of points:

- Group A – Dissertation work – 50 points;
- Group B – Habilitation work – 100 points;
- Group G – 12 publications – 200 points;
- Group D – 15 citations – 105 points;

or a total of **455 points** (with a minimum requirement of 400 points).

For the competition, a monograph is presented for review with the following bibliographic description: Kulchev, Krasimir (2023). Assessment of the Risk of Insolvency of Enterprises. Svishtov, AI Tsenov, Library "Economic World," issue 149, 176 pages, ISBN: 978-954-23-2412-6.

The monograph was reviewed and published by the Library "Economic World" of the Academic Publishing House "Tsenov" in 2023 and is registered with NACID. The work is dedicated to finding solutions to problems related to models for assessing the risk of insolvency and expanding knowledge on the applicability of existing analytical models, as well as enriching the tools for assessing the risk of insolvency.

In the presented study, the focus is assessing the risk of bankruptcy of Bulgarian capital trading companies with non-production activity, and specialized analytical models are considered. The author, Head Assistant Prof. Krasimir Georgiev Kulchev, PhD aims to approve and, if necessary, adapt existing models for assessing this risk. The research is based on working hypotheses that lead to the formulation of specific research tasks. The author also considers some limiting conditions that may affect the analytical models' results. Thus, it lays the foundation for a deeper and more critical understanding of the challenges of adapting the models to the specific Bulgarian business environment.

A crucial aspect of this monograph is the meticulous analysis of the models developed by Professor Altman, Professor Springate, and the Polish Academy of Sciences. These models were selected for their high predictive accuracy. The author rigorously validates these models and finds that the Polish analytical model exhibits particularly strong predictive capabilities, thereby advocating for its use in both its original and adapted forms.

The author's innovative approach of using multiple analytical models in tandem allows for the monitoring of changes in integral indicators and the identification of crucial indicators of changes in the financial condition of the analyzed enterprises. This method enhances the understanding of the interrelationships between different indicators and their significance for the assessment of insolvency risk, thereby providing valuable insights for risk management. The author also adapted the Springgate model by adjusting the boundary values of the integral indicator and changing the weighting coefficients of the financial indicators, which increased the model's predictive capabilities.

The publications in accordance with the minimum national requirements for the field of higher education 3. Social, Economic, and Legal Sciences are as follows:

- A book based on a defended dissertation titled “Theoretical and Applied Problems of Physical Distribution Analysis” in 2023, 157 pages;
- Nine articles and papers in non-refereed journals with scientific peer review. Some of the works explore economic analysis tools with a focus on the Bulgarian tourism market, product rating assessment, or comparative analysis of distributors. Other works investigate models for analyzing the financial stability of enterprises, particularly Polish analytical models. The author shows significant interest in approaches to analysis and key elements of financial stability models, culminating in a publication on digitizing analytical models for assessing the financial stability of enterprises. Another section of the publications addresses issues of profitability and cash flows of non-manufacturing enterprises;
- A co-authored study dedicated to analyzing models for assessing the financial stability of enterprises.

The publications are divided into several main thematic areas, each with contributions of significant scientific value and revealing different perspectives and approaches to the research. In some of the publications, attention is focused on economic analysis tools, with a special emphasis on the Bulgarian tourist market. Product ratings are reviewed, and distributors are benchmarked. This part demonstrates the possibilities of applying analytical tools in the real economic environment, which is essential for understanding and optimizing the country's tourism business. Another part of the research focuses on enterprise financial sustainability, with particular attention paid to Polish analytical models. The study of these models allows a detailed assessment of their applicability and adaptation in the Bulgarian context. The author explores the key elements and analysis approaches that can be integrated into local business practices to improve financial stability.

The publication dedicated to digitizing analytical models for assessing financial sustainability is of significant interest. This topic is particularly relevant in the context of the growing role of technology in the management and analysis of corporate finances. Digitalization offers new opportunities for efficient and fast processing of large volumes of data, which is critical for precisely assessing risks and opportunities before enterprises. In addition, a section has been set aside that covers issues of profitability and cash flows of non-manufacturing enterprises. This adds to the overall picture of the financial situation of enterprises outside the manufacturing sector and highlights the various aspects of their financial sustainability.

The scientific publications submitted under the competition are in sufficient volume, meeting the requirements of the regulatory framework. Their qualitative characteristics, indisputable penetration into the depth of the problem, methodological soundness, numerous contributions, and wide possibilities of application in practice are a certificate of the presence of a prepared, motivated, and scientifically built candidate for the competition.

I express the opinion that the author of the publications submitted for review has meticulously complied with the Art requirement. 116, para. 2, item 2 of the Regulations for the development of the academic staff at the Academy of Economics "D. A. Tsenov". Furthermore, I assure you that no trace of plagiarism is detected in these scientific works, reaffirming their authenticity and originality.

## **6. Compliance of contributions with scientific requirements**

In the Report on Scientific and Applied Scientific Contributions in the publications and materials submitted for review under Article 118, Paragraph 1, Item 17 of the Rules for the Development of the Academic Staff at D. A. Tsenov Academy of Economics by Head Assistant Prof. Krasimir Georgiev Kulchev, PhD, two main directions of scientific contributions are highlighted.

The first strand of the research covers fundamental financial concepts and analytical models for assessing bankruptcy risk. The work is structured around definitions of key concepts such as "bankruptcy," "bankruptcy risk," "financial crisis," "insolvency," and "over-indebtedness." The authors have developed a transparent system for early recognition of indebtedness, a classification of analytical models, and a working algorithm that can be used in practical activity.

The inclusion of specific indicators for the prognostic capabilities of the models, such as the degree of correct classification and synchronous dynamics, is a testament to the rigorous research process. These indicators provide practicing professionals with a reliable means to assess the efficiency and reliability of different models in predicting enterprises' financial sustainability.

Scientific contributions also include the development of new analytical models, with selected key financial ratios integrated into their structure. These models have been successfully applied to assess bankruptcy risk, demonstrating high applicability and relevance in the modern financial environment. Additionally, scientific contributions include developments in marketing management solutions, especially in product rating and

distribution network analysis. These studies contribute to increasing product competitiveness and optimizing distribution strategies.

In the second direction of the research, scientific and applied contributions are presented, which focus on various aspects of bankruptcy risk assessment. The main contribution stems from a monographic work that examines approved models for assessing the risk of bankruptcy of Bulgarian capital companies with non-production activities. The study period is four years, and the prognostic abilities of the selected analytical models were analyzed. In this context, tools are introduced to adapt an analytical model with low predictive capabilities, with a subsequent generalization of the behavior of all models in terms of their predictive capabilities.

Based on the financial statements of forty non-manufacturing enterprises, including twenty financially sustainable and twenty declared insolvents, we establish the average levels of key profitability ratios and ratios related to cash flows. We place a strong emphasis on the practical application of these ratios in financial analysis processes and in distinguishing financially sustainable business organizations from enterprises with a high risk of bankruptcy. This approach underscores the relevance and applicability of our research to real-world financial scenarios.

Specific guidelines for using analytical models to assess enterprises' financial sustainability in the context of customs control, internal control, and external audit are derived. This allows for more effective financial risk management and improved organizational control processes.

An additional contribution is related to the use of traditional tools for economic analysis in the management of tourism activities, where the balanced approach is applied to create the necessary information environment and effective management. The applied toolkit for analysis and evaluation of physical distribution has given results in the evaluation of physical distribution systems in Bulgarian enterprises and manufacturers of baby food. The strengths and weaknesses of these systems are indicated, and management solutions to increase their quality are also developed.

## **7. Characterizing the academic reputation of the candidate**

In the academic community and beyond, Head Assistant Prof. Krasimir Georgiev Kulchev, PhD is respected for his ability to carry out professional and responsible communication with both students and researchers, teachers and practitioners. This quality of his significantly enriches the quality of his teaching and research activities.

From the presented information about the citation of his works in scientific publications, it is clear that Head Assistant Prof. Krasimir Georgiev Kulchev, PhD has been cited a total of fifteen times in various formats: including twice in publications or reviews referenced and indexed in world-renowned databases, and twice in peer-reviewed monographs and collective volumes, as well as eleven times in non-refereed journals with scientific peer review.

It is distinguished by its active participation in international scientific and practical conferences and the development of scientific and educational projects. These efforts contribute to his visibility and recognition in academic circles and support his candidacy for the academic position of "associate professor".

### **8. Critical notes and recommendations**

I have no critical remarks about the candidate, as recommendations for the future activity of Head Assistant Prof. Krasimir Georgiev Kulchev, PhD, will expand his research activity in global databases and participate in teaching mobility for training and teaching.

### **9. Summary conclusion and opinion**

Based on my opinion, I express the opinion that the educational and teaching activities and scientific publications of the candidate in the competition confirm that he fully meets the regulatory requirements for occupying the academic position of "associate professor". The references, evidence, documents and the scientific production itself contain indisputable scientific and scientific-applied contributions.

The above gives me grounds to provide a categorical positive assessment of the candidate, Head Assistant Prof. Krasimir Georgiev Kulchev, PhD, and to vote for his selection in the announced competition for the academic position of "associate professor" in the field of higher education 3. Social, Economic, and Legal Sciences, professional field 3.8. Economics, scientific specialty "Accounting, Control, and Analysis of Economic Activities.

Svishtov,  
20.05.2024

Reviewer:  
(Assoc. Prof. Silviya Kostova)