

## PERSONAL INFORMATION

## Mariya Marinova Peneva

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🌐 <http://blogs.unwe.bg/mpeneva/en/>

## POSITION

Associate Professor in the Department of Natural Resources Economics, University of National and World Economy – UNWE (Sofia, Bulgaria)

## WORK EXPERIENCE

July 2012 – Present

**Associate Professor, Senior Researcher**

UNWE ( <http://www.unwe.bg/en/> ), Sofia;

Business Faculty, Department of Natural Resources Economics

- Lectures in Agricultural Economics and Policy, Quantitative Techniques, Sustainable Territorial Development for Bachelor and Master degree Students;
- Teaching and training students, examinations and projects evaluation; PhD students' supervision;
- Curricula development in Agricultural Economics, Research Methods and Techniques, Governance of Territorial Development;
- Research in the field of Agricultural Economics, Policy and Sustainable Rural Development

[Education and Research](#)

October 2006 - Present

**Institutional Coordinator for the UNWE**

UNWE ( <http://www.unwe.bg/en/> ), Sofia;

Central European Exchange Programme for University Studies (CEEPUS) - <http://ceepus.info>

- Network applications preparation for the entire University, internal management
- Selection and evaluation of applications
- Students and teachers exchanges organization within the networks (Agriculture and Environment in the 21st Century - @groen, Central European Network for Sustainable and Innovative Economy and Applied Economics and Management) and as freemovers

[Education](#)

June 2017 – May 2021

**Senior Researcher (Team leader)**

UNWE ( <http://www.unwe.bg/en/> ), Sofia;

Horizon 2020 Research Project: Towards SUsustainable and REsilient EU FARMing systems /SURE-Farm/

- Policy analysis and assessment of the CAP's capacity to enhance/constrain farming systems resilience
- Farmers' risk behaviour and risk management decisions assessment and recommendations
- Field research (organizing and facilitating interviews, workshops, focus groups, interaction and communication with stakeholders at national, regional and local level)
- Project management and case study leading

[Research and management](#)

December 2016 – February 2020

**Project Team Leader, Senior Researcher**

UNWE ( <http://www.unwe.bg/en/> ), Sofia;

BiodivERSA Research project: BIOGEOA - Testing BIOdiversity Gain of European Agriculture with CAP greening, BiodivERSA3-2015-180

- Understanding farmers' and stakeholders' knowledge and their educational and trainings needs assessment in terms of CAP greening mechanism
- Agricultural policy analysis, policy recommendations on CAP greening and specific implementation in Bulgaria
- Stakeholder engagement (workshops), case studies elaboration, developing guiding tools for famers and trainers
- Project management, Work Packages leading, financial reporting

[Research and management](#)

- October 2016 – April 2018 **Deputy Director**  
UNWE ( <http://www.unwe.bg/en/>), Sofia;  
Center for Research Educational Projects
- Project proposal preparation, coordination and project management, management and scientific reports preparation
- Management and research**
- April 2015 – December 2018 **Project coordinator**  
UNWE ( <http://www.unwe.bg/en/>), Sofia;  
UNWE Research Project: Spatial Analysis of Ecological Farms, NID 1-16 / 2015
- Research, statistical analysis, scientific reports preparation
  - Project proposal preparation, coordination and project management, financial reporting
- Research and management**
- January 2014 – June 2015 **Trainer, Lecturer in EU markets of agricultural products and Farm management**  
Vocational training center "European alliance for education" , Samokov, Borovets 2010;  
RDP 2007-2013 project for farmers training under the Measure 111 "Training, information and diffusion of knowledge" from Bulgarian Rural Development Programme (2007-2013)
- Project preparation and structuring of the seminars;
  - Curriculum development; educational materials preparation including power point presentations, practical case studies, handouts; during the seminars lot of practical cases were considered and discussed with the participants
- Education, vocational training and long-life learning**
- September 2013 – June 2015 **Agrieconomist, Expert in agricultural investments and marketing**  
Agrotec SpA, Italy;  
Ex-ante Assessment of the Bulgarian Rural Development Programme (RDP) 2014 – 2020, Project Reference: № RD51-101/22.08.2013
- Comments and recommendations on the draft and final RDP 2014-2020 measures;
  - Case studies and interviews with key stakeholders and support to the ex-ante team in the key areas of responsibility: Enhancing the competitiveness of all types of agriculture and enhancing farm viability and Promoting food chain organisation and risk management in agriculture
- Consultancy**
- March 2012 – June 2016 **Scientific Secretary of the Department of Natural Resources Economics**  
UNWE ( <http://www.unwe.bg/en/>), Sofia
- Coordination, operational management and monitoring of scientific work;
  - Curriculum development and harmonization with the requirements at university level;
  - Planning and organization of scientific and educational activities of the departmental team members,
  - Reporting and assessment
- Management in Higher Education**
- March 2011 – May 2014 **Senior Researcher; Co-leader of High Nature Value Farming cluster**  
UNWE ( <http://www.unwe.bg/en/>), Sofia;  
7 FP Research Project: Farming Transitions: Pathways Towards Regional Sustainability of Agriculture in Europe /FARMPATH/
- Project proposal preparation, leading cluster analysis, task leader
  - Literature review, scientific reporting,
  - Field studies, stakeholders interviews, focus groups organization and facilitation, national stakeholder partnership coordination
- Research and management**
- September 2009 – December 2010 **Agrieconomist**  
Agrotec SpA, Italy;  
Mid-Term Evaluation of the Bulgarian Rural Development Programme 2007 – 2013
- Data collection, management and presentation
  - Data processing and analysis on the progress under the measures on young farmers, investments and training
  - Comments and recommendations
- Consultancy**

## EDUCATION AND TRAINING

## 2005 – 2020 Exchange trainings and lecturing (CEEPUS, ERASMUS and ERASMUS+ programmes)

University of Novi Sad, Faculty of Agriculture, Novi Sad, Serbia  
 Università degli studi della Campania Luigi Vanvitelli, Economic Department, Capua, Italy  
 University of Sopron Faculty of Economics, Sopron, Hungary  
 University of Foggia, Foggia; and University of Salerno, Salerno; Italy  
 University of Zagreb, Faculty of Agriculture, Zagreb, Croatia  
 University of Natural Resources and Applied Life Sciences (BOKU), Vienna; Austria  
 Fachhochschule Joanneum, Studiengang International Management, Graz; Austria  
 University "Fan S. Noli" Korçë, Faculty of Agriculture, Korçë, Albania

Warsaw University of Life Sciences, Faculty of Economic Sciences, Warsaw; and Poznan University of Economics, Poznan; Poland  
 University of Ljubljana, Department for Agricultural Economics, Policy and Law, Ljubljana, Slovenia  
 Szent István University, Faculty of Agricultural and Environmental Sciences, Gödöllo, Hungary  
 University of South Bohemia, Faculty of Agriculture, České Budějovice, Czech Republic  
 Slovak University of Agriculture in Nitra, Department of Statistics and Operation Research, Slovakia

- Lecturing and trainings in English for students in Bachelor and Master studies, as well as supervision of PhD students' papers;
- Transfer of knowledge and experiences in the field of Agricultural Policy Analysis and Sustainable Territorial Development;
- Establishing fruitful relations and setting up teams working on different international projects with partners from all the universities and collaborations in education through organization of common undergraduate, postgraduate degrees/guest speakers'/students workshops and events/exchange visits

## 2009 – 2013 Master of Finance

University of National and World Economy, Sofia, Department of Finance

- Public Finance, Corporate Finance, Financing, Investments and Risk Assessment, Cost-Benefit Analysis; successfully defended Master thesis concerning analysis of the investments in agriculture with special emphasis on the rate of return calculation and capital rising

## 2005 PhD Training

Slovak University of Agriculture in Nitra, Nitra, Slovakia; SAU Faculty of Agrobiolgy and Food Resources

- CEEPUS PhD students exchange mobility for specialization in Econometrics and Agricultural Policy Analysis

## 2002 – 2007 PhD in Agricultural Economics

University of National and World Economy, Sofia, Department of Agribusiness

- PhD Programme - "Quantitative Methods and Modelling of Agriculture"; successfully defended PhD thesis devoted to the assessment of linear programming as a tool for solving the important and complicated problem of determination production structure of agricultural enterprises, including the problem of investment alternatives' assessment; advancements in quantitative methods application for scientific studies; specialist in linear programming used as a decision making tool

## 1997 – 2001 Bachelor of Agricultural Economics

University of National and World Economy, Sofia, Department of Agribusiness

- Agricultural Economics, Policy, Management, Marketing, Quantitative Methods; gained systematic knowledge and acquired skills, such as: solving complex problems for identifying, analysis and decision making in agricultural business as well as to apply various techniques and approaches for that; development of my own interests, commitment and skills to undertake, present and arguing my own position through logical thinking and innovative approaches

PERSONAL SKILLS

Mother tongue(s)	Bulgarian				
Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	B2	C1
	Cambridge English: Business Vantage (BEC Vantage) – CEFR Level B2				
Italian	A1	A1	A1	A1	A1
	School for Voluntary Training Certificate				
German	A1	A1	A1	A1	A1
	Secondary school diploma				
Russian	A2	A2	A1	A1	A1
	Secondary school diploma				

**Communication skills** Good communication and training skills gained through my experience in the university and research/educational/training projects, study visits, scientific conferences and seminars; qualified in field research organizing and performing interviews, focus groups and workshops under different projects; team worker and team leader in cross-sectoral, cross-country teams and expert in working groups to different institutions; cooperation and close working with different levels of administration, institutions, farmers and their organizations

**Organisational / managerial skills** Good team working skills, supervising PhD students and students projects (timing and objectivity of the assessment), organizational skills and leadership (as a scientific secretary of the Department I was responsible for 17 people), coordination of students and teachers exchange program (up to 10 persons every year), co-leading research projects (in teams between 3 to 8 people; task distribution and assignment; meet deadlines; risk assessment and mitigation)

**Job-related skills/competences** Agricultural policy analysis and evaluation using quantitative methods at different levels; Competences in data processing and addressing complexity; Good skills in project management and staff management and coordination (over 5+ years); Experience in budgeting, planning and task management; Problems identification and context conceptualisation; Organization and participation of/in conferences, workshops, seminars, interviews, etc.; Ability to work under pressure managing different type of tasks; Consistent and comprehensive person paying attention to the details when it concerned data analysis and information

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Independent user	Independent user
Windows; Microsoft Word, Excel, Power Point; Internet; Lindo; Microfit; GAMS; Eviews/SPSS; Ms Project				

Driving licence B

ADDITIONAL INFORMATION

**Memberships** European Association of Agricultural Economists  
Bulgarian Union of Agricultural Economists  
Bulgarian National Rural Network

**Conferences Seminars** Member of the thematic working groups (Bulgarian NRN) working on the definition of small scale infrastructure, short supply chains, permanent pastures and agricultural land of high nature value and integrated projects

Member of the EIP-AGRI Focus Group on HNV Farming  
(<https://ec.europa.eu/eip/agriculture/en/content/FGHNV>)  
Member of PREPARE Gathering, Albania 13-16 September 2016

**Certifications** Evaluation of Agricultural Land and Assets

## Selected publications

- Peneva M., M. Draganova, C. Gonzalez, M. Diaz and P. Mishev, (2014), "High Nature Value Farming: environmental practices for rural sustainability", *Transition Pathways Towards Sustainability in European Agriculture*. Edited by: L-A. Sutherland, I. Darnhofer, G. Wilson and L. Zagata, pp 97-113, CABI publisher
- Kazakova-Mateva Y, M. Peneva, N. Ivanova, (2014), *Participatory policy development for regional sustainability of agriculture*, EAAE 2014 Congress: 'Agri-Food and Rural Innovations for Healthier Societies', August 26 to 29, 2014, Ljubljana, Slovenia
- Peneva, M., Y.Kazakova-Mateva (2015) *Local Food Systems and Rural Development in Bulgaria*, 12th International Science Conference: Global Problems of Agriculture, Forestry and Food Economy, June 18-19, 2015, Warsaw-Rogów, Poland.
- Peneva M. (2016) *Countryside Consumption and Eco-innovations in Farming – Case Study from Bulgaria*, *Innovation Management: Research Aspects*. Edited by: B. Borusiak and M. Lewicki, pp 29-36, Bogucki Wydawnictwo Naukowe Publishing house, 2016
- Peneva, M. (2017) *Ecosystem Services from Agriculture as Key Factor of Territorial Competitiveness*. IVth International Scientific Conference "Business and Regional Development", 22-23 June, 2017, Trakia University, Stara Zagora, Bulgaria
- Peneva, M. (2018) *Agricultural production in Plovdiv region: territorial dynamics and effects for rural development (2018) "Scientific papers of Agricultural university - Plovdiv"*, LXI, 2, 7-17, ISSN 1312-6318 (Print), ISSN 2367-5845 (Online) (in Bulgarian)
- Meuwissen MPM, Feindt PH, Spiegel A, Termeer CJAM, Mathijs E, de Mey Y, Finger R, Balmann A, Wauters E, Urquhart J, Vigani M, Zawalinska K, Herrera H, Nicholas-Davies P, Hansson H, Paas W, Coopmans I, Vroege W, Chiehomaska A, Accantino F, Kopainsky B, Poortvliet M, Candel J, Maye D, Severini S, Senni S, Soriano B, Lagerkvist C, Peneva M, Gavrilesku C, Reidsma P. (2019) *A framework to assess the resilience of farming systems*. *Agric Syst.* 176:102656
- Peneva, M., Y. Kazakova-Mateva, I. Aneva, S. Lukanov, V. Stefanova, M. Topchieva (2020) *Biodiversity, Green and Blue Infrastructure and Agriculture in Bulgaria*. Publishing company – UNWE, Sofia, 2020, ISBN: 978-619-232-279-3
- Coopmans I., J. Dessein, F. Accatino, F. Antonioli, C. Gavrilescu, P. Gradziuk, G. Manevska-Tasevska, M. Meuwissen, M. Peneva, B. Soriano, J. Urquhart, E. Wauters. (2020). *Policy directions to support generational renewal in European farming systems*, *Eurochoices Special Issue*
- Meuwissen, M. Feindt, P. Slijper, T. Spiegel, A. Finger, R. de Mey, Y. Paas, W. Termeer, K. Poortvliet, P.; Peneva, M. Urquhart, J.; Vigani, M. Black, J. E.; Nicholas-Davies, P.; Maye, D.; Appel, F. Heinrich, F.; Balmann, A.; Bijttebier, J.; Coopmans, I.; Wauters, E.; Mathijs, E.; Hansson, H. Lagerkvist, C. J.; Rommel, J.; Manevska-Tasevska, G.; Accatino, F.; Pineau, C.; Soriano, B.; Bardaji, I. Severini, S. Senni, S.; Zinnanti, C.; Gavrilescu, C.; Bruma, I. S.; Dobay, K. M.; Matei, D.; Tanasa, L.; Voicilas, D. M.; Zawalińska, K.; Gradziuk, P.; Krupin, V.; Martikainen, A.; Herrera, H.; Reidsma, P. (2021). *Impact of Covid-19 on farming systems in Europe through the lens of resilience thinking*, *Agricultural Systems*; 191, 2021
- Muça E, Pomianek I, Peneva M. (2022). *The Role of GI Products or Local Products in the Environment—Consumer Awareness and Preferences in Albania, Bulgaria and Poland*. *Sustainability*. 2022; 14(1):4

## Other projects

- Horizon 2020 project: HNV Link: High Nature Value Farming: Learning, Innovation and Knowledge, Grant Agreement No. 696391
- 7 FP Research Project: Prototypical Policy Impacts on Multifunctional Activities in rural municipalities (PRIMA)
- 6 FP Research Project: Impact analysis of the Common Agricultural Policy reform on main agricultural commodities (AG-MEMOD 2020)
- 6 FP Research project: Economic and Technological Intelligence Project to Facilitate SMEs in Rural Areas to Participate in the 6 FP (RURAL – ETINET)
- Leonardo da Vinci Research Project: A new approach on different aspects of welfare, environment and food interactions in Central and Southeastern Europe with the use of ICT (WELANIMAL)
- Leonardo da Vinci Research Project: Education-Training-Entrepreneurship in the Rural Areas (AD-RURAL)
- Bulgarian-Romanian Research Project: Introduction of CAP and Sustainable Rural Development. A Rural Employment Approach
- Ministry of Education Programe - Research Project: Sustainable Attitude and Behaviour over the Delivery Chain for Organic Products in Bulgaria
- UNWE Research Project: Spatial Analysis of Ecological Farms, NID 1-16 / 2015
- UNWE Research Project: Common Agricultural Policy Impact on the Rural Development, NID.21.03.- 19/2009
- UNWE Research Project: Impact Assessment of the EU Policies on Multifunctional Land Use, NID 21.03-5/2008