



OPINION

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Persuasion and Social Influence), announced by Sofia University “St. Kliment Ohridski” in SJ, issue no. 103 of 10.12.2021

Reviewer: Assoc. Prof. Evelina Christova, PhD, New Bulgarian University

Candidates: Plamen Atanasov, PhD and Kalin Kalinov, PhD

Two candidates have submitted documents for the competition procedure. The documentation submitted for evaluation is duly prepared, described and arranged and covers all the requirements of the LRA and the regulations for its application. According to the requirements, I present an assessment of the scientific and educational products submitted for participation in the competition, as well as the scientific and practical results and contributions of both candidates.

The presented scientific production of Dr. Kalinov meets the legislative requirements and includes:

Two monographs, one of which is a book based on a defended dissertation for the award of educational and scientific degree "Doctor". The other - Persuasive Communication and Communication Management, 2021, ISBN: 978-954-07-5384-3, published by the University of St. Kliment Ohridski is entirely on the topic of this competition.

Three co-authored monographs - Reputation Crisis Management, ISBN: 978-954-8194- 91-4, Sofia University "St. Kliment Ohridski"; Management of Mass Perceptions, ISBN: 978-954-8194-00-6, Faculty of Journalism and Mass Communication and 270 ° Communication Management in Bulgaria, ISBN: 978-954-07-5386-7, UI "St. Kliment Ohridski" .



Dissertation work. Twelve chapters in monographs published from 2017 to 2021, all related to various aspects of persuasion and the social impact of communications. Fourteen articles in scientific journals (2011 to 2022 inclusive), five of them in English and five articles in corpus collections. Dr. Kalinov is the compiling author of two collections of Communication Management: Theory and Practice in the 21st Century in 2019 and 2020.

Dr. Kalinov participates in the competition with two monographs, dissertation, 7 articles and 9 chapters in monographs.

Dr. Kalinov offers an author's definition of the term "persuasive communication" in the monograph "Persuasive Communication and Communication Management". The colleague has achieved certain improvement of the theoretical framework of the field of persuasive communication in this and some of his other publications on the subject. He also creates a matrix for case studies research and a Model of persuasive impact in the context of communication management, which presents the conceptualization of the strategic goals of a communication campaign through the prism of the desired persuasive impact on consumers and has both scientific and scientific-applied nature. The presented scientific articles and chapters in monographs complement, expand and upgrade the work in the field of public communications, persuasion and social influence to a certain extend.

The presented scientific production of Dr. Atanasov meets the legislative requirements and includes:

A monograph - Reputational crises online, ed. Avant-Garde Prima, 2018. ISBN 978-619-239-004-4. One monograph co-authored - Reputation Crisis Management, ISBN: 978-954-8194-91-4, Sofia University "St. Kliment Ohridski" Three chapters in monographs published in 2017. Nine articles included as an appendix to the dissertation. 34 articles and reports published in the period 2016 - 2021, mainly thematically focused in the field of broad information security.

Dr. Atanasov participates in the competition with one independent and one monograph in co-authorship, three chapters in monographs and 20 articles. No published book based on the doctoral dissertation or dissertation has been submitted for the competition.

The research proposed by our colleague Atanasov is focused mainly on reputational crises and reputational threats in the context of Internet communication, as well as on



communication aspects of security. Dr. Atanassov also conducts broad research in the field of hybrid wars and threats, hackers, trolls and fake news.

In conclusion, I'd like to stress out that both candidates meet the requirements for the position of "Associate Professor" and demonstrate in-depth research skills, recognized by the fellows and through the relevant citations. Both exceed the minimum requirements for the position of associate professor, presenting for participation in the competition publications and citations with 480 points (Dr. Atanasov) and 540 points (Dr. Kalinov).

With a distinct positive assessment, I rank Dr. Kalin Kalinov in the first place, presenting a completely relevant scientific production on the topic of the competition, including a monograph, articles and citations.

In second place I rank Dr. Plamen Atanasov.

Jury member: Evelina Christova

Date: 11th March 2022