

## **REVIEW**

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Professional field 3.5. Public communications and information sciences

New Bulgarian University

March 29, 2022

**Subject: the candidacies of Kalin Kalinov and Plamen Atanasov, participants in a competition for the academic position of „Associate Professor“, in the professional field 3.5. Public Communications and Information Sciences (Persuasion and Social Influence), announced in SG, issue 103 of 10.12.2021**

### **I. For the candidacy of Dr. Kalin Tsvetanov Kalinov.**

#### **1.1. Assessment of the monographic study.**

The main text of the competition was presented – Kalinov, Kalin, „Persuasive Communication and Communication Management“, Sofia: „St. Kliment Ohridski“, 2021, ISBN: 978-954-07-5384-3.

1. I find the presented monographic work relevant, as well as with its own scientific value and contribution to the research of the topic.
2. The issues of the monographic research correspond to the subject of the competition, it is also relevant to the respective position for which Kalinov is applying.
3. Critical remarks. In the monographic study, and especially in the provided bibliography, there are some omissions of essential and important texts and books on the subject by Bulgarian scholars and authors.

#### **1.2. Assessment of the candidate for the competition.**

##### **Assessment of the candidate's research/creative work.**

In 2018, Kalin Kalinov successfully defended his dissertation and received the scientific degree „Doctor“ in 3.5. Public Communications and Information Sciences, entitled „Applications of Public Diplomacy in Terrorist Crises after 9/11“.

The dissertation is published, as evidenced by the information provided on the minimum requirements. This, in turn, makes it possible to trace possible repetitions and borrowings between the main author's texts, which is sometimes necessary, especially in connection with habilitation procedures.

Additional published chapters from a collective monograph submitted for the purposes of the competition – Kalin Kalinov, Lyuben Geshev, Gergana Markova, Hristina Slavova, Alexander Kalinov, Manuela Toteva, Bogomil Kalinov, „270° Communication Management in Bulgaria“, ISBN: 978-954-07 -5386-7, „St. Kliment Ohridski“, Sofia.

The competitor Kalinov provided 14 publications in scientific journals and 5 articles in collections, with a total of 12 citations.

**Assessment of the academic workload and the quality of teaching. According to Art. 55 (1) and (2) of the Regulations for application of the Decree of the Council of Ministers № 202, dated 10.09.2010.**

From June 25, 2018 to January 2, 2020, Kalin Kalinov was appointed to the position of assistant, and as of January 2, 2020, he was also appointed to the position of assistant professor, with the relevant and necessary teaching and academic workload for holding academic positions.

**Assessment of the candidate's joint work with students and doctoral students.**

In „Inventory of evidence under Art. 112, para 2“, in item 10 – „List of successfully defended graduates“, assistant professor Dr. Kalin Kalinov states the availability of scientific guidelines for graduates, but the documentation provided to me lacks specific data on this.

**Assessment of the candidate's participation in research projects, membership in professional organizations in the scientific field, etc.**

For the purposes of the competition, available information on which is contained in the presented CV of Kalinov, are exhibited a number of certificates, diplomas and awards for various additional received and protected awards and qualifications – both relevant to the theme of the competition and those on which possible positive interpretations for the constant development of the candidate can be made.

## **II. For the candidacy of Dr. Plamen Atanasov Atanasov.**

### **2.1. Assessment of the monographic study.**

The main text of the competition was presented – Atanasov, Plamen, „Reputational crises online“, Sofia: Avangard Prima, 2018. ISBN 978-619-239-004-4; ISBN 918-619-239-028-0 (pdf); ISBN 978-619-239-027-3 (ePub).

1. I find the monographic research relevant, with practical value.
2. The issues of the monographic research in a sense and volume correspond to the subject of the competition.
3. Critical remarks. In the monographic study, and especially in the provided bibliography, there are some omissions of essential and important texts and books on the subject by Bulgarian scholars and authors.

### **2.2. Assessment of the candidate for the competition.**

#### **Assessment of the candidate's research/creative work.**

In 2017, Plamen Atanasov successfully defended his dissertation and received the scientific degree „Doctor“ at 3.5. Social Communications and Information Sciences, entitled „The role of computer-mediated communication in causing and managing reputational crises. Research on the content of blogs, corporate and information sites, discussion and thematic forums and social networks related to reputational and managerial crises“.

As can be seen from the information provided on the minimum requirements, the dissertation of my colleague Atanasov has not been published. Therefore, it is not clear whether there is the required by law difference in the submitted texts for ONS „Doctor“ and the habilitation thesis presented in this competition. This fact makes it especially difficult to objectify the comparative originality, novelty and scientific contributions in the analysis of the text submitted in the competition for the position of „Associate Professor“ monograph, and this analysis is a particularly important element in connection with the habilitation procedure.

Additional published chapters from a collective monograph provided for the purposes of the competition – Hristov, Chavdar ... [etc.], scientific. Ed. Ch. Hristov, M. Tsvetkova, „Reputation Crisis Management“, FJMK, „St. Kliment Ohridski“, Sofia.

20 publications in scientific journals were submitted under the competition, with a total of 6 citations.

**Assessment of the academic workload and the quality of teaching. According to Art. 55 (1) and (2) of the Regulations for application of the Decree of the Council of Ministers № 202, dated 10.09.2010.**

There are no data on the necessary teaching and academic workload for holding the academic position of „Associate professor“.

Information was provided for a total of 15 classroom hours and 30 hours of exercises conducted at the FJMK during the 2018/2019 academic year.

**Assessment of the candidate's joint work with students and doctoral students.**

There is a lack of data provided for scientific guidance of bachelors and masters theses. There are data for a total of 9 reviews of bachelor's and 1 master's theses.

**Assessment of the candidate's participation in research projects, membership in professional organizations in the scientific field, etc.**

Member of the Union of Scientists in Bulgaria since 2015.

Member of the Union of Bulgarian Journalists since 2021.

**Conclusion.**

Taking into account all the above circumstances, after careful acquaintance with the work of the two candidates, the detailed assessment of their scientific work in full, as well as assessment of their additional expertise, in response to expectations and assignments of the competition, I give a positive assessment of the candidate Kalin Tsvetanov Kalinov in a competition for the academic position of „Associate Professor“, in a professional field 3.5. Public Communications and Information Sciences (Persuasion and Social Influence), announced in SG, issue 103 of 10.12.2021.

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With respect 

Prof. Rosen Stoyanov, Ph.D.