



OPINION¹

from by Prof. Dr. Rosen Kostadinov Stoyanov
Professional direction 3.5. Public Communications and Information Sciences
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for the acquisition of an educational and scientific degree „doctor“ in the scientific specialty 3.5 Public communications and information sciences (Media and communications – Management of reputation crises), with a dissertation on the topic: „Management of business reputation in crises of a pandemic nature (2020- 2023)“, presented by Bogomila Vasileva Koleva, full-time Ph.D. student in the Department of „Communication and Audiovisual Production“, Journalism and Mass Communication Faculty.

Scientific supervisor: Prof. Nikolay Mihailov, Ph.D.

The dissertation consists of an introduction, three chapters, a conclusion, bibliography, reference to scientific contributions and a list of publications related to the topic of the dissertation. 3 tables, 7 graphs, 19 diagrams are included in the main text. The paper is accompanied by 2 appendices. The total volume of work is 223 pages.

I. Evaluation of the qualities of the dissertation text.

The actuality of the problem developed in the dissertation work is available, with a view and perspective of sufficiently accumulated material on the subject and a temporal distance from the beginning and peak of the specific events, providing the author with an unemotional and objectified view of the issue under consideration.

In the text submitted for evaluation, a thoroughness in the study of theoretical sources is evident. Main and relevant texts are used, sufficiently representative authors are cited correctly.

The methodology chosen by Ph.D. student Koleva corresponds to the set goals and objectives. The structure of the dissertation shows the author's possession of theoretical knowledge in the relevant specialty and abilities for independent scientific research. I estimate the degree of personal involvement of the dissertation student in the contributions as undoubted.

I consider the presented goals, tasks, object and subject of the research, as well as the available hypotheses, research method, basic working concepts in the work, to be conceptually and contextually justified and appropriate to the topic.

The data has been correctly processed and analyzed.

The abstract meets the formal requirements and reflects the content of the dissertation, as well as its main points.

The quoted authors are presented correctly, thematically and consistently.

The presentation is logical, at a level that complies with literary norms.

II. Dissertation Research Contributions.

I accept the description of the contributions of the dissertation work as credible and corresponding to the request, but also to what Koleva achieved.

¹ Note: The text in italics offers reference points for evaluating the research results. Recommended volume of the opinion – 2-3 standard pages



III. Notes and recommendations.

I have no notes and recommendations, except for a desire to motivate the colleague to continue developing his scientific interests in the field of public communications.

IV. Publications and participation in scientific forums.

In the abstract, the publications on the dissertation work, a total of five in number, are duly presented, as well as four reports at prestigious conferences have been added. The level of publications and conferences refer to the required representativeness.


The requirements of the Regulations for the terms and conditions for acquiring scientific degrees and holding academic positions at SU „St. Kliment Ohridski“ for approving and disclosing the results of the research according to Art. 5, item 5 and whether the minimum national requirements under Art. 63, para. 1, item 4 and art. 69, para. 3 are fulfilled.

V. Conclusion.

Dear members of the scientific jury, I hereby accept the proposed dissertation of Ph.D. student Bogomila Vasileva Koleva, with the topic of dissertation work „Management of business reputation in crises of a pandemic nature (2020-2023)“, Department of Communication and Audiovisual Production, Journalism and Mass Communication Faculty, SU „St. Kliment Ohridski“, and I give a positive assessment for the acquisition of the scientific and educational degree „doctor“ in professional field 3.5. Public Communications and Information Sciences (Media and Communications – Reputational Crisis Management).

Date: 05.06.2023

Jury member:


Prof. Rossen K. Stoyanov, Ph.D.