



## **OPINION**

**by Prof. Dr. Teodora Radoeva Petrova-Ivanova, lecturer at the Faculty of Journalism and Mass Communication of the Sofia University "St. Kl. Ohridski", professional field 3.5 Public communications and information sciences.**

**For the dissertation work of Bogomila Vasileva Koleva on the topic "Management of business reputation in crises of a pandemic nature (2020-2023)" for the award of an educational and scientific degree "doctor" in (Media and communications - Management of reputation crises) in " 3.5 Public communications and information sciences Academic supervisor: Prof. Dr. Nikolay Mihailov**

### **1. Relevance of the topic and general characteristics of the dissertation**

**The present review of the dissertation work of Bogomila Koleva on the topic: "Management of is a work that was developed according to the requirements of ЗРАСПБ, the rules for its application in SU, as well as the university academic standards and requirements for such kind of researches.**

**The scientific work, in my opinion, corresponds to the topic, criteria, requirements and specifics of the scientific specialty and the profile of the primary education department - the Department of communication and audiovisual production. The thesis postulates that "if companies do not adhere to certain communication rules during crises and do not begin to develop anti-crisis strategies, they will not have the necessary knowledge and will act instinctively." In order to defend her thesis, the author sets herself the following goal of the research: realizing the goal, she envisioned the following tasks: to find out whether the size of the companies is important in the development and implementation of anti-crisis measures, whether their reputation affects their work in a crisis, whether there are and what are the business measures in the conditions of a pandemic, the reaction of business representatives in the field of hospitality and catering, the role and influence of media publications on the reputation of companies during a pandemic.**

### **Scientific output**

**The scientific focus of the topic is determined by the need to study "the effects of the COVID-19 pandemic on the business reputation of organizations and the construction of new models to deal with its negative consequences", writes the researcher. The aim is "to check how companies are readjusting to the new crisis reality". According to the author, "two years after**



the outbreak of the pandemic, there are still few scientific studies on how business organizations deal with the emerging pandemic crisis" and this research contributes to clarifying the mechanisms for managing reputation crises.

The subject of the study is the business reputation and management of anti-crisis models of crises of a pandemic nature, in the case of COVID-19. The significance of the research is based on the collected, analyzed and summarized information, the analysis of the issues represented in various Bulgarian documents and publications. Another significance of the research is that the results could have practical applicability. For the purposes of her research, the author has studied specialized literature in the field of crisis and communication management, she has conducted interviews to trace the possibilities and capacities of companies for crisis management. She has collected and analyzed media publications regarding the behavior of businesses in conditions of a pandemic crisis.

In addition to the dissertation text, the PhD student supports her research with several publications related to the research area that demonstrate professional and scientific expertise. The dissertation uses contemporary authors, cited proven research, and I can say that the bibliography listed matches the nature of the dissertation. The doctoral student demonstrates the ability to systematize empirical material, summarize and formulate her conclusions.

An abstract meets the academic standards and reflects the essence of the dissertation work. Scientific contributions are correctly displayed. The topicality of the dissertation topic is unquestionable, the goals and objectives of the research are correctly stated.

#### **Structure and content of the dissertation**

Bogomila Koleva's dissertation has a total volume of 231 pages, of which 205 pages are the main text of the dissertation. The dissertation also includes a bibliography and two appendices. Each chapter is further divided into sub-chapters that logically divide the text. The bibliography includes 61 scientific titles in Bulgarian and English and 63 online sources, including media publications, the basis of the research. I think this is a sufficient amount of text and enough used sources for this kind of development.



**The presented publications of the doctoral student on the topic cover the required volume for the defense of a dissertation. I believe that the presented scientific publications meet the requirements for the scientific degree "Doctor" and represent the publication activity of the doctoral student.**

**The text is well structured, the chapters are balanced in volume, the language is readable. The dissertation work includes mandatory elements - object and subject, goals and tasks of the research, methodology and scientific contributions. The results and conclusions should have a practical-applied nature.**

**The first chapter of the text is devoted to clarifying concepts such as "crisis", "reputation management", "crisis management", "communication management" and "media influence", reputation and others, as well as principles of crisis management. In the second chapter, the author examines the economic consequences of the Covid-19 pandemic, the availability and implementation of anti-crisis strategies by organizations, examples of successful business management models are given as a result of the COVID-19 crisis. Examples from Bulgaria and countries from Central and Eastern Europe are given. In the third chapter, the management of companies in crisis conditions - the Covid 19 pandemic - is examined. In this chapter, the empirical study of the types of organizations, the ability to develop a strategy for dealing with business crises during a pandemic, is located.**

**The presented dissertation is an original scientific study, which, in my opinion, contains scientific contributions that are correctly formulated and presented by the doctoral student. Some of them are: collection and research of publications, the done own survey, study of practices and possibilities for making and applying anti-crisis strategies of the organization. The interaction and influence between publications in the media, business and institutions during crises and more specifically in the hotel and restaurant sector is investigated. The results of the research have a practical and applied nature.**

**Recommendations to the doctoral student on the topic of the dissertation.**

**Of course, any text can be improved. In my opinion, the text could benefit from clarification of concepts used, in places in the text, the doctoral student finds extraneous connections and logic that she could**



expose better, as well as clarification and analysis of processes in clearly defined sub-years. In general, the text could have more homogeneity.

## **Conclusion**

**The presented doctoral dissertation is an original scientific research that shows the achievements of the doctoral student Bogomila Koleva, her theoretical knowledge, knowledge in the field of crisis management in business during a pandemic - Covid 19. It shows the ability to conduct an author's research, which she included in the text . This dissertation expands research on business crisis management practices in the context of a pandemic, which can have a practice-applied nature.**

**Based on everything that has been said up to this point, and emphasizing the merits of the presented text, I strongly recommend to the respected scientific jury to award the educational and scientific degree "doctor" in professional field 3.5. Public communications and information sciences to Bogomila Koleva, PhD student in the Department of Communication and media - FJMC-SU.**

Sofia, 06. 06. 2020

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