

OPINION

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR in the professional field 3.5. Public Communications and Information Sciences (Digital Communication of Business), announced by Sofia University "St. Kliment Ohridski" in SJ, issue 35 from the 18th of April, 2023

Reviewer: Prof. Dr. Dobrinka Stancheva Peicheva

Candidate: Miroslava Krasimirova Tsenkova, Ph.D

I. Evaluation of the scientific and practical results and contributions of the scientific and educational production submitted for participation in the competition

In the competition for associate professor, the only candidate main assistant professor Miroslava Tsenkova, Ph.D., has presented 27 publications: two monographic works, 4 studies, 8 scientific articles, and 13 articles from presented reports, with which she presents herself at international and national forums.

A particularly favorable situation is that the majority of the articles are from the last 5 years - after 2018, but what makes a not particularly favorable impression is the low number of references known to the author and the 13 cited.

All included publications highlight a significant angle from the research trajectory of digital communications and reveal a serious presence of the author in the professional field. Significant directions in the digital economic processes related to the communication management of brands from the corporate sphere and the entry of digital communication technologies into business relations have been revealed by the author in different directions, including in the direction of revealing the effects: both inside the organizations and in connection with their relationships with their interested parties - known in specialized literature - stakeholders.

The main directions to which the scientific publications of main assistant professor Miroslava Tsenkova, Ph.D., refers to issues related to the interactions between traditional communication models and new digital model technologies in the PR communication trajectory, on the one hand, and the modern intention towards innovation in recent years, namely - the contribution and effects of innovation in strategic business developments, imposed by the increasingly saturated communication environment.

The monographic work "Digital communication and PR tools in a business environment", as well as the article "Traditional communication models and new technologies in PR communication", published in the journal Media and Language, 2023, are, in my opinion, clear evidence of complementing the achievements to many researchers before and after her with contributions to communication theorizing and applied communication models. In the comparative analysis that the author often makes when arguing her different theoretical perspectives, the close and different points in the interpretation and identification of traditional

and digital PR specifics and activities are revealed, the different dimensions of digital communication, which has acquired a dominant presence and importance in the regulation of the reputation processes and the communication policies of the organizations, as well as in the management of these processes and policies.

The conceptualization of the term "business ecosystem" and the emphasis on virtual worlds are important contributions to the research on PR activities in digital communication.

The self-conducted research presented in the fourth chapter, covering the period 2015-2018, which explains the performance of 511 Bulgarian enterprises, also has a contributing point. It guides the development of the most applicable online activities of organizations, predetermining their success.

The other important topic stems from the second monograph, with which the associate professor candidate presents herself - "Innovations in the digital communication of business organizations". Emphasis on innovation as a condition for prosperity and as an immanent characteristic of brands is also highlighted in the article "Leaders in digital communication".

In the monographic work, the types of innovation in the activity of business organizations are distinguished, but it is particularly important that an attempt was made to conceptualize the concepts of innovation system, innovation environment, marketing platforms, cloud technologies, chatbots, artificial intelligence, added value, etc. which contributes to its confirmation

The author links innovation processes and influences by highlighting the role of

artificial intelligence, blockchain, virtual reality The publications "PR activity in digital business communication", "PR communication of companies in virtual worlds", "Interactive communication as a PR strategy in digital platforms" and "Cyberspace - more than virtual reality", Cause-related marketing - the new communication in business", "Artificial intelligence as a marketing tool in business", "PR communication of organizations in case of cyber threats", etc.

With her scientific and research activity, Miroslava Tsenkova undoubtedly deserves the academic title of associate professor

Main assistant Dr. Miroslava Tsenkova formulated 22 of her scientific contributions. Since in themselves many of the listed contributing findings are the fruit of real staged scientific efforts and successes, I would recommend narrowing them down to 2-3, which should be specified by the author herself, and I would ask her in her presentation to attempt reduction.

A very good certificate for the professional development of main assistant professor Miroslava Tsenkova, Ph.D., has been the supervisor of more than 100 graduates who developed bachelor's and master's theses in the fields of business communication, public relations, marketing communication, social networks, and media.

II. Notes and recommendations

My first recommendation is main assist Professor Borislava Tsenkova to make great efforts to enter the international scientific scene and present publications in highly reputable academic specialized publications from our field.

My second recommendation to the candidate is to continue their research in the field of digital communication and PR.

III. Conclusion

The presented scientific research and teaching activities of the candidate give me a reason to vote positively for the election of Miroslava Krasimirova Tsenkova, Ph.D., to the academic position of "associate professor" in the field of higher education 3. Social, economic, and information sciences, professional direction 3.5. Public communications and information sciences, scientific specialty "Digital communication of business".

08. 08.2023

Member of the Scientific Jury:

Prof. Ph.D. Dobrinka Stancheva Peicheva

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