



РЕЦЕНЗИЯ¹

на представените трудове за участие в конкурс за академичната длъжност ДОЦЕНТ /ПРОФЕСОР по професионално направление 3.5. Обществени комуникации и информационни науки (.....), обявен от СУ „Св. Климент Охридски“ в ДВ, бр.

Reviewer: Prof. Dr. Teodora Radoeva Petrova

Candidate: Ch. Assistant Professor Miroslava Krasimirova Tsenkova, Ph.D

I. Summary data about the candidate (research, teaching and academic activity)

The candidate for the competition is Ch. Assistant Professor Miroslava Krasimirova Tsenkova, Ph.D.

Dr. Tsenkova has been a full-time teacher at FJMK since 2012, has a master's degree in "Developmental Communication Disorders" and "Public Relations" - FJMK. She defended her thesis on "Semiotic aspects of sales promotion marketing communications". The candidate's education and defense dissertation, her teaching activity and the works submitted for review make her a possible and successful candidate for the competition. Dr. Tsenkova has practical experience as a communication therapist and advertising associate, as well as a part-time teacher at FJMK.

Dr. Miroslava Tsenkova is an established teacher in the department "Communication, relations with the public and advertising" Her research is in the field of marketing communications, digital communication, public relations, advertising, communication in social networks, business PR in social networks, etc. in the list submitted for review.

The candidate has submitted documents for this competition that meet the requirements and cover the uniform minimum requirements for the candidate's research and teaching activities. Dr. Tsenkova has participated in two scientific projects, has a scientific guide to 102 theses, 8 articles in scientific journals, 13 articles in scientific collections and 4 studies, participation with reports in scientific conferences. A list of 11 is presented

citations in monographs and collective publications. For participation in this competition, Dr. Miroslava Tsenkova submitted 2 monographs: one "Digital Communication and PR Toolkit in a Business Environment" (2022) as a habilitation thesis, and the monograph "Innovations in Digital Communication of Business Organizations", published in 2023 d. There are 14 articles submitted for review, one of which in English is listed in a list of short abstracts. The candidate's publications submitted for review are on the topic of the competition. A list of the disciplines led by her is presented - 7 disciplines, and there are courses on the topic of the competition. Other documents required for this competition are articles with titles such as "Digital engagement of the brand with consumers" (2014), "Cause-related marketing - the new communication in business" (2013), "Online reputation management" (2011), etc., as well as significant texts such as "Artificial Intelligence as a Marketing Tool in Business" (2021), "PR Communication of Organizations in the Face of Cyber Threats" (2020), etc., which are in the field of the competition.

II. Characteristics of the scientific and scientific-applied production of
The candidate

¹ Забележка: Препоръчителен обем на рецензията – около 6-7 стандартни страници



The monographic study "Digital communication and PR tools in business environment", presented as a habilitation thesis, contains an overview of theoretical publications on the subject. I think that in this text we can see a summary of theoretical models of communication, of existing practices of digital PR communication. In her text, the author tries to make a correlation and look for the connection between the most popular social theories over the years with the field of communication. Pioneers such as Harold Lasswell, George Gerbner, Shannon and Weaver, and Jacobson and other authors are cited. It traces the development of these theories and their possible applicability as a result of the change through the digitization of the communication environment and the change of communication in general in our daily life.. The summarized results of a serious author's study of the Bulgarian parks have a contributing character. The presented monograph deserves attention with the achieved research results of the author, emphasizing the study of PR approaches in a digital environment of such a large volume of Bulgarian enterprises, which is a first for the Bulgarian research practice in the period 2015-2018. The author's project for the systematization of PR activities in the digital communication of business, based on global and Bulgarian practices, deserves attention. The text is developed logically, as the results of world communication practices and the results of empirical research are presented as a continuation of the methodological theoretical framework. The structure of the text is logically integrated, although in two different fields - theory and summary of practices. The first part of the text, we can say, gives an idea of theoretical models, and the other main center, the second part of the text, is a summary of useful techniques. and communication strategies and policies in general and from Bulgarian companies. The database consists of 44 questions formulated by the author to 511 small and medium-sized Bulgarian enterprises. The language in which the monograph is written is academic, supported by tables and data. The monograph proposed for review could be useful for researchers and practitioners, as well as being used as a teaching aid for students of professionals=

The second monograph submitted for review is "Innovations in the digital communication of business organizations". It is a study of the role of new information and communication technologies in digital communication of business organizations. The main thesis is that digital technologies are not just tools, but a complete way of thinking and working in modern business. Innovations are presented as a process, and for its implementation, models for introduction in enterprises are proposed. Part of the text examines the types of innovation in the activity of business organizations. 19 companies that introduce technologies and innovations to improve communication with customers and business partners are represented.

Apart from the two monographs, the candidate offers for reference 14 scientific articles, where her research is focused on new information and communication technologies and their influence in business communication, on the online reputation of the brand and the relationships of companies with consumers. Part of the research is on cyber-threats and crisis management, marketing communications in a digital environment, social responsibility as a company policy and other topics. / among the presented titles, I would highlight articles such as: "Interactive communication as a PR strategy in digital platforms", "Management of the online reputation of Bulgarian business in the new communication environment", "Innovations in the digital communication of business organizations", "Use of digital communication by Bulgarian enterprises (empirical social research of the period 2015-2018)", "Marketing communications of Bulgarian business in a digital environment", "Influence of digital communications on the organizational performance of Bulgarian enterprises" and "Opportunities and challenges for Bulgarian companies from the use of digital



communication. Communications of the 21st century - innovations, challenges and trends" /.

III. Main contributions in the scientific, scientific-applied and teaching activities of

the candidate

Miroslava Tsenkova's research is on marketing communications and PR the tools of the companies, the new information and communication technologies and their influence in business communication, the online reputation of the brand and the relations of the companies with the consumers, as well as other studies that generally contribute to the research and professional evaluation of Bulgarian PR practices, supplementing and enriching the description of foreign practices in the field of communications. The presented two monographs complement empirical research in the field of business communications in digital platforms and analyze the digital transformation of Bulgarian business.

I accept the scientific contributions formulated by the candidate, such as "identifying opportunities for a more complete interaction of business organizations with users on social platforms", "outlining the role of digital communication for business to increase the effectiveness of marketing campaigns", "identifying specific benefits for Bulgarian business based on the study of various case studies of the application of successful innovations in the communication of organizations", "study of communication strategies for preventive actions of enterprises in Bulgaria to preserve the corporate reputation in the Network, as well as study of the degree of use of the mechanisms for protection and the implementation of anti-crisis measures in the event of potential cyber-threats in the Network" as I believe that the listed 20 learned contributions could be reduced to the main 5-6 leading theoretical-practical contributions, taking into account the actual contributions of the developments. The publications presented for the competition present the scientific and research activities of ch. Assistant Professor Miroslava Tsenkova, PhD. Its publications can have a practical-applied nature and help Bulgarian companies. They are training material for students and practitioners.

V. Conclusion

On the basis of everything said above, the scientific works presented for review, the scientific research and teaching activity of the candidate for the competition for "docent" Miroslava Tsenkova, announced for the needs of the department of KVOR - FJMK, I recommend to the respected members of the scientific jury that it be Miroslava Krasimirova Tsenkova, the only participant in this competition in the professional field 3.5. Public communications and information sciences /Digital communication of business/, was selected for the academic position of "associate professor".

Date: 27.07.2023 Sofia

Reviewer: Prof. Dr. Teodora Petrova