



## OPINION

from Assoc. Prof. Katia Mihailova, PhD

*(scientific position, academic degree, name, surname, educational / scientific institution)*

for obtaining the educational and scientific degree "Doctor" (PhD) / scientific degree "Doctor of Science" in professional field 3.5. Social Communications and Information Sciences.

with a dissertation on the topic: "Convergence between telecommunications operators and the media in Bulgaria. Effects of diversification",

presented by Ina Atanasova Kandeveva, full-time doctoral student in the Department "History and Theory of Journalism" of the Faculty of Journalism and Mass Communication

with supervisor: Assoc. Prof. Biser Zlatanov, PhD



## I. Evaluation of the qualities of the text of dissertation

The presented dissertation research is not only topical scientific research, but also the first of its kind in our country. As far as I know, so far in the professional field of "Public Communications and Information Sciences" problems related to the convergence of the media have been studied, as the focus of the research is within the media field. Ina Kandeva examines convergence between media and telecommunications operators, i.e. between actors in two public fields – media and telecommunications. As can be seen from the dissertation, such convergent processes are a fact in practice.

On the one hand, the process of convergence is multifaceted, as the doctoral student notes. On the other hand, convergence has its stages of development and effects on the environment. The author of the dissertation has been chosen and followed a methodological framework that allows research of the financial and economic aspects of convergence and the effects of diversification. The question arises whether the object and subject matter of the dissertation are not outside the professional field of "Public Communications and Information Sciences" and closer to "Economics" or "Administration and Management"? There are two objects - the media and telecommunications operators. The subject is the effects of diversification and business strategies as a result of convergence. It is obvious that the dissertation research does not fall within the framework of one scientific discipline and one professional field. By its nature, it is interdisciplinary, which is the dignity of the work. Interdisciplinarity here is necessary in order to study, explain, and model processes in media management, in the media business, in the media and communication business environment, which is difficult to achieve within the limitations of a monodisciplinary study. Interdisciplinarity, of course, is possible if the researcher has the necessary theoretical and methodological training in different disciplines. The fulfillment of this condition leads to the depth and comprehensiveness of the present dissertation research, verification of the hypotheses through the application of adequate scientific methods, achievement of the previously defined goals and objectives.

The content of the dissertation is presented in four chapters, an introduction and a conclusion. The introduction is a methodological introduction with clearly defined elements – object, subject, hypotheses, methods, goals and objectives of the study. The conclusion contains results and conclusions from the study. The first chapter examines the process of convergence of the media in the media field from the point of view of the media business and market. The second chapter presents the process of convergence of the already converged media with telecommunications operators, which I define as a contributing moment in the study. Here is also presented a theoretical framework for studying four groups of effects of service diversification, as well as a forecast for future development. In the third chapter we see how the convergence between media and telecommunications operators and the subsequent diversification manifest themselves in Bulgaria. In the fourth chapter, a comparative analysis of the financial indicators of the studied converging companies is made.

The content of the first and second chapters reveals the theoretical and methodological plan of the study. Through the chosen structure, the author models two stages in the convergence process - convergence in the media field and then convergence between different fields. The content of the third and fourth chapters represents the empirical basis of the dissertation research.

The dissertation is skillfully synthesized in the abstract. In it, the author presents scientific publications on the topic of the study, as well as scientific contributions.

I would also like to note the good bibliographic awareness of the author and the precision in preparing the scientific apparatus of the dissertation. In addition to the well-established and followed interdisciplinary theoretical and methodological basis, the study was also implemented in line with the highest standards of scientific ethics and academic integrity.

## II. Contributions of the dissertation research



A reference to the scientific contributions of the dissertation research is made in the abstract. Two groups of contributions are proposed: "scientific contributions and contribution moments" and "scientific and applied contributions". The dissertation research provides sufficient arguments for accepting the proposed contribution characteristic.

### III. Publications and participation in scientific forums

The abstract presents three scientific publications. They are on the topic of the dissertation research and thus ensure publicity and dissemination of its results. Two of them were presented at scientific conferences and published in the relevant collections. The publications are arguments for fulfilling the requirements of the Regulations on the terms and conditions for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski" for testing and disseminating 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 met.

### V. Conclusion

The presented dissertation provides sufficient arguments for good scientific preparation, theoretical and methodological approach, skills for conducting empirical research, high scientific integrity and ethics. Based on this, I recommend to the esteemed scientific jury to award the educational and scientific degree "doctor" in scientific specialty 3.5. Public Communications and Information Sciences (Media and Communications - "Media Management") to Ina Atanasova Kandeveva.

Jury member: Assoc. Prof. Katia Mihailova, PhD

Date: 30 April 2025