

## Opinion

prof . Russi Marinov, Dr.Sc.

New Bulgarian University

As a member of the Scientific jury for the competition for associate professor in the professional field 3.5. Public communication and information sciences ( Theory and history of relations with the public), published in the state newspaper, Issue 93 of 11.26.2019, an announcement from the Sofia University "St. Kliment Ohridski". On the basis of the Rector's order No. RD38-16 of 01/13/2020 and the decision of the Council "Faculty of journalism and mass communications", protocol No. 04 dated 12/20/ 2019.

Applicants who participate in the announced competition :

*Dr. Mila Ivanova Serafimova*

*Dr. Boyan Asenov Kutevsky*

### **Assessment of compliance with national minimum requirements**

From the presented table shows , that the applicants complied with requirements to associate professor , in the following way :

Information on the implementation of the minimum national requirements for the scientific field 3. Social , business and legal sciences , professional field 3.5 " Public communications and information sciences " ,

*for Mila Serafimova*

Indicators: total -580 points

*for Boyan Kutevsky*

Indicators : total-415 points

### **Research ( creative ) activity and results**

For this competition Dr. Mila Serafimova was presented the following works with the names Monography : " PR in the Digital Age " , Sofia : ed . " Enthusiast " , 2020, monograph , 184 pages. With Review and Scientific editor . Published monograph : "PR - theoretical aspects and historical development " , Sofia : ed . "Vanio Nedkov " , 2020, 211 pages , with a scientific editor . Another books-3, published in 2010 year .

Dr. Boyan Kutevsky presented the following works :

Monograph "PR - from propaganda to Reputation management" , Sofia. "Jay Point Plus" , 2020, 130 pages. Monograph "Integrated Marketing Communications" . with Review , Sofia, "Jay Point Plus" , 2019 , 118 pages.

*Applicant's Scientific Contribution :*

Dr. Boyan Kutevsky

Contributions : “PR - from propaganda to reputation management”

This work explores the evolution in the development of technology communication in common use from the point of view of their continuity, as well as internal development of each of the three - promotion , PR and management of reputation . Particular attention is paid to the themes and problems, which are all still at the stage of theoretical debate , such as the development of digital / computer propaganda and communication between the reputation and legitimacy . It was made to attempt to re-think of the " individual " existing theoretical models and integration them in a common theoretical framework .

“Integrated Marketing Communications”-The monography examines the concept of integrated marketing communications (IMC) from the point of view of modern theoretical and practical realities . The exhibition provides the date and critical review of the popular trends in the practice of the IMC, focusing the main integration approaches , the main way in advertising and element for all communication methods and channels. New possible integration concepts include reputation management and branding in the context of modern digital society . There are several examples of the successful integration of communication around branding and an effectively managed reputation .

*Contributions : Dr. Mila Serafimova*

In the monograph book “PR in the digital age”, we have an attempt to comprehend the transformation of theoretical models and paradigms of social relations in the digital age. The history of public relations has been rethought as a conceptual basis for research , which allows us to predict future metamorphoses and problems . The term “ digital PR” has been defined and researched , and the thesis for artificial and harmful to theory and practice, release and removal from the so-called . traditional public relations. There are three main factors behind the changes in PR theory and practice: social media, cross-media and the transformation of traditional media, and citizen journalism . The narrative as a paradigm shift in PR is presented at the theoretical level and presented in the context of the narration for Europe , which is an innovation in our study . The functions of narrative in modern PR are formulated . Strategic communication , institutional PR and crisis communication in the era of online - communication were considered in their relationship with the theoretical models of the effectiveness of PR.

The monograph “PR - theoretical aspects and historical development" corresponds to the external view and the history of PR, as well as the interaction between theory and practice , which accompanies all stages of public relations ; reasoned statement of the thesis on the interaction of theory and practice ; the conventionally called “ optimistic theory ” of PR is confirmed by examples from the history of social relations. The basic principles and theoretical models for the implementation of public relations in key areas are systematized.

Dr. Serafimova proposes as a contribution “speaker's selection criteria ”. Quite augmented claims in terms of scientific input. In the presented monography, they can be generalized and reduced to 2-3 in quantity. To participate in the competition, she is representing more than Bojan Kutevski common list of publications- 20 total amount. In particular , at the announced competition of associate professors the applicant submitted monographs-2; science studios-3; scientific articles-3.Mila Serafimova presented data for the past five years in the following way: the total number of monographs-3, in fact

including one book related to the dissertation work on competition of the award of educational and scientific degree " doctor ", published in 2010 year and 7 publications in scientific journals . Total Number of publications - 35. Dr. Mila Serafimova takes part in the project as the coordinator of the Media and Communication Program at the Sofia Security Forum - 2014-2020. Participation in the implementation of joint projects with the Konrad-Adenauer Foundation, the Media Program for Southeast Europe - the Annual Academy for Young Leaders, with the implementation of the module "Public Relations and Media Training". In connection with the citations to the full bibliographic description of the cited and quoted publications from Bojan Kutevski will be listed in all numbers- 7, of which 3 in the electronic journal versions. The projects presented from Dr. Boyan Kutevski for the period are the following :

2017 - 2020

Project Manager , “Explika” , Marketing Research and Consulting Agency management of research and communications projects; Corporate and institutional training ; development of new business areas and strategies ; Analysis and strategic consulting of clients .

From 2014 to 2020

Head of projects, management of projects of " Stratkons "; corporate and institutional training ; development of new business areas ; analysis and strategic counseling clients in the field of reputation management and interactions with interested groups ; Practical research and analysis .

### **Pedagogical and administrative activity**

From the submitted documents for candidates to highlight the following results :

Experience working as a lecturer : Dr. Serafimova

Military Academy “Rakovsky”, Department of National Security and Defense , Department of Leadership ; Assistant professor from 2008 to 2010 year. 2010 - 2020 years - Associate Professor, Department of Public Communications in the field of Security and defense at the Faculty of “National Security and Defense”. Military Academy “Rakovsky ”. The development and management master's program in the field of public communications. She teaches public communications in the 10 master's programs of the Faculty of National Security and Defense. She is a lecturer of the following courses : "Communications with the public " , " The basic of public communication" , " Technology of communication with the public , " The crisis PR " , " Political and institutional PR" "Media Knowledge and media management " , " Media relations for government administration”, “Media and corporate security” , “Media and counter terrorism”, “Strategic communications”.

Additional information : 1996 – 2000 years-PhD student at “Sofia University”, Faculty of Journalism and Mass Communication , Doctor of Media Management .

Dr. Boyan Kutevsky : lecturer's professional experience :

2012-2017

New Bulgarian University, Department of “Cinema , Advertising and Show Business” : full-time lecturer, as Assistant professor: Courses in the bachelor's programs: „Copywriting“, „Organization reputation management“ , „Branding“, „Briefing“ , „Brand management“. Master's program-courses

: “ Relationship management, advertising agency-client ”, “ “Internal and external PR communications ” .Program Advisor Master's program for Managing advertising and visual branding Coordinator of the Department of European program Erasmus+ for Education, Training, Youth and Sport.

*Additional information :*

2003-2007 Ph.D. Student at Sofia University, "St. Clement Ohridsky" , Faculty of Journalism and Mass communication, Department of Communication and Public relations, UNESCO. PhD of “Political science”. The subject of dissertation work "Persuasive Impact in propaganda and public relations "

In the last years of post-digital technologies speak both about future technologies, focused on heterogeneous computing. In this case, the traditional digital chips are combined with non-digital architecture, such as the quantum and neuromorphic systems. In such systems, the speed of processing data is 1000 times higher and 10 000 times higher, than in conventional chips such trends affect all the practice, in fact including communication with the public, and works both candidates explore the realities of the turn of centuries. In connection with this, the candidates must improve their technological skills, especially when they discussed similar trends, appeared in the recent past. Common feature is the fact , that experts on relations with the public is not enough technologically literate , and this is reflected both in the activities , so and on the practice , in that those in scientific publications and studies . The work of post-digital architecture is based on a different logic, in contrast to traditional computers. The focus is now on atoms, not bits. AI and the cloud computing system change the second essential aspect of the modern industry. Quantum and neuromorphic computations will accelerate these trends but in a different direction. This tendency provokes a transformation of the structure of organizations, moving from vertical hierarchies to horizontal networks. The proposed theoretical and applied scientific contributions to s monographs are too numerous; they can be generalized and reduced to a smaller number.

**Conclusion :**

Two candidates submitted all the necessary documents for the competition, present the References to the minimum national requirements. The also present enough publications in the professional field. For me, the two candidates have a quality and can be selected as an associate professor in the announced competition. When analyzing the publications, monographs, related to the history of public relations, the study of scientific indicators, we can see some advantages for Mila Serafimova.

The problem for both is the publications associated with the second part of the professional filed " Information science", and also not enough training to conduct the course " Theory and history of Public relations". This discipline is quite problematic, and in this area doesn't have a specific scientific theory, most scientific models are borrowed from various related disciplines.

For both candidates presented scientific works, the list of publications, administrative and social activities, and professional biographies and important scientific achievements, correctly are suitable for this competition. My assessment is positive for both candidates, they meet all the conditions for the academic position of " Associate Professor "

Taking into account the topics of basic work references to minimum national requirements and the number of points for certain indicators, scientific contributions, publications, and teaching experience. I would like to make a recommendation to the members of the scientific jury to award Mila Serafimova

Ph.D. with the scientific degree “Associate professor” in the professional field "Public Communications and Information Sciences".

Date 06.04.2020

Signature ..... /R.Marinov/