

**SOFIA UNIVERSITY “ST. KLIMENT OHRIDSKI”  
FACULTY OF JOURNALISM AND MASS COMMUNICATIONS**

**REVIEW**

**by Nikolay Gueorgiev Palashev, Prof. DSc,  
University of Library Studies and Information Technologies  
for the dissertation paper of  
Plamen Stoilov Bobokov  
for awarding a “Doctor of Philosophy (PhD)” degree in professional  
field 3.5. Public Communications and Information Sciences (Media and  
Communications – Public Relations)**

## **1. General characteristics of the dissertation paper.**

According to order № RD 38-649 / 13.11.2019 of the Rector of Sofia University "St. Kliment Ohridski", I accept for review the dissertation paper "Corporate Social Responsibility (CSR) in the mission, vision and practices of business organizations" developed by Plamen Stoilov Bobokov.

From a structural point of view and as a scientific content, the work meets the theme, specifics, criteria and requirements of the academic in professional field 3.5. Public Communications and Information Sciences.

Considering the presented in the dissertation thesis, as well as the scientific publications of Plamen Bobokov, I believe that the scientific readiness and scientific achievements of the candidate are at the necessary level. The relevance of the work submitted for review is indisputable, even more in the actual context of accelerated development of the political, economic and social systems in the context of globalism.

In the dissertation paper "Corporate Social Responsibility (CSR) in the mission, vision and practices of business organizations the research is developed and composed of an introduction, an exposition of three chapters, and a a conclusion. The study has a clear logic of the presentation and objective argumentation of the doctoral thesis. The dissertation reflects sufficiently the applicant's profound knowledge of corporate social responsibility, of related strategies and policies, as well as communication approaches to solving problems in business - public interest relationships. The problem area is precisely defined - namely, the conduct of business in accordance with the principles of corporate social responsibility.

The dissertation examines problematic lines related to the economic, social, cultural and political changes in the world, and from this point of view meets the requirements for the awarding of a Doctorate degree. The scientific literature sources used by the author are indisputable authorities in their scientific fields and therefore I believe that the bibliography cited corresponds to the specifics of the doctoral work.

The research abstract submitted by the applicant meets the requirements.

I have not found plagiarism and I accept the dissertation as absolutely author's scientific development of Plamen Bobokov.

## **2. Evaluation of results and contributions to the dissertation paper.**

As accents in work the following developed thematic lines can be indicated:

The study of the nature and specificity of corporate social responsibility, in this direction the existing concepts of corporate social responsibility are examined and analyzed;

An analysis of the relationship between corporate social responsibility and social marketing has been made in relation to clarifying the problems facing the organizational culture of business organizations;

An analysis has been made and problem areas related to the development of the concept of corporate social responsibility are defined;

A thesis has been developed for applying a model of the principles of corporate social responsibility, with an emphasis on the development in this area of business organizations with a global scope of activity;

An analysis is made and defined are the principles and approaches for making corporate social responsibility an element of corporate strategies and policies of multinational companies.

In the study of problem areas the candidate has successfully defended the following basic scientific and applied productions:

Analyze and evaluate the nature and meaning of the concept of "corporate social responsibility" in relation to the formation of attitudes and behavioral models in relation to ethical standards, morals and empathy shared by corporations and in relation to the interaction in the field of corporate social responsibility between business organization and other stakeholders (1<sup>st</sup> chapter, p. 17-42 and p. 63-83). In this case, it is important to say that the doctoral student thoroughly focuses on the research of the influence that a corporation can exert on normalizing and cultivating business relationships. In this way, as an important point can be mentioned the thesis developed by the doctoral student for typology, characteristics and specifics of the organizational culture of business organizations in terms of achieving efficiency in applying the principles of corporate social responsibility (p. 103-122).

Defined are the opportunities for developing corporate social responsibility, viewed as a system and turning it into a factor influencing the sustainability of the socio-political environment (2<sup>nd</sup> chapter, p. 133- 159). It is necessary to note a sufficiently in-depth examination of the problems associated with the prospects for corporate social responsibility in the context of political, economic and social development on a global scale (p. 201 – 222).

Analysis and evaluation of the different aspects of the presented own model for the application of the principles of corporate social responsibility in business organizations and related corporate functioning (p.196-200).

Analysis and o evaluation f the characteristics of the corporate social responsibility, considered in the context of global business (3<sup>rd</sup> chapter, p. 232 – 240). In this respect, the well-developed question of the specifics of corporate social responsibility in terms of its strategic aspects should also be noted. And it is important to say here that the PhD student formulates his observations on the basis of specific examples with different companies, and especially with the Prista Oil Group (p. 252- 275).

Analysis and evaluation are made of the prospects for the future development of the corporate social responsibility (p. 276-296).

I believe that the evidence found by the doctoral student was made conclusions and explanations in the dissertation are sufficient to accept with conviction the value of the scientific and applied contributions indicated by the doctoral student, namely:

The proposed thesis for the development of a corporate social responsibility strategy;

The proposed wording for considering corporate purpose as an evolutionary form of corporate social responsibility;

The analysis and the definition of the critical points of view regarding the concept of corporate social responsibility in Bulgaria;

The analysis of the aspects of corporate social responsibility in terms of corporate strategies and policies;

Defined is the experience of the Bulgarian corporation Prista Oil Group in the field of corporate social responsibility.

In terms of contributions to the dissertation, I would add also the author's own model, proposed in the dissertation paper, for applying the principles of corporate social responsibility.

In view of the foregoing, I firmly believe that the dissertation has found evidence to support the hypotheses laid down in the dissertation paper and that the goals and tasks set by the doctoral student have been fulfilled.

### **3. Critical notes.**

I have no particular critical remarks, other than the following recommendations:

Future scientific developments, and in particular with regard to the application of the principles of corporate social responsibility, should take

into account the need for an accompanying communication strategy and relevant policies.

After corresponding revisions, the thesis should be published as a monograph.

Of course, the notes and recommendations mentioned here in no way do not reduce the scientific relevance of the dissertation paper.

#### 4. **Conclusion.**

Bearing in mind the scientific and applied merits of the dissertation here, I propose that the honorable members of the scientific jury award Plamen Stoilov Bobokov an educational and scientific degree "Doctor of Philosophy" (PhD) degree in professional field 3.5. Public Communications and Information Sciences (Media and Communications – Public Relations).

**Reviewer:**

**Prof. Nikolay Palashev, DSc**