

OPINION

by Prof. Dr. Rossen Kostadinov Stoyanov

Professional area 3.5. Public Communications and Information Sciences

New Bulgarian University

21.04.2020

Subject: Applications of Serafimova and Kutevski, participants in the competition for the academic position „Associate Professor“, by professional field 3.5. Public Communications and Information Sciences (Theory and History of Public Relations), promulgated in the State Gazette, issue. 93, dated 26.11.2019

I. About the application of Dr. Boyan Asenov Kutevski.

1.1. Evaluation of the monographic survey.

The main text – „PR – From Propaganda to Reputation Management“, S., Jay Point Plus, 2020, ISBN 978-619-91464-0-8, is presented at the competition.

1. The monograph study is interesting, but rather practical, at the expense of scientific value.
2. It can be said that the problems of the monographic research correspond to the subject of the competition.
3. Critical notes. The monograph is rather descriptive.

1.2. Applicant's assessment of the competition.

Assessment of the applicant's research/creative work.

In 2007, Boyan Kutevski successfully defended his dissertation before the VAK in Political Science and received his PhD in Political Science, code 05.11.02., with the theme „Functions of persuasive influence in propaganda and public relations“.

There is no information on the publication of the thesis.

In the Report on the implementation of the minimum national requirements under Art. 2b from the AAPRB, for the scientific field 3. Social, economic and legal sciences, in Indicator 1 to a group of Indicators A, 50 points are missing, but there is no information about the dissertation for the award of educational and scientific degree „doctor“. Therefore, it is not clear whether the required by law difference between the submitted texts for the doctor thesis and the submitted habilitation work.

Additional published monograph provided for the purpose of the competition – Kutevski, Boyan, „Integrated Marketing Communications, Review“, Sofia: Jay Point Plus, 2019. ISBN 978-619-91464-1-5.

The competition provided 9 publications – scientific articles and studies, with a total of 7 citations.

He has published a total of 17 articles in various magazines, collections and yearbooks.

Out-of-competition posts:

Kutevski, Boyan, „PR and Reputation Management“, S., College of Management, Trade and Marketing, 2012, ISBN 978-954-2971-04-7.

Assessment of academic workload and teaching quality. According to Art. 55 (1) and (2) of the Implementing Regulations of the AAS (Decree of the Council of Ministers No. 202, dated 10.09.2010).

There is a lack of data on the teaching staff required to fill the academic position of Assistant Professor.

Assessment of the candidate's collaboration with students and doctoral students.

There is a lack of data available for the scientific guidance of bachelors and masters.

Assessment of the applicant's participation in research projects, membership of professional organizations in the scientific field, etc.

There is no evidence of participation in research projects.

II. For the application of Assoc. Prof. Dr. Mila Ivanova Serafimova.

2.1. Evaluation of the monographic survey.

The main text of the competition – „PR in the Digital Era“, S., Enthusiast, 2020, ISBN 978-619-164-318-9.

1. I find the monograph research up-to-date, of practical and scientific value.
2. The problems of monographic research are relevant to the subject of the competition.
3. I take most of the contributions described, especially the experience of conceptualizing the transformation of theoretical models and paradigms of public relations in the digital era; and systematizing measures to counter online misinformation of international organizations such as the UN, EU, NATO and at government level. individual countries.

2.2. Applicant's assessment of the competition.

Assessment of the applicant's research / creative work.

In 2001, Mila Serafimova successfully defended her thesis before the VAK of the Higher Attestation Commission, with the theme „Media Management - Ethical Aspect“.

In 2010 he was awarded the scientific title „Associate Professor“ at a competition of the Military Academy „Georgi S. Rakovsky“.

Sepafimova's colleague provided evidence of an impressive teaching and practical experience: a full-time lecturer at the GS Military Academy. Rakovski, Faculty of National Security and Defense, Department of Leadership. Assistant Professor – 2008-2010. Associate Professor of Public Communications, 2010-present. Teacher at Academy of the Ministry of Interior. Masters and Bachelor programs – 2017-until now. Lecturer in Media and Internal Security and Public Relations and Media Fees for the Ministry of the Interior. Lecturer in Leadership Skills Fee for Master of Construction Organization, University of Architecture, Civil Engineering and Geodesy, 2018-until now. NATO Crisis Management Center of Excellence – 2014-until now. Lecturer in strategic communications in the international crisis management training courses conducted by the Center.

Candidate Serafimova also provides evidence of participation in conferences in the field of public communications, fake news, online misinformation.

An additional published monograph available for the purposes of the competition is available - Serafimova, Mila, „PR – Theoretical Foundations and Historical Development“, S., „Vanyo Nedkov“, 2020, ISBN 978-619-194-060-8. The text is not available in the documentation provided.

The competition provided 12 articles in Bulgarian in various magazines, collections and yearbooks, 11 published reports from national scientific conferences, 9 papers published in English in foreign editions. Quotations 10, of 18 in total, 8 self-citations.

Out-of-competition posts:

Published monograph on the basis of a dissertation thesis for the award of educational and scientific degree „Doctor“ – Serafimova, Mila, „Fundamentals of Public Communication – Media Management“, S., „Vanyo Nedkov“, 2010, ISBN 978-954- 9462-52-4. The text is not available in the documentation provided.

Book – Serafimova, Mila, „Phenomena of Political Communication in the Bulgarian Media. PR Strategy of Georges Ganchev“, S., „Vanyo Nedkov“. The text is not available in the documentation provided.

Textbook – Serafimova, Mila, „Technology of Public Communication. A Model of Public Communication in Security and Defense“, S., „Vanyo Nedkov“, 2010, ISBN: 978-954-9462-51-7. The text is not available in the documentation provided.

Practical Guide (Study Guide) – Serafimova, Mila, „Practical Guide to Public Communication. Examples of security and defense. The Bulgarian Experience“, S., „Vanyo Nedkov“. The text is not available in the documentation provided.

Assessment of academic workload and teaching quality. According to Art. 55 (1) and (2) of the Implementing Regulations of the AAS (Decree of the Council of Ministers No. 202, dated 10.09.2010).

There is a lack of data on the teaching staff required to fill the academic position of Assistant Professor.

Assessment of the candidate's collaboration with students and doctoral students.

There is a lack of data available for the scientific guidance of bachelors and masters.

Assessment of the applicant's participation in research projects, membership of professional organizations in the scientific field, etc.

Coordinator of the Media and Communication Program of the Sofia Security Forum - 2014-2020; Joint projects with the Conrad Adenauer Foundation; Southeastern Europe Media Program – Annual Leadership Academy, with module Public Relations and Media Training.

Conclusion.

Taking into account all the above circumstances, I give a positive assessment to the candidate Mila Ivanova Serafimova in the competition for the academic position „Associate Professor“, in the professional field 3.5. Public Communications and Information Sciences (Theory and History of Public Relations), promulgated in the State Gazette, issue. 93, dated 26.11.2019.

21.04.2020

Sincerely:

Prof. Dr. Rosen K. Stoyanov