

REVIEW

from

Prof. Dr. Ivaylo Tsvetanov Stoyanov,
University of Telecommunications and Post - Sofia

of a dissertation work for the award of a scientific degree "Doctor of Science" (DSc)

by field of higher education 3. Social, economic and legal sciences

professional direction 3.7 "Administration and management" (Regional development)

Author: Prof. Dr. Kliment Minev Naydenov

**Topic: Geographical determinants of social and cultural dynamics: regional discourses
in intercultural communication in the context of sustainable development**

1. General description of the presented materials

By order Order RD - 38-39 / 19.01.2024 of the Rector of SU "St. Kliment Ohridski" I have been appointed as a member of the Scientific Jury in the procedure for the defense of a dissertation work " Geographic determinants of social and cultural dynamics: regional discourses in intercultural communication in the context of sustainable development " for the acquisition of a scientific degree "Doctor of Science", field of higher education 3. Social, economic and legal sciences, professional direction, 3.7 „Administration and management”, scientific specialty "Regional Development". Prof. Naydenov presented a set of documents in connection with the procedure for awarding the scientific degree "Doctor of Science". The attached documents meet the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for its Application and the Regulations for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions at SU "St. Kliment Ohridski".

2. Biographical data about the author

Kliment Minev Naydenov is a Bulgarian geographer, demographer, regionalist and public figure. He is a professor in the "Regional Development" Department of the Faculty of Geology and Geography of the "St. Kliment Ohridski". In 2019, he was elected dean of the

Faculty. Chairman of the Bulgarian Geographical Society in the period from 2018 to 2022. He was born on February 8, 1977 in Dobrich. He graduated from the EG "Geo Milev" in 1996, and in 2001 - majoring in "Economic Geography - Geography of Population and Settlements" at the Faculty of Geology and Geography of Sofia University, specializing in "International Relations" for two years at the same university. In the period 2001-2002, he completed his military service in the Naval Forces of the Republic of Bulgaria. Acquired a second master's degree in "Economics and Management of Tourism", and in 2012 defended a dissertation on the topic "Demographic policy of the Republic of Bulgaria - a factor for sustainable development" in professional direction 4.4. "Earth Sciences" (Population and Settlement Geography - Regional Demography). He successively held the positions of part-time lecturer (2002), assistant (2005), senior assistant (2007), principal assistant (2010), associate professor (2016) and professor (2021). From 2016 to 2019, he was the head of the "Regional Development" Department, and from 2019 - the dean of the Faculty of Geology and Geography of SU "St. Kliment Ohridski". He is a member of the Academic Council of SU "St. Kliment Ohridski" - in 2004-2007 as a doctoral student, in 2019-2023 as dean of the GGF. Since 2016, he has been the head of the "Regional Development and Politics" specialty at the Faculty of Geology and Geography. Creator and head of the doctoral program "Regional Development" and head of the master's program "Regional Security" until 2021. Head of the master's program "Planning and Management of Territorial Systems" in the period 2016-2019. He is the head of 18 doctoral students, and by 2023 they have successfully defended 10. He has also supervised over 250 diploma theses. He is the author and co-author of more than 120 articles in Bulgaria and abroad. Participant in over 100 national, international scientific and business projects. Married, with three children.

Prof. Kliment Naydenov is a member of the Management Board of the Bulgarian Geographical Society in the period 2015-2022, and from 2018 to 2022 he is the Chairman of the Management Board. He is the creator of the initiative of the Bulgarian Geographical Society - Geodecade 2020-2030. In 2018, he was elected editor-in-chief together with Prof. Dr. Stoyan Nedkov of the journal "Notices of the Bulgarian Geographical Society", and from 2022 he is its deputy editor-in-chief, after the American geographer John Pickles was elected as editor-in-chief. The journal enters Scopus in 2023. From 2020, he participates in the National Commission for the preparation and conduct of the National Olympiad in Geography and Economics and participates in the preparation of the Bulgarian Olympians participating in the International Geography Olympiad (iGeo). Since its inception, he has been a member of the Organizing Committee for the Bulgarian Geographical Festival - the largest event promoting

Earth sciences in Bulgarian society. In 2023, he hosted the festival in his capacity as Dean of the Faculty of Geology and Geography, with over 1,000 people participating in the festival event in 17 different events - school and student competitions and contests, exhibitions, public lectures, scientific demonstrations, etc. . From 2017 to 2019, he was the head and member of expert groups in procedures for institutional and program accreditation in professional direction 4.4. "Earth Sciences" at NAOA. Since 2019, he has been a member of the Council for Regional Policy under the Minister of MRR. In the period 2017-2020, he was an unpaid associate at the Commission for Regional Policy, Public Works and Local Self-Government of the 44th National Assembly. From 2021, he is a member of the Regional Development Council of the South-West Planning Region. In the period 2020-2021, he is a member of the working group of the Metropolitan Municipality for the preparation of the Program for the quality of the atmospheric air of the SO 2021-2026. From 2021 to 2023, he is a member of the Monitoring Committee of the Operational Program "Growing Regions" 2014-2020. For the period 2021-2026, he was elected as a member of a permanent scientific council to the SO for the implementation of the "Complex program for improving the quality of atmospheric air on the territory of the SO for the period 2021-2026. Since 2020, he has been a member of the Joint Program committee for the development of the Greece-Bulgaria Cooperation Program 2021-2027. He is the head of the "Risk Management" unit at the QUASAR Competence Center. Since 2023 , the Center has managed the National Plan for the construction of a quantum communication infrastructure in Bulgaria in the EC. The center is the Bulgarian representative in the European Commission, which coordinates the implementation of the plan and through it Bulgaria is part of the initiative for the protection of sensitive data and the European Quantum-safe Communication Infrastructure (EuroQCI). In 2023, Naydenov was accepted as a member of the Bulgarian Antarctic Institute in connection with his active participation in events related to the Bulgarian research program "Antarctica". Participated in the official delegation for the solemn celebration of the first voyage of a Bulgarian research vessel to Antarctica and the 31st Bulgarian Antarctic Expedition, held in the building of the Professional Council for Economic Sciences in Buenos Aires, Argentina. Contributes as scientific editor or scientific consultant to various scientific publications and encyclopedias. For 20 years now, he has been in the organizing and editorial committee of the annual scientific conference "Geography and Regional Development", held in Sozopol. Co-organizer of youth geographical scientific conferences with international participation "The Future of Geography in Bulgaria" - Veliko Tarnovo (2005, 2006, 2007). He is a founder and member of the South Bay University Underwater Club.

3. Relevance of the topic

The topic of the dissertation is extremely relevant. In today's globalized world, the interconnectedness between different regions is increasing, leading to increased intercultural communication. Understanding the geographic factors that shape social and cultural dynamics is essential to foster more effective and constructive intercultural communication in the context of sustainable development. The topic "Geographical determinants of social and cultural dynamics: regional discourses in intercultural communication in the context of sustainable development" is relevant for several reasons. First of all, it is in a loan relationship in today's global world in which different regions are increasingly connected. This leads to increased intercultural communication, but also to potential conflicts due to differences in cultural values and norms. Understanding the geographic factors that shape social and cultural dynamics can help us foster more effective and constructive intercultural communication. Secondly, it is an inequality. There are great disparities between different regions of the world, both in terms of the level of development and in terms of access to resources. Understanding the geographic factors that contribute to these inequalities is essential to designing sustainable development policies that are equitable and inclusive. They are in third place environmental changes, such as climate change, are increasingly influencing social and cultural dynamics. Understanding the geographic factors that determine the vulnerability of different regions to these changes is essential for developing adaptive strategies for sustainable development. The topics of cultural diversity and sustainable development are also represented. The world is rich in cultural diversity. Understanding the geographic factors that drive this diversity can help us appreciate and learn from different cultures. Sustainable development is a complex issue that requires cooperation between different regions. Understanding the geographic factors that shape social and cultural dynamics can help us develop more effective sustainable development policies that take into account the needs and specificities of different regions. In summary, the topic "Geographic Determinants of Social and Cultural Dynamics: Regional Discourses in Intercultural Communication in the Context of Sustainable Development" is relevant as it helps us better understand the interconnected and dynamic world in which we live. Understanding the geographic factors that shape social and cultural dynamics can help us tackle a number of important issues, such as inequality, environmental change and cultural diversity.

4. Characterization and evaluation of the dissertation work

The dissertation "Geographic Determinants of Social and Cultural Dynamics: Regional Discourses in Intercultural Communication in the Context of Sustainable Development" is an in-depth study that analyzes how geographic factors influence social and cultural processes in different regions. The paper explores intercultural communication in the context of sustainable development, emphasizing the importance of regional characteristics and determinants in the process of social and cultural adaptation. It offers a new perspective on the role of geography in shaping cultural and social dynamics and their importance for the sustainable development of societies.

The dissertation has a total volume of 726 pages. In addition to the main text, the work includes 28 maps, list of 475 literary sources mostly on English. The footnotes are 453. Structurally, the work includes an introduction, three chapters and a conclusion. The structure of the work is balanced and meets the requirements established by practice regarding the content of a dissertation.

The introduction contains evidence that the topic is interdisciplinary, as the topicality of the topic, the scientific and practical importance of the topic, object, subject, goal, tasks, main hypothesis and several sub-hypotheses are determined. The research methodology is well selected and applied, which guarantees the validity and reliability of the obtained results. The author successfully uses a combination of qualitative and quantitative methods, interviews and statistical analyzes to identify and analyze the geographic determinants of cultural and societal dynamics. The dissertation has both novelty and credibility, and as with any research topic comes with certain limitations. The literature review, although brief, helps build a conceptual framework based on existing literature on the topic to identify key concepts and relationships between them. This includes theories of geographic determinism, social and cultural dynamics, intercultural communication and sustainable development.

In the first chapter "Geographical science, geographical laws and their impact on the development of society, culture, sustainable development and the index of green growth" the main geographical factors influencing society and culture are examined. Further in the chapter, the influence of geography, society and culture on the green growth index and its constituent components - the efficient and sustainable use of resources, the protection of natural capital, green economic opportunities, social inclusion - is examined.

A contribution point is the examination of some of the geographical laws and their impact on society, culture and sustainable development. Tobler's First Law of Geography, is a cornerstone in spatial analysis that influences how geographers and other scientists understand

and model spatial patterns and processes. This suggests that models of physical, social or economic phenomena must take into account the proximity of observed objects. In environmental studies, this law helps to understand phenomena such as the spread of pollutants, where the effect is greatest near the source and decreases with distance. In terms of urban planning, the law directs urban planners to understand how the effects of city policies related to noise pollution may dissipate with increasing distance from their source. For economic geographers, the law is well suited to explain economic activities and market influences, which often have a stronger impact locally and weaken with increasing distance. In the social sciences, such as sociology or anthropology, it can be applied to understand how cultural traits or social practices can be more similar among geographically close communities. The law is also used in public health analyses, such as in epidemiology, for example to model the spread of diseases that are more likely to spread more rapidly among the population at a closer distance. The law has an impact on transport planning by emphasizing that places that are closer together will have stronger transport links than those further away. The author states that Tobler's first law of geography is a fundamental concept that emphasizes the importance of geographic proximity in understanding the connections and interactions between different spatial phenomena. The impact of the First Geographical Law on society, culture and sustainable development is examined.

Tobler's second law of geography is not as widely recognized or formally established as his first law and states that "phenomena outside a given geographic area of interest affect what happens inside." This law emphasizes the idea that external factors or influences outside a particular geographic area can significantly affect the social, cultural, economic, and environmental dynamics of that area. In this study, the author assumes that this is a continuation of Tobler's first law. The impact of Tobler's Second Geographical Law on society, culture and sustainable development is also examined.

The principle of spatial heterogeneity is the Second Law of Geography, discussed in the dissertation. The impact of the principle of spatial heterogeneity on society, culture and sustainable development is also examined. The author rightly notes that the principle of spatial heterogeneity, which recognizes the inherent variability and diversity in spatial characteristics in different geographic areas, has a significant impact on various aspects of society.

In the second chapter entitled " An Analysis of Intercultural Differences in the World (Example of 78 Countries and Their Business Culture)" the author ably argues that recognizing and appreciating cultural differences is essential to promote a fair and just world where all cultures are respected and take into account in the global dialogue. I accept his point that

cultural understanding is key to designing effective environmental education and behavior change campaigns. Messages that resonate in specific cultural contexts are more likely to be effective in promoting sustainable practices. It is rightly noted that many environmental conflicts have cultural dimensions. Understanding them can help resolve conflicts and find mutually acceptable solutions to environmental problems. As the world becomes more interconnected, the impact of cultural differences on sustainability becomes more pronounced. Understanding these differences helps to adapt to and mitigate the negative aspects of globalization, such as overconsumption and environmental degradation.

Analyzing the culture and business culture in the selected 78 countries is critical to understanding and promoting green behavior. By analyzing cross-cultural differences, policymakers and environmentalists can design initiatives that are consistent with the local cultural context, thereby increasing their effectiveness and acceptance. These analyzes help the subsequent development of the third chapter of the dissertation. It is entitled " Regional Discourses in Intercultural Business Communications in the Context of Sustainable Development and Environmental Behavior ". It appears to be basic for the dissertation work. First of all, Hofstede 's cultural dimensions are examined in an attempt to analyze their effects on pro-environmental behavior and how business culture affects environmentally conscious behavior and hence, on sustainable development goals and the green growth index. The development continues with the so-called by the author mapping Hofstede 's dimensions and their influence on environmental behavior. The relationship between culture and environmental behavior has been shown to be deep and multifaceted, deeply rooted in the values, beliefs, traditions and social norms of different societies. A regional analysis by continent of Hofstede 's dimensions and environmental behavior was also carried out.

The text continues with the UN Sustainable Development Goals in the context of intercultural communication and environmental behavior. We can definitely argue that the relationship is truly dynamic and multifaceted, reflecting the complex interaction between human activities and the natural environment. The author continues with his thesis, not without reason, that geography plays a crucial role in shaping these interactions, as it determines the physical and biological context in which societies develop and interact with their surroundings. Geography affects the achievement of the UN Sustainable Development Goals by determining the availability and accessibility of natural resources, vulnerability to climate change and natural disasters, and capacity for sustainable development. Environmental behavior, influenced by socio-economic, cultural and individual factors, also significantly influences the achievement of the Sustainable Development Goals. Sustainable practices can mitigate adverse

environmental impacts, while unsustainable behaviors can exacerbate these challenges. Through extensive regional analysis of the impact of intercultural business communications on the implementation of the Sustainable Development Goals, the dynamic relationship between intercultural business communications, geography and environmental behavior is clearly evident, highlighting the importance of place-based approaches to sustainable development. Understanding geographic context and promoting sustainable environmental behavior are essential to addressing the intertwined challenges of social, economic, and environmental sustainability. This highlights the need for integrated policies and an understanding of cross-cultural business communications that take into account the complex interdependencies between human activities and the geographic characteristics of different regions to effectively achieve the Sustainable Development Goals.

The chapter concludes with the impact of cross-cultural business communications on the performance of the Green Growth Index. According to the author, it is a multifaceted topic that touches on the intersections of international business practices, sustainability and cultural understanding. The Green Growth Index, developed to assess countries' performance in achieving sustainable economic growth, integrates various dimensions, including environmental protection, social inclusion, economic growth and governance. Cross-cultural business communications play a critical role in enhancing or hindering progress towards the goals encapsulated by the Green Growth Index. I accept the author's generalizations that the role of cross-cultural business communications in the performance of the Green Growth Index is profound. It is rightly argued that the world is becoming more interconnected and the ability to deal with cultural differences is becoming crucial to promoting sustainable economic growth. Improved cross-cultural communications can lead to more effective international cooperation, responsible business practices, successful stakeholder engagement, effective policy implementation and smooth transfer of green technologies. Ultimately, improving cross-cultural communication skills among businesses and policymakers can significantly contribute to achieving the holistic goals of the Green Growth Index, paving the way for a more sustainable and inclusive global economy.

In the extensive conclusion, the author of the study argues that the geographical determinants of social and cultural dynamics, especially within the discourse of intercultural communication, reveal the profound impact that geography has on the development and interaction of societies. This relationship becomes even more critical when viewed through the lens of sustainable development, as it highlights the need to integrate cultural and social considerations into environmental and economic policies. The complex web of interactions

between geography and culture and social dynamics not only shapes regional identities, but also affects the effectiveness of communication and cooperation on a global scale. In summary, the author demonstrates the comprehensive approach of geographic science to understanding spatial variation, resource distribution, ecological challenges, and human-environment interactions, which makes it indispensable for achieving the Sustainable Development Goals. It provides the tools and conclusions necessary for informed decision-making and effective implementation of sustainable development initiatives. The analyses and conclusions of the dissertation can inform policymakers, businesses and international organizations in making decisions that are culturally sensitive and geographically appropriate, thereby increasing the effectiveness and adoption of policies and initiatives, especially those related to sustainable development. The study advocates for cultural sensitivity and inclusiveness, promoting the understanding that different cultural and geographic backgrounds contribute different perspectives and solutions in addressing global issues. It contributes to academic discourse by providing a comprehensive framework that links geography, culture and sustainable development. In practice, it gives professionals and academics the deeper understanding needed to work effectively in a multicultural and geographically diverse environment. Essentially, the study of "Geographic Determinants of Social and Cultural Dynamics: Regional Discourses in Intercultural Communication in the Context of Sustainable Development" serves to bridge the gaps in understanding between different cultures and regions. It aims to foster a world where policies and communications are based on a deep awareness of the geographic and cultural contexts that shape societies, thereby contributing to a more sustainable, inclusive and harmonious global community.

5. Contributions and significance of the development for science and practice

The author lists 10 contributions, which I fully accept, although they can be reduced from 5 to 7. For example, the first and second contributions can be combined, the fourth and sixth, as well as the seventh and eighth. Regardless of this recommendation, I accept the following scientific and scientific-applied contributions:

1. *Improving understanding of geographic influence on culture*. This research deepens our understanding of how geography—through factors such as climate, landscape, and resource availability—affects cultural practices, social structures, and intercultural interactions. It provides empirical evidence and theoretical insights into the complex relationship between physical (natural) geography and human culture.

2. The study contributes to *theoretical advances in cultural geography and cultural studies* by examining how geographic contexts shape cultural identity and social dynamics.
3. *An interdisciplinary approach* was used , combining methods from geography, sociology, economics, anthropology, communication studies and earth sciences. This encourages the development of innovative research methodologies that can be applied to other interdisciplinary research.
4. *Contribution to sustainable development practices* . The research provides insight into how sustainable development can be approached in a way that is sensitive to the geographic and cultural context of a given region and/or country. This is crucial for the effective implementation of sustainable development initiatives, especially in the context of global environmental challenges.
5. The findings *contribute to the field of intercultural communication* by illustrating how geographic determinants influence communication styles across cultures. This knowledge is vital to improving cross-cultural interactions in various sectors, including business, diplomacy and education.
6. The study offers *empirical data and theoretical propositions that can inform public policy and planning* , particularly in areas related to urban development, cultural preservation, environmental protection and social cohesion.
7. By *analyzing how geographic science affects social and cultural dynamics* , the research contributes to the understanding of how different communities perceive, respond and adapt to climate change, which is vital for developing effective climate resilience strategies.
8. In a globalized world, understanding the geographic determinants of social and cultural dynamics is key to *fostering positive global and local cultural interactions* . This research contributes to a more holistic understanding of global interconnectedness and cultural diversity.
9. *The educational contribution* is expressed in the findings and theories developed from this research, which can enrich academic curricula in multiple disciplines, promoting a more integrated and holistic view of geography, culture and sustainable development.
10. In the context of international business and global cooperation, the research provides *valuable information on managing and working in culturally diverse teams* . Understanding geographic influences on cultural practices can help organizations

develop more effective communication strategies and management practices that respect cultural differences.

6. Criticisms, recommendations and questions

I recommend the author to shape and publish his research in the form of a monograph!

Question:

Are there other geographical laws with which the study could be extended?

7. The publications on the dissertation work

The author has presented seven publications on the topic of the dissertation work, most of which have been published in scientific publications, referenced and indexed in world-renowned databases of scientific information, as follows:

1. Naydenov Kl., D. Atanasov, Mapping Hofstede 's dimensions and their influence on environmental behavior, Geography and Regional Development Conference, Sozopol, 2023.
2. Naydenov Kl., BULGARIAN CASE STUDIES IN IMPROVING URBAN AIR QUALITY, International Multidisciplinary Scientific GeoConference Surveying Geology and Mining Ecology Management, SGEM, 2022, pages:287-294, ISSN (online):13142704, doi:10.5593/sgem2022/4.1/s19 .37, Ref, SCOPUS, SJR (- 2022)
3. Naydenov Kl., GEOPARKS AS A BASIS FOR THE INTEGRATED CONSERVATION OF ECOSYSTEMS, CULTURAL HERITAGE, AND DEVELOPMENT OF ECOTOURISM, International Multidisciplinary Scientific GeoConference Surveying Geology and Mining Ecology Management, SGEM, 2022, ISSN (online):13142704, doi:10.5593/sgem2022 /5.1/s20.026, Ref, SCOPUS, SJR (- 2022)
4. Naydenov Kl., D. Atanasov , Green city—future sustainable development and smart growth, Proceedings of the International conference " InterCarto" . InterGIS ", issue:28, 2022, ISSN (print):2414-9179, ISSN (online):2414-9209, doi:https ://doi.org/10.35595/2414-9179-2022-1-28-35 -42 , Ref, SCOPUS, SJR (- 2022)
5. Naydenov Kl., GREEN COMPETITIVENESS AS A REGIONAL BUSINESS STRATEGY, 21st International Multidisciplinary Scientific GeoConference

SGEM 2021, 2021, pages:131-138, ISSN (print):978-619-7603-28-6, ISSN (online):1314- 2704, doi:10.5593/sgem2021/5.1/s20.031, Ref

6. Naydenov Kl., D. Atanasov , Circular economy and sustainable development in the EU — some aspects and trends, Proceedings of the International conference " InterCarto.InterGis ", 26/1, 2020, pages:5-11, ISSN (print): 2414-9179 , ISSN (online):2414-9209 , Ref, etc.
7. Naydenov Kl., SMART REGIONS – OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT IN THE FUTURE, Proceedings - International Scientific Conference GEOBALCANICA 2020, 2020, pages:565-570, ISSN (online):1857-7636, doi:http://dx.doi.org/10.18509/GBP.2020.62, Ref, IF (- 2020)

8. Abstract

The abstract of the dissertation work "Geographical determinants of social and cultural dynamics: regional discourses in intercultural communication in the context of sustainable development" has a total volume of 129 pages and presents the main conclusions and scientific contributions of the study. It summarizes the analysis of the influence of geographical factors on social and cultural dynamics and their role in intercultural communication, especially in the context of the pursuit of sustainable development. The abstract emphasizes the importance of regional specifics for the understanding and management of cultural interactions and the development of societies.

9. Personal participation of the doctoral student

The candidate 's personal involvement in writing the dissertation "Geographical determinants of social and cultural dynamics: regional discourses in intercultural communication in the context of sustainable development" is key to the development of the topic. It involves data collection, analysis and interpretation of results that examine the interaction between geographic environment and cultural processes. Litchi actively participated in all stages of the research, as well as demonstrated a thorough understanding of the subject area , resulting in the formulation of contributions and results obtained that are original.

10. Recommendations for future use of dissertation contributions and results

The dissertation can be further developed in the following directions:

- To extend the research, including other countries .
- To conduct more in-depth research on regional discourses in intercultural communication.
- To develop concrete methods to promote more effective and constructive intercultural communication.

After some editing and additions, I recommend and consider that the work can be published in two monographs.

11. Conclusion

The dissertation " Geographic determinants of social and cultural dynamics: regional discourses in intercultural communication in the context of sustainable development " with author Kliment Minev Naydenov is a valuable contribution to science. The work is distinguished by a high theoretical and methodological preparation, as well as a rich empirical base. The results of the study are significant and can be used to develop policies to promote more effective and constructive intercultural communication in the context of sustainable development. At the same time, the work meets all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of the ŽARSRB and the Regulations for the Terms and Conditions for Acquiring Scientific Degrees and Holding Academic Positions at SU "St. Kliment Ohridski". The results of the study are significant and can be used to develop policies to promote more effective and constructive intercultural communication in the context of sustainable development.

The dissertation on "Geographic Determinants of Social and Cultural Dynamics: Regional Discourses in Intercultural Communication in the Context of Sustainable Development" has substantial merits and importance for several reasons. This topic is at the intersection of geography, sociology, cultural studies and sustainable development, offering a rich field for academic inquiry with practical implications. This is also evidenced by the interdisciplinary approach integrating concepts from geography, cultural studies, sociology and environmental sciences. It promotes the development of a comprehensive understanding that transcends traditional academic boundaries, promoting a holistic view of how geographic factors influence social and cultural dynamics within sustainable development. The dissertation contributes to the field of intercultural communication by highlighting how regional and

geographic contexts influence communication practices. It enriches the discourse on intercultural business communication by adding a geographical perspective that is often overlooked in studies that focus primarily on linguistic and cultural factors. By examining how geographic determinants shape social and cultural dynamics, the research provides valuable insight into how challenges and solutions to sustainable development are perceived and implemented differently in different regions. This perspective is essential for designing sustainable development policies and practices that are adaptable to different cultural and social contexts. The findings of this dissertation can inform policymakers about the importance of considering geographic, social, and cultural factors in sustainable development initiatives. Understanding these dynamics can lead to more effective and inclusive policies that take into account the different needs and perspectives of communities in different regions. This dissertation topic offers a unique opportunity to explore global issues with local nuances, contributing to global understanding of sustainable development while recognizing the importance of local, culturally informed approaches. The theme opens avenues for future research by inviting further exploration of specific geographic determinants of cultural and social dynamics and their implications for sustainable development. The dissertation shows that Kliment Minev Naydenov possesses the necessary theoretical knowledge and professional skills, demonstrating qualities and skills for independent conduct of in-depth scientific research. His work on the geographic determinants of social and cultural dynamics in the context of sustainable development offers deep insights into the complex interplay between physical geography, cultural identity, social structures, cross-cultural business communications and sustainable development practices.

Due to the above, I give my positive assessment of the conducted scientific research and propose to the respected Scientific Jury to award the scientific degree "Doctor of Science" to Kliment Minev Naydenov in the field of higher education 3. Social, economic and legal sciences, in professional direction 3.7. Administration and management, scientific specialty "Regional Development".

Member of SJ:


/Prof. Dr. Ivaylo Tsvetanov Stoyanov/

23.02.2024 г.,

Sofia