



ОPINION¹

on the submitted works for participation in a competition for the academic position of an ASSOCIATE PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Digital communication of the business), announced by Sofia University "St. Kliment Ohridski" in State Gazette, issue 35/18.04.2023.

Reviewer: associate professor Hristina Atanasova Hristova, PhD (author of an opinion)

Candidate: Miroslava Krasimirova Tsenkova

I. Evaluation of the scientific and practical results and contributions of the scientific-educational production submitted for participation in the competition

The twenty-three publications of the candidate: two monographs, fifteen scientific articles and six reports, submitted for participation in the competition, attest for the development of a significant scientific field. In the texts, some of the leading tendencies in the digital economy are being examined: the dynamic changes in the communication management of the corporative brands and the entering of the new technologies in the digital communication of the business, which opens favourable opportunities in front of the organizations to optimize the quality of the relations with their stake holders.

In the publications of senior lecturer Miroslava Tsenkova, PhD two main topics are being elaborated:

1. Interaction between the traditional communication models and the new technologies in the PR communication
2. The role of innovations in the strategic development of the business, determined by the imperatives of the new communicative reality.

A thorough analysis regarding the first topic is to be found in the monograph "Digital communication and PR instruments in business environment", published in 2022 and in the article "Traditional communication models and new technologies in PR communication", published in *Media and Language* journal, 2023. The specified publications present in a diachronic order the scientific works of researchers with a significant contribution in the development of the theory of communication and outline the advantages of communication models, validated in the scientific and practical application sphere. In the comparative analysis are outlined the points of intersection and the different identifications of the traditional and digital PR, the characteristics of the digital communication are differentiated; which has acquired a decisive significance in the management of the corporative reputation and in the communication policy of the business organizations.

A sematic aspect in the monograph "Digital communication and PR instruments in business environment" as well as in all of the research activities of the candidate is the generation of value for the business through the use of the new technologies like artificial intelligence, virtual reality and blockchain. In the publications "PR activity in the digital communication of the business" (2022), "PR communication of the companies in the virtual worlds" (2021), "The interactive

¹ Забележка: Препоръчителен обем на становището – 2-3 стандартни страници.



communication as a PR strategy in the digital platforms” (2018) and “The cyberspace – more than a virtual reality” (2017) the influence of the digitalization in the world of business is being examined and the perspectives, which the virtual reality reveals in front of the business organizations for their competitive performance and their strategic development are being outlined.

In the publications of the candidate the thesis about the business eco systems as a factor for the competitive representation of the corporative brands is being developed. The conceptualization of the term “business ecosystem” through the analytical reading of different theoretical settings, including the settings for the essence of the virtual organization is a significant aspect of the precisely framed theoretical basis of the monograph “Digital communication and PR instruments in business environment”.

The author project “Systematization of the PR activities in the digital communication of the business” which is presented in the context of the monograph, the thoroughly analyzed PR instruments in the social networks and the focus on the virtual worlds and the competitive advantages of the companies, which have their presence in Second Life are main contributions in the research of the wide spectrum of PR activities of the business in the digital communication.

The analysis of PR activities as well as of the instruments of the digital PR is presented in the context of the monograph as a confirmation of the theoretical basis about the role of the multi-channel marketing for attracting and engagement of the customers and maintaining of the customers’ portfolio, which has become popular in the research literature.

The contribution character of the monograph is due to the survey presented in chapter four, which was conducted in the period (2015 – 2018) and visualizes the relation between the use of the digital communication and the PR instruments and their influence on the competitive performance of 511 Bulgarian companies. The analyzed data is stated as a basis for future researches, aimed at the development of the digital PR in Bulgaria and the most applicable online activities of the organizations, which determine their success. The precisely chosen and specified methodology and the conceptual method of the interconnection digital communication – PR instruments – benefits for the business, applied within the frames of the study, play a significant role in the substantiation of the strongly formulated research theses.

The second main topic in the studies of the candidate is being examined in the monograph “Innovation in the digital communication of the business organizations” (2023). The hypothesis about the innovations being a factor for prosperity and favourable competitive performance of the corporative brands and as a sign of leadership as well is presented in the article “The leaders in the digital communication” (2014). Both in the monograph and in the above-mentioned article the research vision is focused on the contribution of the innovations for achieving shared value – for the business organizations and their customers. The statement about the competitive potential of the product and organizational innovation is shown in relation to the established theory “The experience economy” of Pine and Gilmore. The leadership on the market is stated as an achievable aim for the companies which carry out an effective emotional marketing through innovative projects and successfully maintain their portfolio of loyal customers.

In the monograph the types of innovations in the activity of the business organizations are precisely distinguished in relation to the classification of the innovation systems and the outlined



stages in the innovation process. The strife for differentiation and conceptualization of basic for the epoch of the digital technologies characteristics such as innovation system, innovation environment, digital communication, digital marketing platforms, cloud technologies, chatbots, artificial intelligence, robotized processes, virtual reality, added reality and the identification of their mutual role of determinants for the competitive performance of the corporative brands are among the merits and the contributions of the scientific study.

I also find research contributions in chapter three of the monograph where a thoroughly made survey of causes of successful innovations in the digital communication of Bulgarian business organizations is being presented. The results of the survey are integrated in the argumentation of the hypothesis about the significant role of the innovation projects, related to the development of the technologies for the success of the corporative brands.

The convincing reasoning of the research hypotheses in both monographs of the candidate, the precise attitude towards factology, and the skillfully differentiated semantic nuclei in the content structure of each separate text are distinctive advantages of the scientific production, submitted for participation in the competition.

The publications show profound research interests which are also evident in the teaching activities of the candidate. The studies in the field of innovations in the digital communication in the business and the dynamic changes in PR correspond with the taught courses: "Digital communication and innovations", "PR in the digital world", "Corporative online reputation", "Creative communication", "Creative practices", and "Creative aspects of sales promotion". In her professional development senior lecturer Miroslava Tsenkova, PhD is an academic advisor of 102 graduating students. Her academic development also includes participation in a number of scientific conferences.

II. Notes and recommendations

My recommendation to the candidate is to continue her researches in the field of digital communication and PR.

III. Conclusion

The submitted scientific production, the stated scientific contributions and the proven professionalism in the whole research and teaching activity of the candidate give me the grounds to vote positively for the selection of senior lecturer Miroslava Krasimirova Tsenkova, PhD to take the academic position of "associate professor" in the higher education field 3. Social, Economic, and Information Sciences, professional field 3.5. Public Communications and Information Sciences, scientific specialty "Digital communication of the business".

8. 07.2023
Veliko Tarnovo

Jury member: Assoc. Prof. Hristina Hristova, PhD