



OPINION

on the submitted works for participation in a competition for the academic position of ASSOCIATE PROFESSOR in professional field 3.5. Public Communications and Information Sciences (Digital Business Communication), announced by Sofia University “St. Kliment Ohridski” in SJ, issue 35/18.04.2023

Reviewer: Prof. Greta Nikolaeva Dermendjieva, PhD

Candidate: Miroslava Krasimirova Tsenkova

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

Dr. Miroslava Tsenkova participated in the competition for Associate Professor in "Digital Business Communication" with 2 monographs, 4 studies and 8 articles in scientific journals, 13 articles in proceedings (including from conferences) and 11 sectional reports at scientific conferences - a total of 38. After the defense of the doctoral thesis, the publications that are on the topic of the competition are a total of 32. It makes a good impression that the majority of them are up-to-date - after 2019. Tsenkova's publications have 13 citations.

The main topics in the candidate's research are:

- **The digital communication of business organizations**, including of Bulgarian companies - in the monograph "Innovations in the digital communication of business organizations, ISBN: 978-619-91-609-1-6, Know How Design, Sofia, 2023."; in the studies "Influence of digital communications on the organizational performance of Bulgarian enterprises. SU Yearbook, vol:26, 2019, pages:127-152." and "Opportunities and challenges for Bulgarian companies from the use of digital communication. Communications of the 21st century – innovations, challenges and trends, 2019, pages:50-70, ISBN:ISBN:978-954-07-5396-6.", as well as in the articles "Use of digital communication by Bulgarian enterprises (empirical social research of the period 2015-2018), Proceedings from the XVII scientific conference with international participation. Academic publishing house: Za bukвите – o pismeneh" UNIBIT, 2019, ISSN (online):2683-0094, doi:1084.", "Marketing communications of the Bulgarian business in a digital environment, In: The Economy of Bulgaria - 30 years after the beginning of the changes, dedicated to the 75th anniversary of the creation of the Union of Scientists in Bulgaria, 2019, pp.:502-509, ISSN (print) :978-954-23-1815-6."



- **The PR toolkit in a business environment** - in the monograph "Digital communication and PR toolkit in a business environment, ISBN: 978-619-91609-0-9, Know How Design, Sofia, Peer-reviewed, 2022." and in the article "PR Activities in Digital Business Communication (in press), Anniversary Conference "Communication and Media of the XXI Century: Educational and Professional Challenges", 2022.";
- **Marketing communications of brands** - in the articles "Online Marketing Communications, Newmedia21, 2011." and "Coca Cola's Marketing Communications, ProGRAFICA, issue:2, 2010.";
- **Strategies and tactics for building and managing reputation** - in the article "Management of the online reputation of Bulgarian business in the new communication environment", FJMC, SU "St. Kl. Ohridski", 2020, pages:224-233, ISBN:978-619-75-67-07-6.";
- **Applications of artificial intelligence in business** - in the article "Artificial intelligence as a marketing tool in business (in press), Proceedings from the summer school on public relations 2021, NBU, 2021, ISBN:978-619-233-190- 0, 2021."

Research scientific fields, as well as most spheres of socio-economic life, are influenced by digital innovations. Since the beginning of the century, they have been a powerful engine for the transformation of business and its adaptation to the rapid change of global markets. That's why presented by the applicant publications dedicated to innovations in digital business communication are so relevant.

Miroslava Tsenkova has formulated 22 scientific contributions to the areas under consideration. Taking them in essence, I would summarize them and reduce them to the following seven, which are essential for the digital (including Bulgarian) business of the 21st century:

- Analyzing the key characteristics of innovation and assessing the risk and potential for success of an organization in order to determine strategies for its change and development, incl. the introduction of new technologies in the digital communication of organizations to automate and optimize business processes.
- Research of the impact of digitization on the development of Bulgarian business and on the use of digital PR tools to improve communication with the public. Study of various case studies of successful innovations in the digital communication of Bulgarian business organizations and highlight the trends in the use of new technologies ensuring the presence of Bulgarian companies in international markets.
- Analyzing the essence of the innovation process in order to highlight the strengths and weaknesses of companies in the development and implementation of digital innovations, as



well as their role in achieving competitiveness in business.

- Examination of communication strategies for preventive actions of the enterprises in Bulgaria to preserve the corporate reputation in the Internet, as well as study of the degree of use of protection mechanisms and the application of anti-crisis measures in case of potential cyber threats in the Web.
- Conducting empirical research on the use of digital communication and PR tools by Bulgarian enterprises in various spheres of activity, operating on the local and international market. Introducing a model of.
- Presentation of a conceptual digital model of the systematization of the main PR activities in the digital communication of the business to improve its effectiveness and the interrelation between the digital communication and the PR toolkit.
- Track the transformative impact of AI in digital marketing communications.

The indicated contributions have the potential for applicability, both in the field of scientific developments in the field of digital business communications and PR strategies for reputation management, and in an educational aspect for a better understanding of innovation processes and their role in the development of competitive business in the globalized market world.

II. Notes and recommendations

I would make one minor note regarding the description of the publications. The names, type, location and date of the conferences are not indicated in the bibliographic data.

III. Conclusion

Having in mind the volume and qualities of the scientific production presented, as well as the importance of the mentioned scientific contributions of the candidate, what has been stated so far gives me the reason to propose to the esteemed jury to choose Miroslava Krasimirova Tsenkova for the academic position of ASSISTANT PROFESSOR in professional direction 3.5. Public Communications and Information Sciences (Digital Business Communication), as announced by SU "St. Kliment Ohridski" competition.

Jury member:

Date: 18.07.2023