



OPINION

of 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 Communication of Business), announced by SU "St. Kliment Ohridski" in the DV, no. 35 of 18.04.2023

Reviewer: Prof. D.Sc. Lubomir Dimchev Stoykov

Candidate/s: Chief Assistant Professor Miroslava Krasimirova Tsenkova, PhD

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

Chief. Assist. Prof. Miroslava Tsenkova, PhD is among the quality, reliable and perspective researchers in the field of digital communication in its public and business implications. Stepping, figuratively speaking, on the significant foundation of the semiotics-marketing correlation (this is the subject of her dissertation work) and successfully developing her views and academic experience in the field of digital and PR tools in a business environment, as well as boldly interpreting innovations in the digital communication of business organizations, she enriches the theory and expands the general and large-scale scientific field of corporate and business communication, on the one hand, and of public relations, on the other. There is an effective connection between Dr. Tsenkova's scientific and teaching work, which definitely shows a desire for an original, fresh and memorable pedagogical expression in her lectures, exercises and seminars. Over the years, she has supervised more than 100 graduates who have developed current and valuable topics in the field of business communication, public relations, marketing communication, advertising, social networks, social media, etc.



Among the documents submitted by the candidate in the current competition stand out her two monographs "Innovations in the digital communication of business organizations" (2023) and "Digital communication and PR tools in a business environment" (2022), but also we can highlight the scientific studies "Traditional communication models and new technologies in PR communication" (2023) and "Impact of digital communications on the organizational performance of Bulgarian enterprises", her participation in scientific projects on the topics "New media and social reality" (2021) and "The press in the conditions of the Internet and new media" (2011), a number of important articles, such as "Digital engagement of the brand with consumers" (2014), "Cause-related marketing - the new communication in business" (2013), "Online reputation management" (2011), etc., as well as significant texts such as "Artificial intelligence as a marketing tool in business" (2021), "PR communication of organizations them in cyber threats" (2020) and others.

With her academic and research activity, Dr. Miroslava Tsenkova undoubtedly enriches and complements the neo-postmodern approaches to management and solving problems in the new communication field. It argues and substantiates with innovative means significant aspects of already existing communication theories and hypotheses. In this sense, we must give her due credit in terms of the innovative drive to "look" from another, different angle at already existing views, definitions, and interpretations.

I accept and approve the scientific contributions claimed by the candidate, highlighting the following more clearly:

1. Identification of opportunities for a more complete interaction of business organizations with users on social platforms.
2. Outline and highlight the importance of digital communication for business to increase the effectiveness of marketing campaigns, to improve organizational performance as well as competitiveness.
3. Establishing the relationship between the use of new technologies in digital communication and the development of organizations.



4. Bringing out the role of digital PR for effective reputation management of organizations in accordance with the requirements of the online environment.
5. The creation of an author's digital model of systematization of PR activities in business communication.
6. The identification of specific benefits for Bulgarian business based on the analysis of various case studies of the implementation of successful innovations in the communication of organizations, etc.

II. Notes and recommendations

The publications and documents presented for the competition sufficiently and convincingly reveal the merits - scientific and professional, of Chief Assistant Professor Miroslava Tsenkova, PhD. To them, of course, claims can be made for even greater detail and reasoning. I expected a greater engagement of the author's concepts of business communication and public relations, and corporate/company culture, on the other hand. All this, however, in no way detracts from the overall excellent impression of the candidate's research and teaching work.

My question to Dr. Miroslava Tsenkova, is "What are the biggest challenges and risks of using artificial intelligence in digital business communication?".

III. Conclusion

Based on everything stated above, I will confidently vote Chief Assistant Professor Miroslava Krasimirova Tsenkova, PhD to be elected for the academic position of associate professor in professional direction 3.5. Public Communications and Information Sciences (Digital Communication of Business).

Date: 28/07/2023

Jury member:

Prof. D.Sc. Lubomir Stoykov