



OPINION¹

From Prof. Rossen Kostadinov Stoyanov, Ph.D., New Bulgarian University.

for obtaining the educational and scientific degree „Doctor“ (Ph.D.) in professional field 3.5. Public Communications and Information Sciences (Media and Communications – Public Relations), with a dissertation on the topic: „Global Changes in PR: Effective Social Media Management“, presented by Maxim Moncho Behar, freelance doctoral student in the Department of „Communications, Public Relations and Advertising“, Faculty of Journalism and Mass Communication, SU „St. Kliment Ohridski“

Scientific supervisor: Prof. Lubomir Stoykov, D.Sc.

I. Evaluation of the qualities of the dissertation text.

The dissertation consists of a preface, four chapters, a conclusion, a bibliography of 185 titles, of which 19 are in Bulgarian and 166 in foreign languages, and a reference to the author's scientific publications related to the topic of the dissertation. 1 table, 2 figures, 29 diagrams are included in the main text. 8 appendices are added at the end of the paper.

I find the monographic research up-to-date, with practical and applied value, but also timely.

The scientific-applied field of work is, through theoretical arguments and examination of specific examples, to presuppose and scientifically verify the main four hypotheses described by the author, which in turn provide grounds for verification and proof of the stated author's main thesis.

The text presents the author's ideas with request and self-confidence, but also with diligence and conscientiousness, which in turn leads to a serious scientific attitude to the investigated issues, despite the undoubted pragmatic temptation of a proven professional.

The topic of the dissertation reflects its content – the text is logical, structured, purposeful and readable, at a high level from a linguistic point of view.

Interdisciplinary in its essence, the research provides a certain potential to turn from a dissertation work into a particularly useful and favorite textbook for students, but also into a handbook in PR and communication topics for the academics from a wide range of scientific fields.

The goals and tasks are correctly presented, the object and subject of the research are valid and corresponding to the main thesis. The terminology used on the topic of the dissertation is relevant and definitely presented.

The cited authors are presented thematically and sequentially, and are responding to the topic as well. The abstract reflects the content of the dissertation, as well as the main points and contributions of the dissertation work, containing the necessary information and highlights of the conducted research.

The dissertation shows that the doctoral student Behar also possesses the necessary in-depth theoretical knowledge in the relevant specialty and the ability for independent scientific research.

Scientific standards required by law have been achieved. The text submitted for defense is a theoretical and practical challenge that has achieved its goals, but it also has excellent prospects for effectiveness in practice.

¹ Note: The text in italics offers reference points for evaluating the research results. Recommended volume of the opinion - 2-3 standard pages



The scientific interpretation of the effective management of social media validates the basis for giving a positive assessment – both to the specific text and to the overall work of colleague Behar as a doctoral student.

The dissertation is the result of the symbiosis between scientific and research approaches and knowledge, but also a reflection of the author's serious personal practical experience and expertise. The claimed and defended interdisciplinarity is a main characteristic of the presented text, representing a clear advantage in research in the social sphere.

II. Dissertation Research Contributions.

The degree of personal participation of the Ph.D. student in the contributing moments is definite and undoubted. I accept the majority of the requested contributions due to the nature of the request, the credibility of the material on which they are based, the achievements in the dissertation work, but also because of the respectful practical experience of the doctoral student.

III. Publications and participation in scientific forums.

The requirements of the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions at SU „St. Kliment Ohridski“ for approving and disclosing the results of the research according to Art. 5, item 5 and whether the minimum national requirements under Art. 63, para. 1, item 4 and Art. 69, para. 3., are fulfilled.

The three scientific publications on the topic of the dissertation submitted by the doctoral student Behar meet the requirements. The relevant texts – their qualities, but also the nature of the editions in which they were published, I consider to be sufficiently representative. Other texts published by the doctoral student Behar can be added to them, such as some of the books described in the abstract.

IV. Conclusion.

Dear members of the scientific jury, I hereby accept the proposed dissertation „Global Changes in PR: Effective Social Media Management“ and I will definitely vote „YES“ for its author – doctoral student Maxim Moncho Behar, to acquire the educational and scientific degree „Doctor“ (Ph.D.) in professional field 3.5. Public Communications and Information Sciences (Media and Communications – Public Relations), Department of „Communications, Public Relations and Advertising“, Faculty of Journalism and Mass Communication, SU „St. Kliment Ohridski“.

Date: 14.11.2024 г.

Jury member:
Prof. Rossen K. Stoyanov, Ph.D.