



OPINION¹

from Associate Professor Kristian Postadzhiyan, PhD, New Bulgarian University

(scientific position, academic degree, name, surname, educational / scientific institution)

for obtaining the educational and scientific degree "Doctor" (PhD) in professional field 3.5. Social Communications and Information Sciences with a dissertation on the topic: "Personal sales as a communicative competence – semiotic and contextual aspects",

presented by Kiril Grigorov Yanev, full-time doctoral student in the Department Communications, PR and advertising of the Faculty of Journalism and Mass Communication

with supervisor: Prof. Hristo Kaftandjiev

I. Evaluation of the qualities of the text of dissertation

The submitted dissertation is developed in a volume of 308 pages and is structured in an introduction, three chapters, conclusion, bibliography and appendices. The bibliography contains 151 titles, of which 45 are in Bulgarian, and the rest - in a foreign language.

What is impressive is the depth of the dissertation and the finding of intersections between personal sales and a number of phenomena and aspects of the marketing process. The personal attitude and perception of the doctoral student is evident from every line of the text, which can also be explained by his biography - probably Mr. Yanev has extensive experience in the field of this type of communication. This makes the text not only significant and important, but also interesting, full of examples, meaningful from the point of view of theory and practice, thoroughly analyzed from different perspectives and through the prism of different processes in modern marketing.

I firmly believe that the topic of personal sales is relevant and significant. Although personal sales are not among the most popular communication channels, compared to advertising, public relations, sales promotion, etc., which are usually mass-recognizable communication techniques, they are extremely important for carrying out communication activities and making sales. Moreover, I deeply believe that personal sales are highly underestimated and misunderstood tool by small and medium-sized businesses, where it is especially important due to the lack of scale of communications, budget for more mass communications, as well as often the lack of any resources for anything else. It is there that the selection, training and development of personnel who can develop excellent personal selling is so significant for business development. However, this is often not realized and people are appointed to positions related to personal sales who can sell a product only to the extent that they organize the sales process and implement the sales part itself, without focusing on the role of communications in face-to-face contact. In this line of thought, I believe that the dissertation work is particularly useful for every small and medium-sized business, which has yet to adequately understand the role of personal sales among the marketing activities of each company. Of course, the scope of its benefits is not limited to

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



them, but I believe that in larger companies the benefits of personal sales are clearly realized and accordingly there are different systems for maintaining and developing personal sales.

The introduction of the dissertation work clearly outlines the motives for choosing the topic, personal motivation, object and subject, goals and objectives, research thesis and hypotheses, limitations, research methods.

It can be said that the work is interdisciplinary - it is not limited to the clear formulation of personal sales as an element of IMC, requiring marketing competence, but bridges are also established to other scientific fields in a reasoned and unwavering manner.

The doctoral student adequately uses various sources, which he refers to correctly and with the necessary academic precision. As a result, he shows the ability to formulate problems and specific conclusions, presenting the text with a high academic style and demonstrating the ability for interpretation and personal attitude and understanding of the processes that are being addressed.

II. Contributions of the dissertation research

I accept the contributions indicated by the doctoral student. They not only show a comprehension of existing scientific knowledge, but also outline the potential possibilities for application in practice. The interdisciplinary approach of the doctoral student and his ability to handle various concepts at a high academic level and to analyze processes and phenomena lead to the formulation of specific conclusions, which I consider not only important from a scientific point of view, but also applicable and essential for the development of the scientific field. The text provided is useful not only in a theoretical aspect for the development of science, but is also a very useful resource for training students, as well as applicable in real business, especially in companies that do not understand the role of personal selling and the ways of its development.

The author boldly interprets various scientific statements and distinguishes his own authorial definitions. I find this approach to demonstrate a high degree of comprehension of the presented text and a desire (and opportunity) to upgrade and develop in directions that are personally realized and experienced.

III. Notes and recommendations

I believe that in view of the high applied value of such a topic and dissertation, it would be important for the conclusions from it to become an important tool (manual) for the selection, training and development of personnel related to personal selling. In large companies this is standard, in small ones there is often no understanding of the role of the salesperson from a purely communication point of view.

In this regard, I would like to ask Kiril Yanev a question. On page 31 of the dissertation, the author presents the sales mix, in which item 3 is "selling the service". Can the author present his own point of view, why in a number of industries in Bulgaria this element of the sales mix is the least represented, misunderstood and without real coverage? Why does business, and more specifically people involved in sales, not pay enough attention to this important aspect of business development? What is missing?



The only remark I would make is that in places the doctoral student demonstrates his desire to enter other areas of integrated marketing communications and to apply his approaches to different communication channels from personal sales. I see enormous potential in this approach, but I believe that the focus of the work is and should be precisely PP and there is no need to go beyond this scope of the study. Of course, since we live in the era of integrated communications, I fully justify these bridges and understand Mr. Yanev's desire to expand the research field.

IV. Publications and participation in scientific forums

I believe that Kiril Yanev meets the minimum national requirements and fulfills the requirements of the Regulations on the terms and conditions for acquiring scientific degrees and holding academic positions at Sofia University "St. Kliment Ohridski".

From the provided reference it is clear that in some of the categories Mr. Yanev exceeds the minimum requirements.

The published articles and conference reports are directly related to the topic of the dissertation.

V. Conclusion

In conclusion, I can summarize that the presented dissertation meets the requirements for this type of scientific work, and the doctoral student has invested the necessary time and research efforts to present a text worthy of respect and of high value for this scientific field. Based on this and without hesitation, I vote YES for the award of the scientific and educational degree "doctor" to Kiril Grigorov Yanev.

Jury member: Associate Professor Kristian Postadzhyan, PhD

Date: 23.04.2025