



## OPINION

**By:** *Prof. Dr. Tsvetana Aleksandrova Stoyanova - Department "Management", UNWE - Sofia, scholar specialty "Social management", professional strand 3.7. Administration and Management.*

**Subject:** dissertation paper for the award of educational and scientific degree 'Doctor' higher education area 3. Social, Business and Legal Sciences, in professional strand 3.7. Administration and Management (Business Communication)

**Reason for submitting the review:** participation in the scientific jury for the defense of the dissertation work in accordance with Order No. 63 / 05.04.2022 of the Rector of IBS.

**Author of the dissertation paper:** *Tsvetelina Nikolay Nikolova*

**Dissertation paper theme:** Business communications as a tool for forming a corporate image (on the example of companies in the market segment "Soft drinks and bottled water")

### **I. Summarized data on the scientific production and the activity of the applicant**

#### **1. Information about the Ph.D. student**

Marieta Gotseva is assigned for a Ph.D. of independent preparation according to Order No № 45/02.03.2020 of the Rector of the IBS. The Ph.D. student has a Bachelor's degree in Economic Pedagogy and Psychology from the University of National and World Economy and a master's degree in Financial

Management from the Academy of Economics "D. A. Tsenov "Svishtov. Her professional time is related to the field of secondary education and she has been a teacher of Technical Vocational High School "Nikola Vaptsarov" - Samokov and director of teaching and methodological activities at the Center for Vocational Training "LN Progress" Ltd. There are many certificates of participation in trainings and seminars.

## **2. General Characteristics of the Dissertation Paper Presented**

The dissertation paper is of 226 pages in volume and consists of an introduction, three chapters, conclusion, references and appendices. There are 11 tables and 49 figures in the body. The presented bibliography contains 101 sources, of which 47 in Cyrillic, 29 in Latin, 25 Internet resources and periodicals.

It is dedicated to a significant and current issue for the development of Bulgarian organizations - corporate image management. The urgency of the issues under consideration is determined by the growing need for organizations to respond with innovative solutions to the rapidly changing requirements of the external environment and the market. And this can be done by using various modern approaches to improve their image.

The topicality of the topic stems from the fact that the problems of corporate image management are insufficiently studied in Bulgarian conditions. Certainly the study of the factors influencing its improvement in the Bulgarian large companies would provide a basis for scientific contributions, both in theoretical and in practical terms.

From the point of view of the qualities of the work, the good theoretical basis on the problems concerned, the correctly formulated object subject to the study, doctoral thesis and hypotheses can be highlighted. The methodology developed successfully combines approaches and tools and supports its testing in four companies for bottled water on the territory of the Republic of Bulgaria.

In respect of structure. The introduction justifies the topicality of the thesis. The purpose of the study, which is specified in 8 research tasks, is formulated. The object and subject of the study have been properly defined. Restrictions are indicated and the author's thesis and hypotheses are justified.

The **First chapter** of the dissertation paper consists of 3 paragraphs in total. The first paragraph outlines the terminological features and defines the basic concepts, including through the author's definitions. The connection between corporate communications and corporate image is presented, on the basis of which the specific communication forms in image management are identified. Theoretically, the main methods of these forms are analyzed, which the author defines as innovative. The second paragraph analyzes the types of communications and PR activities to build the image of the modern organization. This section also discusses the types of communications in the organization (external and internal), as well as presents a model for the formation and management of corporate image. The third paragraph presents the main methods for assessing corporate image. The chapter ends with conclusions and summaries, which gives a complete character to this part of the development.

I can summarize that the Ph.D. student knows the state of the problem and analytically and creatively evaluates and interprets the overview material.

**Chapter two**, named "Study of Business Communications and Image Building Activities" (on the example of soft drink companies with a focus on the "Bottled Waters" subsector), consists of three paragraphs and has a practical focus. The object of research (4 companies for bottled water and soft drinks), their positioning on the market, corporate social responsibility, internal and external communications are presented and analyzed. An own empirical study was conducted according to a certain methodology, an analysis of the dependence of business communications - image formation was performed. A total of 120 respondents took part in the survey. The questions are divided into three parts - general information; communications and management style; image formation in

society. After the analysis of the answers in the Survey, substantiated conclusions were made, which prove the working hypotheses formed by the author.

In Chapter Three, the doctoral student presents his vision for building an image in the companies subject to analysis through innovative communication activities, building a system for evaluating business communications and corporate image and a balanced system of performance indicators. The place of the corporate image in this system is determined from four perspectives - financial, customer relations, business processes, training and development.

The conclusion reflects the main conclusions and results of the study.

I believe that the thesis and working hypotheses are protected in the dissertation research. A purposeful independent study was made, recommendations were made for improving the corporate image, as well as for linking it with the strategy of each company. The conclusion reflects the main conclusions and results of the study.

## **II. Scientific and applied achievements in the dissertation paper**

Based on what is presented in the dissertation, I accept the stated scientific and scientific-applied achievements in the dissertation and consider them to be the personal work of the doctoral student. In my opinion, they could be distinguished from those with theoretical (first 2) and applied (other 4 contributions).

## **III. Critical notes to the content of the dissertation, recommendations to the Ph.D. student**

The topic of communication and motivation in educational institutions today is highly significant, up-to-date and interesting but also quite difficult to analyze, given the different definitions of concepts, the concepts of different The topic of corporate image management today is very important, relevant and interesting, but also quite difficult to analyze, given the different definitions of

concepts, concepts of different theories and practices. Despite this specificity and difficulty, the doctoral student coped with and presented a dissertation research that meets the requirements in terms of content and structure. I do not have critical remarks in this connection.

#### **IV. Other questions:**

The represented abstract has a volume of 49 pp. and corresponds to the content of the dissertation paper. It presents, in a synthesized form, the research performed by the doctoral student and the results obtained out of it. The abstract is in compliance with the requirements, as it is compliant to the structure and content rules.

The list of 5 publications is presented in the dissertation - one monograph, one study, one article and two reports. They reflect moments from the researched problems in the dissertation, both in theoretical and applied aspect. In terms of quantity and quality of publications, the doctoral student exceeds many times the requirements.

I do not know the Ph.D. student and I do not have personal impressions of her work, but based on the dissertation paper and the submitted publications I am, satisfied with the skills of analysis, synthesis and interpretation of the theoretical sources and the practical examination made.

#### **CONCLUSION:**

In conclusion, it can be said that the dissertation is a complete, scientific study on a topical issue and contains scientific contributions in the field of communication and motivation in educational institutions. The Ph.D. student knows and analyzes the literature on the subject, can formulate research problems, systematize classical and new theories and concepts to construct research apparatus, conduct empirical research and justify proposals to improve the existing practice. The foregoing gives me a reason for a positive conclusion that

the dissertation work titled Business communications as a tool for forming a corporate image (on the example of companies in the market segment "Soft drinks and bottled water") complies with the requirements of the LDASRB, the Rules for its application and the Rules on conducting competitions for the acquisition of scientific degrees and taking academic positions in the IBS, which is why I propose to the honorable members of the scientific jury to vote for the award of the Doctor scientific degree to Tsvetelina Nikolay Nikolova in the field of higher education 3. Social, Business and Legal Sciences, professional strand 3.7. Administration and Management (Business Communication).

20.05.2022г.

Prof. Dr. Tsvetana Stoyanova:

Sofia

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