



Вх. № 7520-922/08.08.2022

REVIEW

**according to the announced habilitation procedure to the academic position
"associate professor" in professional field 3.8 Economics, scientific discipline -
"Marketing (analysis of marketing content)"**

1. General information

Reviewer: Assoc. Prof. Vladimir Sashov Zhechev PhD, scientific discipline "Marketing", head of the department "Marketing" at the University of Economics-Varna.

Regarding: participation in an academic jury (ordinance № RD-06-103/09.06.2022) of the rector of UE-Varna and first meeting of the scientific jury held on 18.07.2022. The above stated ordinance was issued based on a decision of the Faculty council of the Faculty of Management (Protocol № 34 of 31.05.2022).

2. Details of the procedure

The procedure for habilitation to the academic degree "associate professor", professional field 3.8 Economics, scientific discipline "Marketing (analysis of marketing content)" has been announced in the State Gazette issue 36 dated 13.05.2022 by UE-Varna in consistence with the needs of the department of Marketing.

3. Applicants for the procedure

Chief Assistant Professor Svilen Venkov Ivanov is the only applicant for this procedure.

4. Professional qualification of the applicant

Svilen Venkov Ivanov has earned his Master's degree in Bulgarian philology from the Sofia University St. Kliment Ohridski and holds a Master's degree in Corporate and applied marketing from UE-Varna. The applicant has a PhD degree in marketing (Certificate № 042/01.09.2014) from the University of Economics-Varna for a

successfully defended dissertation titled: "Marketing effectiveness of investments in the production and sale of bioproducts in Bulgaria" with which the requirements of Article 62, item 1 of the Regulations for Promotion of Academic Staff at UE-Varna have been fulfilled.

As of July 2012 Svilen Ivanov entered into an employment agreement with UE-Varna and has been working at the institution until the present moment (thus fulfilling the requirements of Art. 62, item 2 of the Regulations for Promotion of Academic Staff at UE-Varna for occupying the academic position of "Assistant professor" and "Chief assistant professor" for a period of not less than two years). The candidate also declares experience as a manager of "Via Marketing" Ltd. advertising agency (2006-2012) and as a stockkeeper, later on - PR specialist, and subsequently as director of the "Marketing for household consumers" division at the Black Sea Technological Company AD during the period 2004 – 2007.

In the period 1997 - 2001 Chief Assistant Professor Svilen Ivanov had been occupying the positions of reporter and host of a program at Darik Radio, and as of 2001 to 2004 he had held the position of reporter in "Capital" newspaper. The candidate's professional background is complemented by work experience as a teacher at the Fourth Language High School "F. J. Curie" and Private Commercial High School-Varna (1995-1997).

The applicant declares over 200 publications in periodicals on economic and social topics in "Capital" newspaper, "Manager" magazine, etc. Mr. Ivanov has participated in 2 scientific research projects and has taken part in several trainings for development of his professional qualifications (at SoftUni and UE-Varna).

5. Quantitative and contextual characteristics of the presented scientific works after the last academic procedure of the applicant

During the first meeting of the scientific jury, it was established that (1) the candidate fulfills the minimum national requirements for occupying the academic position "associate professor" in the field of higher education 3. Social, economic and legal sciences, according to Art. 26 of the Act on Development of the Academic Staff in the Republic of Bulgaria and (2) the quantitative requirements for occupying this academic position at UE-

Varna have been met (on the basis of Art. 26, para. 5 of the Act on Development of the Academic Staff in the Republic of Bulgaria).

For participation in the habilitation procedure to the academic position "Associate Professor" Mr. Svilen Ivanov presents 32 publications (with a total volume of 1154.9 pages). The structure of the candidate's research papers is as follows:

- Monographs – 1 single authorship and 2 co-authored with 468 pages of personal contribution of the candidate.
- Articles – 3 (2 single authorships and 1 co-authored) with 47.8 pages of personal contribution of the candidate.
- Journal articles – 7 (2 single authorships and 5 co-authored) with 25.4 pages of personal contribution of the candidate 2 of the articles have been published internationally (a factual error was made because in the listed scientific articles positions №1 and №7 are stated as international, and further in Table 3 only 1 is indicated as international).
- Scientific reports/conference proceedings reports – 10 (3 single authorships and 7 co-authored) with 24 pages of personal contribution of the candidate (1 published internationally).
- Textbooks and handbooks – 3 co-authored with a total volume of 309 pages.

The declared scientific works and their total volume show publication activity predominantly in teams. The majority of the works presented were published by publishing houses in Bulgarian language.

The publications are targeted towards current issues in the EU such as: sustainable consumption, corporate social responsibility, sustainable development, design and evaluation of marketing content, which are advocated in numerous programs of the European Union and are part of the policies of national branch organizations. In terms of volume, structure and content, the candidate's scientific output corresponds to the profile of the announced habilitation procedure for the academic position of "associate professor".

The main monograph presented ("Semiotic analysis in advertising studies") does not repeat either the topic or the main statements of the dissertation work for the acquisition of PhD degree, which is why it can be concluded that it meets the requirements of Art. 62, item 3 in connection with Art. 71 of the Regulations for Promotion of Academic Staff at UE-Varna. The monograph was discussed in a specialized scientific unit (accompanying minutes of a meeting of the "Marketing" department at UE-Varna - No. 2/25.09.2020 are

presented to the jury) and was published in the specialized scientific publishing house of UE-Varna, which complies with the requirements of Art. 71, para. 2, item 1 and item 2 of the Regulations for Promotion of Academic Staff at UE-Varna.

The degree of relevance of the work presented is high. Semiotics is adapted for advertising purposes in organizations, which emphasizes the practical application of the monograph. Through semiotic analysis, advertising content can be designed to directly serve targeting within the framework of modern marketing challenges. Much of the research in the field is limited to the role of semiotic analysis as a tool for evaluating the content of specific advertisements and generating meaning of signs. In the monographic work, Mr. Svilen Ivanov emphasizes the place of well-delivered advertising messages as a key factor for differentiating businesses. The question is how this process (the generation of advertising texts, pre-testing, testing, etc.) can be adequately managed in order to be effective. The critical analysis presented by the author of this substantial, economically significant and contemporary problem allows me to conclude that the requirements of Art. 71 (2), item 4 of the Regulations for Promotion of Academic Staff at UE-Varna have been met.

In the introduction, Chief Assistant Professor Ivanov makes a distinction between the overall impact of advertising and the influence of individual elements of the advertising text by placing an emphasis on the possibilities for increasing the perceptual effects. Ad copy testing processes are tied to reasoning decisions about a set of elements to achieve optimal expected impact. The relevance of the research is outlined and a rationale for the choice of object of research is presented. The remaining components of the introduction (including aim, hypotheses, objectives, thesis, limitations and contributions are formulated appropriately.

The structure of the monograph is in three chapters – a theoretical first chapter, a second chapter that includes analyzes of research on advertising impact (serving to the research design), and a third chapter that covers the results of the conducted pilot and main study together with a prescriptive part (procedure for using applied semiotic analysis in creating advertising text). The author's style is academic with creative features. The relevance of the used academic references is high. Throughout the text, testimonies are presented as to actual application of the conceptualizations in advertising practice. The

author's opinion on the studied and analyzed research problems is articulated well in many places in the main text.

The main monographic work presented for this procedure enriches the existing body of knowledge in the field of the use of the semiotic approach in experimental design advertising research and the design of advertising content. I have confidence that the proposed and approved methodology can be considered original contribution of the author.

6. Quantitative and qualitative assessment of the teaching of the applicant

Chief Assistant Professor Svilen Ivanov PhD is a respected lecturer at UE-Varna in areas such as: Marketing, Event Marketing, Digital Marketing Research, Social Media, Interactive Marketing, etc. For the last three years, the candidate has delivered lectures and seminars in the above (and other subjects) with a full study load (in both undergraduate and postgraduate programs of UE-Varna). According to the current procedure the applicant has the necessary pedagogical workload at the department of Marketing.

The predominant teaching load of candidate within this procedure takes place in the Bulgarian-taught programs of the Department of Marketing at UE-Varna (undergraduate programs: *Marketing, Digital Media and PR* and postgraduate programs: *Advertising and Media Communications* and *Marketing and Brand Management*). During the last five years, the applicant has completed teaching mobilities under the Erasmus+ program in educational institutions in Spain and Portugal.

Chief Assist. Prof. Svilen Ivanov PhD performs an active role as student supervisor for the compulsory work placements (practical trainings) of undergraduates.

Within the current procedure the applicant has presented 3 co-authored textbooks and handbooks which (in addition to his practical experience) contribute to the quality of the teaching and learning at the department of Marketing at UE-Varna. The presented information in this part of the review confirms that the applicant meets the requirements of Art. 62 in connection with Art. 71 of the Regulations for Promotion of Academic Staff at UE-Varna.

7. Identification of specific contributions in the research works of the applicant

The areas of the scientific works of Svilen Ivanov can be largely categorized into: *analysis of marketing content, sustainable development/sustainable consumption.*

Most of the published papers of the applicant are in Bulgaria, but there are also academic articles the scope of which covers several countries.

The author's contributions are theoretical, methodological and applied. Among the more significant contributions are:

Firstly. Theoretical propositions from semiotic science have been adapted and systematized for: (1) analysis of advertising content; (2) conducting preliminary advertising tests; (3) differentiated consideration of the elements of marketing texts. This creates prerequisites for solving various scientific and practical problems such as:

- Using and adjusting signs (and sign systems) to enhance and model the effects of perceiving advertising content;

- Arguments are made for future conceptual and applied research by examining the individual contribution of ad text elements compared to overall ad impact studies;

Publications: № 1.1.; № 5.4.; № 6.5.; № 13.7.; № 17.4.; № 21.8.; № 24.1.; № 27.1.

Secondly. An approach for generating online advertising content is proposed, identifying the main characteristics for creating a classification of advertising in online environment (including social media).

Publications: № 19.6; № 24.1.

Thirdly. A methodology for preliminary testing of advertising content in Bulgaria has been demonstrated and approved, and recommendations have been formulated for overcoming the challenges in the process of applying pretests. In this regard, by using experimental design, the importance of individual elements of the advertising text for perceptions and reactions has been highlighted.

Publications: № 1.1; № 6.5; № 13.7; № 17.4; № 21.8.

Fourthly. The nexuses between sustainable consumption and civic position are investigated, which reasons the application of brand positioning strategies in relation to the respective consumer profile. Brand positioning is also studied from the perspective of the bioproducts market, and a process for evaluating the marketing effectiveness within the framework of the sustainable development concept is proposed.

Publications: № 2.1; № 3.2; № 4.3; № 7.1; № 8.2; № 10.4; № 12.6; № 14.1; № 15.2; № 16.3; № 20.7; № 22.9; № 32.10.

The registered citations of the academic works of Svilen Ivanov are mostly in Bulgaria (although few citations appear in international scientific editions).

8. Final remarks and recommendations

The facts presented so far are in support of the high professional competence of Chief Assistant Prof. Svilen Ivanov.

I would like to make the following recommendations to Mr. Ivanov:

- To include more academic studies in WoS/Scopus databases in his future scholarly agenda.
- to work in international academic teams and try to find unexplored interdisciplinary fields to apply the accumulated experience in the field of advertising;
- to keep his research direction towards up-to-date applied business problems, but also to focus on non-conceptual studies.

9. Conclusion

The ascertainties related to the research and publication track record of Chief Assistant Professor Svilen Ivanov; his teaching activities together with his personal qualities, demonstrate fulfillment of the requirements of the Act on Development of the Academic Staff in the Republic of Bulgaria and the Regulations for Promotion of Academic Staff at UE-Varna to the academic position "associate professor". This gives me a reason to express positive proposition towards the application for promotion of Chief Assistant Professor Svilen Venkov Ivanov to the academic position "associate professor" in the following higher education field - 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific discipline "Marketing (analysis of marketing content)"

08.08.2022 г.

Varna, Bulgaria

Signature:

Заличена информация съгласно
ЗЗЛД и регламент (ЕС) 2016/ 679

(Assoc. Prof. V. Zhechev)

REVIEW

by: Prof. Dr. Boyan Lyubomirov Durankev, VUZF – Professor Emeritus;

member of: The scientific jury in the competition for the academic position of „associate professor“ in the field of higher education 3. „Social, economic and legal sciences“, professional direction 3.8 „Economics“, scientific specialty „Marketing (Analysis of marketing content)“ in University of Economics - Varna, competition announced in SG no. 36 of 13.05.2022, according to the decision of the FS of the Faculty of Management (protocol No. 34 of 31.05.2022).

With the Order of the Rector of the University of Economics - Varna No. RD 06-103 of 09.06.2022 for the approval of the Scientific Jury for the selection of „Associate Professor“, I have been appointed as a member of the Scientific Jury, and by decision of the first meeting of the jury on 18.07.2022, I am obliged to prepare a review of the competition.

1. General presentation of the received materials

The submitted documentation is in required volume and complies with the Law on the Development of the Academic Staff and the Regulations for the Implementation of the Law on the Development of the Academic Staff of the University of Economics - Varna. The documentation is excellently prepared and presented, which significantly eases the preparation of the review.

In the announced competition, one candidate submitted documents, namely ch. Assistant Professor Svilen Venkov Ivanov, PhD.

Even here, I must share that I observe directly (as his colleague) and indirectly (mostly through some of his publications and academic appearances at scientific conferences) the personal, intellectual and, in particular, the scientific and teaching evolution of the candidate for „docent“. The fact that in 2014 I was an official reviewer of his dissertation work on the topic „Marketing effectiveness of investments in the production and sale of organic products in Bulgaria“ is not without significance, for which I spoke very positively.

2. Presentation of the candidate for participation in the competition

After completing his secondary education, colleague Svilen Ivanov continued his academic studies with development during the period 1990-1995 at SU „St. Kliment Ohridski“, where he obtained a master's degree in Bulgarian philology. I begin with this - at first glance

small and minor fact, for the reason that not only for every academic researcher, but also for every teacher, a clear, precise and „clean“ statement in his native language is necessary.

Already at a more mature young age, he continued his studies during the period 2004-2008 at the University of Economics - Varna, where he obtained a master's degree in „Corporate and Applied Marketing“.

He defended his doctoral dissertation in 2014 on the scientific specialty „Marketing“ at the University of Economics - Varna.

Additional training and specializations the candidate indicated as follows: „Basics of graphic design“, Center for professional training at SoftUni CPO EOOD; „ReEkze“ Ltd., under project B6051P0001-3.1.07-0058 „Business modeling of curricula and programs“ in professional direction 3.8 „Economics“ of the University of Economics-Varna; „The new technologies in the organization and conduct of the educational process“ and „Increasing the language competences in English at level B1+“, under the project „Building a sustainable system for increasing the competences and career growth of the academic staff of the IU - Varna“; Training for working with the Moosle 3.4 platform, CEDO at IU - Varna.

Parallel to his studies, Svilen Ivanov successfully developed a professional career. He was a teacher at the Fourth Language High School „F. J. Curie“ in 1995-1996; teacher at Private Commercial High School - Varna in 1996-1997; reporter and presenter at „Darik Radio“ in 1997-2001; reporter at Economedia (in „Capital“) in 2001-2004. During the period 2004-2007, he worked successively as a stockbroker, „Public Relations“ specialist and director of „Marketing for household consumers“ at the Black Sea Technological Company AD; in the period 2006-2012 he was a manager at Via Marketing OOD. These positions allow him to gain solid experience in marketing practice.

In 2012, he was appointed to a main employment contract at the University of Economics - Varna in the position of „assistant“, and from 2015 until now he has been a „main assistant“, where he developed and specialized his academic career.

He has taught or teaches 21 disciplines (in alphabetical order): „Academic Research“, „Consumer Behavior Analysis“, „Branding“, „Digital and Social Media“, „Digital Marketing Research“, „Graduate Seminar“, „Interactive Marketing“, „Creative Strategies in Branding“, „Marketing“, „Management and Marketing“, „Basics of Digital Media and PR“, „Advertising and Media Communications Planning and Evaluation“, „PR Strategies and Practices“, „Applied Semiotics Advertising Analytics, Social Media, Event Marketing, Advertising Technology, Distribution Management, Corporate Communications Management, Content Management in Advertising Communications, Photography and Video Production“. He conducted a total of

395 hours of lectures in the „Bachelor“ OCS and 150 hours of lectures, as well as 126 hours of exercises in the OCS „Master“ for the academic year 2021-2022; in total, this is more than 521 study hours.

Additionally, it is stated that lectures were held within the framework of the Erasmus+ exchange program at foreign universities in Montpellier, Prague, Porto and Almeria.

The candidate's research interests are related to advertising and marketing content analysis, digital media and PR, sustainable development and sustainable consumption, qualitative and experimental research.

NPI - 17 „The relationship between activism - sustainable consumption“ and „Sustainable consumption in an urban environment - regional differences“ No. KP-Ob-H 35/7 of 12/18/2019 are indicated as participation in research projects.

He speaks foreign languages at an enviable professional level: French, English and Russian; they are proof that he, by using them actively, is not „bilaterally“ oriented like most of his colleagues (only towards Bulgarian and English sources).

Other professional achievements cannot be overlooked either. winner of the „Panitsa“ Journalism Award 2004; has over 200 publications in periodicals on economic and social topics („Capital“, „Morski Dnevnik“, „Manager“, „Knigovishte“ magazines); screenwriter is on television and short animated films for children that have participated in national and international film festivals; is a scriptwriter for radio and television commercials; is the author of the 2021 book The Mysteries of the Milky Way (a marketing content transformed into fiction within consultancy for Bio Bulgaria Ltd.).

In addition to everything stated so far, I will emphasize that in ch. assistant professor Svilen Ivanov was voted to be elected as the deputy head of the Marketing Department at the University of Economics.

I state the above facts not to accumulate more pages in my review, but to illustrate the fact that the candidate has an enviable intellectual potential. On the one hand, such a potential - unfortunately - cannot be enjoyed not only by other senior assistants, but also by some associate professors and professors - including with the adjective „western“. On the other hand, and this is even more important (in my opinion), this potential does not have to reside in marketing alone.

3. Professional characteristics of the candidate

Ch. assistant professor Dr. Svilen Ivanov has annual employment for the last two years at the University of Economics - Varna, which illustrates a high workload.

The candidate for „associate professor“ is a well-known specialist in marketing not only at the University of Economics - Varna, where he teaches, but also at other higher schools, as well as at various academic forums, which is proven by the indicated participation in scientific publications and conferences, as well as additional lectures.

The professional development of the candidate for the academic position „docent“ marks different (in ascending order) steps. During the period since he started working at the University of Economics - Varna, and until now, he has participated in various specialized educational events and conferences (I also report the publications and participation in conferences before and after the defense of his doctoral dissertation). This is a pretty compelling professional (scientific and practical) career.

As a teacher ch. Svilen Ivanov, assistant professor, specialized primarily in the field of marketing, and in particular - in the analysis of marketing content. In this regard, I would like to recall that the candidate has a high command of French, English and Russian, which (in addition to his versatile curiosity) allowed him to freely explore a significant number of specialized scientific literature on the issues of the taught disciplines, part of which is indicated and critically analyzed in his publications.

In addition to everything stated above, in our country ch. assistant professor Dr. Svilen Ivanov is a well-known name in academic circles, both for his accurate insights into scientific topics and his competent analysis and clear exposition of scientific language. Possesses undeniable analytical abilities, knows how to work effectively in a team. He is known as a competent specialist who is distinguished by scientific dignity and professional modesty.

4. Quantitative and qualitative evaluation according to the normative criteria and indicators

According to the adopted „Law on the Development of the Academic Staff in the Republic of Bulgaria“, candidates for the academic position „Associate Professor“ are evaluated according to a set of criteria and indicators. They are stated imperatively both in the ZRASRB and also in the related requirements, adopted in the Regulations for the development of the academic staff of the University of Economics - Varna.

Response to the basic legal and additional requirements of the Law and the Regulations:

According to: Art. 24. (1) (Amended - SG No. 101 of 2010) Candidates for the academic position of „associate professor“ must meet the following conditions:

1. have acquired an educational and scientific degree „doctor“ - yes;
2. not less than two years:

a) have held the academic position of „assistant“, „principal assistant“ - yes;

3. have submitted a published monographic work or equivalent publications in specialized scientific publications or evidence of corresponding artistic achievements in the field of arts, which do not repeat those presented for the acquisition of the educational and scientific degree „doctor“ and for the acquisition of the scientific degree „ Doctor of Science“ - yes.“

The quantitative indicators listed in the „Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria“ and in the „Regulations for the Development of the Academic Staff at the University of Economics - Varna“ relating to the minimum publication requirements for the academic position of „associate professor“ in the District 3. Social, economic and legal sciences are covered by the candidate.

A group of metrics	Indicator	Number of points	Real points
A	1. Dissertation work for the award of the educational and scientific degree „doctor“	50	50
B	3. Habilitation thesis - monograph	100	100
Г	4. A published monograph that is not submitted as a major thesis	100	
	5. Published book on the basis of a defended dissertation work for the award of the educational and scientific degree „Doctor“	75	75
	6. Articles and reports published in scientific publications, referenced and indexed in world-renowned databases of scientific information	30/π	60
	7. Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes	10/π	94,9
	8. Studies published in scientific publications, referenced and indexed in world-renowned databases of scientific information	45/π	15
	9. Studies published in non-refereed peer-reviewed journals or published in edited collective volumes	15/π	30
	10. Published chapter of a collective monograph	20/π	46,6
		ОБЩО	321,5
Д	11. Citations or reviews in scientific publications referenced and indexed in world-renowned databases of scientific information or in monographs and collective volumes	15	30
	12. Citations in peer-reviewed monographs and collective volumes	10	
	13. Citations or reviews in non-refereed peer-reviewed journals	5	30

		TOTAL	60
	TOTAL		531,5

Specified publications (outside the dissertation) for participation in the announced competition are 1 monograph, 1 published book on the dissertation work and 1 participation in a collective monograph, 20 studies and articles (some of them – conference reports), other 2 participations in collective monographs, participations in textbooks. They exceed 1,000 pages in quantity.

It can be concluded that according to normative criteria and indicators for the evaluation of academic and research work, the candidate not only meets the minimum requirements, but also significantly exceeds them. These facts are reflected in the study of the candidate's works.

According to the adopted Law and Regulations, candidates for the academic position „Associate Professor“ are evaluated according to a set of criteria and indicators for scientific research activity. I accept the submitted posts as valuable. I will focus my review on the monograph on the topic „Semiotic analysis in advertising studies“, published by the publishing house „Science and Economics“ in 2021 in a volume of 196 pages. The topic of the monograph can be categorically characterized as current and original - this is a serious academic study on this issue. The topic gained serious interest in academic circles especially after the appearance of research by scholars and practitioners such as Leo Bogart, Andrew Ehrenberg, Simon Broadbent, Herbert Krugman, John Philip Jones and others.

The relevance of the research is indisputable. Indeed, advertising studies are undergoing development, including along the lines of applied semiotic analysis. This relevance is raised squarely in terms of both the increase in the advertising „swamp“ as a whole (number of ads per citizen) and through the new conditions and opportunities for digital advertising. The object of the research is the perception of advertising texts in the various phases of preparation and application of the advertisement, the subject is the role of the individual elements of the advertisement for its impact on the target users. The main goal of the research is correctly defined, namely - based on an analysis of previous scientific and practical developments on the use of semiotic tools in advertising studies, to formulate methodological guidelines and working tools, through which the necessary data can be provided in order to it was determined whether, when replacing elements of the advertising text with other similar elements, differences in the evaluations of the advertised goods were obtained.

The main research hypotheses are defined as follows: (1) there are differences in consumer evaluations of the impact of advertising when using advertising text at different stages of production; (2) the use of different elements within one group of advertising text leads to different degrees of advertising impact; (3) the use of different elements within one group of advertising text leads to different evaluations of the usefulness of the advertised product. A research thesis (this is a proven thesis from a lot of previous research, not a hypothesis) that changing at least one element in the ad text results in a change in the impact of the ad on the audience in each case would help in finding appropriate starting points in creating of the advertising text, directing the advertiser's attention to the importance of choosing the specific elements that make it up.

Contributory qualities of the monographic study are found in the following directions:

1. Defining and differentiating in an innovative way the concept of „text“ as „a set of signifying elements which, thanks to semantic interrelationships, are able to generate a new, common meaning through which to transmit information in the process of communication and which are bound in a general structure subject to a set of accepted rules called a text. Such a working definition sets three possible sections at which the text can be examined and analyzed - level of form, content and impact. The definition of „advertising text“ is also innovative, and under this concept the author proposes to understand the set of verbal and non-verbal elements that make up the advertisement and which, through the connections between them, generate a specific set of meanings used to achieve a certain effect or impact on the target audience. I also accept as a contribution the proposed author's „Matrix of the signs forming the text of the TV advertisement“.
2. In the analysis and evaluation of the use of applied semiotic analysis both in the creative process of creating an advertising text and in the assessment of the impact of advertising on the target audience (at the same time in advertising pre-tests and post-tests). I admire the synthesis of the connections between the research questions and the methods used, which can be used by both theorists and practitioners.
3. The proposed methodology for researching the advertising text can be used by the organization's advertisers as an alternative to pre-tests or post-tests offered by external agencies, as well as for making specific creative or communication decisions when working on advertising production.

4. It leads to a more complete understanding of the impact of the individual elements that make up the advertising text and to a more accurate understanding of how modern advertising „works“.
5. A particular distinction of the study is the application of multidisciplinary analysis in the analysis and evaluation of advertising, which - especially in practice - is greatly underestimated.

In addition to studies, articles and conference participation, I will emphasize the importance of published textbooks. Strangely, many of the reviews for „Associate Professor“ or „Professor“ underestimate the fact that, in addition to scientists, these academic positions are mostly for teachers. I consider the published participations in textbooks such as: „Marketing“ (2016, as head assistant professor Svilen Ivanov developed the most topics in it), „Marketing. Workshop Guide“ (2016, similar to the most developed topics), „Social Media“ (2022).

I welcome the author's interests and publications in the field of sustainable development marketing, sustainable consumption, marketing-corporate social responsibility, etc. Popular scientific publications and the dissertation (as well as the monograph based on it) of the author are not reviewed.

I accept all submitted publications as directly or indirectly related to the competition for „docent“ for the following reasons: they demonstrate a very high degree of knowledge of the methodology and methodology of scientific research in the field for which he is applying - marketing and in particular in the analysis of marketing content; they are based on personal research (library, scientific or practical) that can be used directly in the teaching activity of the candidate; the publications testify and are an illustration of the evolution in the academic growth of ch. Assistant Professor Dr. Svilen Ivanov, which led to publications in specialized publications, which in itself is a guarantee of a sufficiently high scientific level; in the monograph, studies and articles (some of them - co-authored with well-known academic representatives) classics are developed and new points about the theory and practice of marketing are expressed. The candidate's scientific publications contain original authorial achievements that have determined a place for ch. Assistant Professor Dr. Svilen Ivanov in academic circles; they are the personal product of the author, and all significant works presented are peer-reviewed.

As is clear from the above, ch. Assistant Professor Dr. Svilen Ivanov exceeds the required quantitative and qualitative indicators.

5. Contributions to the candidate's research

The scientific interests, respectively the scientific contributions expressed in his personal and collective publications, can be divided into the following important areas, synthesizing some of the contributions indicated by the candidate:

6.1. Further development and refinement of the theory of marketing and, in particular, in the analysis and evaluation of the results of advertising studies (mostly in the part of semiotic analysis). An original approach to defining and differentiating the concepts of „text“ and „advertising text“ was carried out, and an author's „matrix of the signs forming the text of the television advertisement“ was proposed. The need to use a multidisciplinary approach in the analysis of marketing content is argued, which includes a combination of methods and techniques from applied semiotic analysis, qualitative, quantitative and experimental studies. The need to study the individual contribution of the elements of the advertising text is argued, indicating the benefits of studying them and the advantages of this approach compared to the traditional study of the overall impact of advertising on consumers;

6.2. Theoretical models for evaluating the use of applied semiotic analysis both in the creative process of creating an advertising text and in evaluating the impact of advertising on the target audience (at the same time in advertising pre-tests and post-tests) are summarized. Based on them, a methodological base and an adapted methodology for research and evaluation of the use of applied semiotic analysis were developed.

6.3. They are proposed, argued with appropriate scientific conclusions, and the applicability of different models of semiotic analysis in advertising research is explored. The author has successfully proven their applicability through his own research.

6.4. An approach to creating a typology of online advertising is proposed, by formulating basic characteristics that can be used in creating a classification of online advertising in general and in particular in different social media.

6.5. The links „society - marketing - economy - consumption“ are studied in the context of active citizenship and attitudes towards sustainable consumption with a view to optimizing marketing strategies for product positioning. A theoretical model is proposed to investigate the factors influencing consumers' intentions for sustainable actions, which may take the form of sustainable consumption and involvement in achieving sustainability; based on the results of an empirical study, a scale is proposed to measure the discrepancies between the ideal image and the respondents' assessments of reality, giving guidelines for profiling consumers with sustainable behavior;

A candidate's publications – even just through these core contributions – can serve the learning process across a range of academic disciplines.

In summary, the scientific achievements of Ch. Assistant Professor Dr. Svilen Ivanov can be referred to the group of „enrichment of existing knowledge“ and „application of new scientific achievements in practice“, as well as obtaining new data and facts about studied economic objects.

What has been said so far gives me the reason to conclude that the works presented by the candidate for the academic position „Associate Professor“ in terms of quantity, quality and content are completely sufficient for occupying this position. In addition, it should be taken into account that the selected scientific profile meets the need for conducting scientific research and teaching in the specified scientific specialty. The presented scientific works and the teaching activity of the candidate cover the profile of the announced competition.

6. Characterization of the candidate's academic reputation

Ch. assistant professor Dr. Svilen Ivanov is a popular name and a respected colleague both with his in-depth knowledge, ideas and interpretations, and also with his public appearances at various academic events. The candidate has indicated nine citations of his works by other authors. Regardless of this circumstance, and perhaps due to the short term for our academic community to get acquainted with his monograph, it has not been paid attention to and has not been cited, but I can assume that already this year this circumstance will change.

7. Critical notes and recommendations

Each candidate for „associate professor“ can be challenged to further progress his views and scientific ideas. I allow myself the following recommendations. They are from good collegial feelings, from the idea that through them the candidate can (and should) think both about his future and about the future of science, which he will continue to develop in his academic pursuits:

7.1. One „non-academic“ recommendation. It is stated that colleague Ivanov led or is leading 21 disciplines. Some of them, indeed, are very similar; possibly others have dropped out or been taken over by other colleagues. However, logic suggests that broad coverage hardly leads to „deep“ effects. It is „normal“, at least it is accepted, for a (future) associate professor to limit himself to 4-5 disciplines; as well as up to about 300 hours of total annual employment.

7.2. And more importantly a recommendation for future research. It is known that semiotic analysis of pre- and post-surveys developed initially in public relations (there the

objective necessity arose); later transferred to the advertising business, very often combining advertising with public relations; this happens mostly at the stage of introducing new products. It is at this stage of the product life cycle that public relations is „mixed“ with (most often) introductory narrative advertising, tying together the delivery of two or more events (or an event with a situation) that are logically interrelated and occur in time and have a consistent theme. Narrative Advertising is a major reference source that addresses the new dimensions of advertising in the universal use of digital media; At the same time, real users also influence potential users: both „educating them“ and emotionally - especially on social media. This is where ideas like COBRA (consumers' online brand related activities) emerged - consumer online activities related to the brand. Therefore, affirmative or competitive (at the growth stage) and reminder (at the maturity stage) advertising often has a „distracting“ or even „blocking“ character on the occasion of negative consumer reactions. It's the never-ending brand war. My specific recommendation is to develop a study of the combination (as a single narrative, as a „text“ in the broadest sense of the term) of public relations with advertising in the introduction of new products of all kinds, as well as the common and the different in „texts“ of the producing organization and the „texts“ of the actual users.

These proposals are not of such a nature as to dispute the contributions of the candidate for the academic position of „associate professor“; they are often directed at the „successors“ in science and education.

CONCLUSION

Ch. assistant professor Dr. Svilen Ivanov, in his capacity as a candidate for the academic position „associate professor“, meets the accepted recommended scientific and scientometric formal requirements. The candidate's scientific output contains results representing scientific and scientific-applied contributions; is aimed at improving the science of marketing and, in particular, at the analysis of marketing (and especially advertising) content as theory and practice; contains summaries of results obtained through his research activity.

I am not related to the applicant. We do not own joint publications. I know him as a conscientious, fair and thorough researcher, valued and respected in the academic community.

Based on the acquaintance with the provided scientific works, their significance, the scientific and applied contributions contained in them, I find sufficient reasons to propose ch. assistant professor Svilen Venkov Ivanov, PhD, to be elected to the academic position of „associate professor“ in the field of higher education 3. „Social, economic and legal sciences“, professional direction 3.8 „Economics“, scientific specialty „Marketing (Analysis of marketing

content) “ at the University of Economics - Varna. I am convinced that taking the academic position of „Associate Professor“ will be well-deserved and will provide good opportunities for his future scientific work and appearances as a teacher.

My personal attitude is a definite „YES“!

Member of the scientific jury:

Заличена информация съгласно
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(Prof. Dr. Boyan Lyubomirov Durankev)

August 27, 2022