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The Scientific Jury, appointed by order РД 06-103/09.06.2022 of the Rector of University of Economics - Varna, for holding a competition for occupation of the academic position "Associate Professor" in the professional field 3.8. Economics, Scientific specialty "Marketing" (Marketing content analysis), promulgated in the SG, issue 36/13.05.2022

## OPINION

regarding

a candidate for participation in the competition for the academic position of associate professor at the University of Economics - Varna in the professional field 3.8. Economics, Scientific specialty "Marketing" (Marketing content analysis)

Participant in the competition: **SVILEN VENKOV IVANOV. Ph.D**

Legal basis for writing the opinion: Announced competition for academic position "Associate Professor" in the field of higher education: 3. Social, economic and legal sciences, professional field: 3.8 Economics, Scientific specialty "Marketing" (Marketing content analysis), announced in SG, issue 36 of 13.05.2022 r., pursuant to Art. 4 and in connection with Art. 26 of the Academic Staff Development Act in the Republic of Bulgaria, Art. 66 of The Regulations for Academic Staff Development at the University of Economics – Varna, and decision of the Faculty Council of the Faculty of „Management“ (PR-34 from 31.05.2022, Order №РД 06-103 from 09.06.2022 of the Rector of University of Economics – Varna, and Decision from 18.07.2022 r., pursuant Art. 4 (8) of the Academic Staff Development Act in the Republic of Bulgaria and Art. 55 from Regulations for Academic Staff Development at the University of Economics – Varna.

Prepared by: Assoc. Prof. Dr. Todor Borisov Krastevich, Member of the Scientific Jury

Dr. Svilen Venkov Ivanov is the only candidate for participation in the competition for the academic position of Associate Professor in the professional field 3.8, scientific subject Marketing (Marketing content analysis), . promulgated in the SG, issue 36/13.05.2022 for the needs of the Department of Marketing at the University of Economics – Varna.

I declare that the findings, opinions and judgements in this opinion are based on and derived from the applicant's package of documents and publications relevant to the competition provided to me.

### I. EDUCATIONAL AND PROFESSIONAL BACKGROUND OF APPLICANT

Dr. Svilen Venkov Ivanov graduated in Bulgarian philology at Sofia University "St. Kliment Ohridski" - Sofia, in 1995 and a Master's degree in Corporate and Applied Marketing at IU - Varna in 2008. In 2014 he defended his PhD in Economics (Marketing) at the University of Economics - Varna. He started his academic teaching and research activity in 2012 at the University of Economics - Varna, as an assistant professor, where since 2015 and currently he is a senior assistant professor in the Department of Marketing and serves as deputy head of the department.

Before starting his academic career, Dr. Ivanov had professional experience as a teacher in vocational schools, a reporter and a radio presenter. Between 2004 and 2012 he held administrative and managerial positions in two commercial companies.

The curriculum vitae of the candidate for the academic post of Associate Professor suggests the presence of both teaching and management experience and administrative experience. In this sense, it could be stated that the formal requirements of the procedure for holding the academic post of Associate Professor, as provided for in Article 24(1)(1), (2) and (3) of the Law on Academic Staff Development in the Republic of Bulgaria, Article 53 of the Regulations for its Implementation, as well as Article 62 (1 and 2a) of the Regulations for the Development of Academic Staff at the University of Economics - Varna, have been met.

## **II. GENERAL DISCUSSION OF THE SCIENTIFIC WORKS SUBMITTED SINCE THE LAST PROCEDURE (IN ACCORDANCE WITH THE REQUIREMENTS OF ART. 62, PAR. 3 AND IN CONJUNCTION WITH ART. 71 OF THE REGULATIONS FOR THE DEVELOPMENT OF ACADEMIC STAFF AT THE UNIVERSITY OF ECONOMICS - VARNA)**

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Chief asst. Dr. Svilen Ivanov participates in the competition for the academic position "Associate Professor" with one independent monograph with aspirations for habilitation [5.1]<sup>1</sup>, three independent book chapters (collective monograph) [7.3], three studies, of which one collective [8.4] and two individual [9.5], [9.6]), seven articles, of which five co-authored [11.1], [12.2], [13.3], [14.4], [15.5] and two individual [16.6], [17.7], as well as ten scientific papers - five co-authored [18.1], [19.2], [20.3], [26.9], [27.10] and five independent [21.4], [22.5], [23.6], [24.7], [25.8]. The publications whose numbers are in bold are printed in English, the rest are in Bulgarian. Separate protocols are available for all co-authored publications.

One of the published collective studies [8.4] is refereed and indexed in the Scopus database of scientific information. Two of the published research papers ([25.8], [26.9]), have been refereed in Web of Science and a third, [27.10], in Scopus.

In addition to the above scientific publications, the candidate is co-author of two textbooks [28.1], [29.2] and one textbook [30.3] on the subject of the desired academic position, as well as two popular science articles [31.1], [32.2], corresponding to the topic of the announced competition.

In the list of publications is also included a monographic essay under the number [6.2] with the title "Semiotic analysis in advertising studies", Varna, ed. Science and Economics, 2021, which has not been considered in the evaluation of the submitted scientific work in the competition, as it is based on a defended dissertation on 27.6.2014 and was subject to a separate review by a scientific jury.

The total number of pages in the reviewed monographs, studies, articles and scientific reports is 453.9. Of these, 98.7 pages (22%) are co-authored. About a quarter (25.1) of the published authored scientific text pages are in English, and approximately 11% are printed abroad.

In addition to the research output described above, the candidate has published 309 pages in collective academic textbooks and teaching aids. A quantitative summary of the publications submitted for the competition is presented in Table 1.

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<sup>1</sup> The numbers correspond to those in the attached List of scientific publications for the competition (08.03.15 FM.pdf)

**Table 1.** *Quantitative summary of the publication activity of Dr. Svilen Ivanov*

Type of publication	Solo		Co-authored		Total	
	Count	Number of pages	Count	Number of pages	Count	Number of pages
1. Monographs (incl. abroad)	1	227	1	56	2	283
2. Scientific studies (incl. abroad)	-	-	-	-	-	-
3. Scientific papers (incl. abroad)	2	47.8	1	13.7	3	61.5
4. Conference proceedings (incl. abroad)	-	-	-	-	-	-
5. Scientific papers (incl. abroad)	2	25.4	5	24	7	49.4
6. Conference proceedings (incl. abroad)	1	13.4	1	4	2	17.4
7. Conference proceedings (incl. abroad)	5	40	5	5	20	60
8. Conference proceedings (incl. abroad)	2	16	3	16	5	32
<b>Total (scientific publications):</b>	<b>10</b>	<b>340.2</b>	<b>12</b>	<b>98.7</b>	<b>32</b>	<b>453.9</b>
<b>(incl. abroad)</b>	<b>3</b>	<b>29.4</b>	<b>4</b>	<b>20</b>	<b>7</b>	<b>49.4</b>
9. Textbooks and teaching aids	-	-	3	309	3	309

In terms of subject matter, Dr. Ivanov's publications are mainly focused on (1) Advertising Research (with emphasis on the use of experimental methods and semantic analysis of advertising content) and (2) Sustainable Consumer Behavior (with emphasis on sustainable consumption and channels of communication influence).

Of major interest is the independent monographic study entitled Semiotic Analysis in Advertising Research (Ivanov, S. 2021, Varna, ISBN 978-954-21-1069-9), which the candidate presents as a habilitation thesis. This study systematizes some possibilities of applying semiotic analysis in the development and testing of creative advertising concepts and proposes a procedure for conducting semiotic analysis in the process of conducting advertising experiments. Separate aspects of topics related to analysis and optimization of advertising content with qualitative methods find expression in several independent studies, articles and reports (Иванов, С., 2022; Ivanov, S., 2021a, ISSN 2367-7791; Ivanov, S., 2021b, Иванов, С., 2017).

The research interests of the candidate are also related to the study of sustainable consumption of end users. A large part of the publications are devoted to this topic, their emanation being found in the co-authored collective monograph by Svilen Ivanov entitled Activism - Sustainable Consumption (2020, chapters III, IV and VI). The topic has been the focus of the author's attention since 2013 (Кехайова-Стойчева, М, Иванов, С., Недев, Й., 2013a and 2013b; Ivanov, S., Krалева, V., 2018a, 2018b; Krалева, V., Ivanov, S., 2019; Ivanov, S., Krалева, V., 2019; Иванов, С., Кралева, В., 2020; Krалева, V., Ivanov, S., 2020).

Most of the published articles and studies are in publications included in the national reference list of the National Center for Information and Documentation of the Republic of Bulgaria, have been subject to scientific peer review and reflect depth and progress in the studied subject matter.

Having examined all the publications declared by the candidate for participation in the competition, I find that the minimum national requirements set out in the Regulations for the Implementation of the Law on the Development of Academic Staff in the Republic of Bulgaria have been met (see Table 2).

**Table 2.** *Actual fulfilment of the minimum national requirements by group of indicators (number of points according to Annex to Art. 1, Article 53(1)(4) and Article 54(1)(4). of Regulations of the Academic Staff Development Act in the Republic of Bulgaria)*

Group of indicators	Number of Indicators	Minimum national requirements (points for Associate Professor)	Actual state	Ful-filling
A	Indicator No.1 (PhD)	50	50	☑
B	Indicator No. 3 (Habilitation thesis)	100	100	☑
Г	Sum of indicators from No.4 to No.10	200	306.5	☑
Д	Sum of indicators from No.11 to No.13	50	60	☑
Е	Sum of indicators from No.14 to No.21	-	65	☑

According to the quantitative requirements for the academic position "Associate Professor" at UE - Varna, set out in Article 65, paragraph 1, item 16 and in Annex 1 of the Regulations for the Development of Academic Staff at UE - Varna, the candidate Svilen Ivanov has 115 points in the indicator "Scientific Reports" (with a required minimum of 30 points) and 84.9 points in the indicator "Scientific Articles and Studies (with a required minimum of 80 points).

### **III. GENERAL EVALUATION OF TEACHING AND LEARNING (IN ACCORDANCE WITH THE REQUIREMENT OF ART. 71 OF THE REGULATIONS FOR THE DEVELOPMENT OF ACADEMIC STAFF AT THE UNIVERSITY OF ECONOMICS - VARNA)**

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The candidate for the advertised academic position of Associate Professor has 10 years of teaching experience as Assistant Professor (2012-2015) and Senior Assistant Professor (from 2015 to present) at the University of Economics - Varna. He has taught Bachelor's and Master's students in various disciplines, including Marketing, Distribution Management, Advertising Technology, Academic Studies, Digital Media and PR Fundamentals, Digital Marketing Research, Social Media, Event Marketing, Corporate Communications Management, Branding, PR strategies and practices, Photography and video production, Interactive marketing, Consumer behavior analysis, Digital and social media, Creative strategies in branding, Management and marketing, Planning and evaluation of advertising and media communications, Content management in advertising communications, Applied semiotic analysis of advertising. In the framework of the Erasmus+ academic exchange programme, he has been a guest lecturer at the Universities of Montpellier, Prague, Porto and Almeria.

From the information provided to me, as well as from available public sources, it is evident that Dr. Svilen Ivanov, as an academic lecturer, adheres to a practical orientation in teaching disciplines related to the creation and management of advertising content, digital media and PR. He has been a supervisor of graduate students. He has won the Panitza Journalism Award since 2004. He has experience as a scriptwriter of TV and short animated films for children, radio and TV commercials, as well as the concept of transforming marketing content into artistic text.

Given these facts, it can be reasonably assumed that, as a result of the combination of practical and teaching experience, the candidate is able to plan, organize and conduct academic lecture courses and seminars in disciplines corresponding to the scientific specialty announced in the competition. With this experience, he meets the requirements of Article 62(1), (2) and (5) and Article 71(5)(1) and (2) of the Regulations for the Development of Academic Staff at the Varna University of Economics.

### **IV. IDENTIFIED SCIENTIFIC CONTRIBUTIONS OF THE CANDIDATE**

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From the thorough analysis of the submitted scientific works of the candidate, Dr. Svilen Ivanov, I could highlight and acknowledge the following contributions:

- Develop procedures for applying semiotic analysis in the marketing content creation process.
- Discovering links between active citizenship and sustainable consumption attitudes in the context of marketing policy adaptation.
- Applying qualitative methods in planning experiments with advertising content.

### **V. CRITICAL COMMENTS AND RECOMMENDATIONS**

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The methodological approaches used by the candidate in planning and conducting research on the effects of exposure to advertising content rest primarily on qualitative methods of analysis suitable for determining the hypothetically most appropriate communication stimulus. Although



the habilitation study speaks at length about the use of experimental design (referring to an "after only" type of experimental design, (see Ivanov, S., 2021, Semiotic Analysis of Advertising Research, Varna, pp. 121-123), it is essentially not a form of quasi-experiment, despite the author's claim of a lottery selection of participants in the experimental and control groups, which is hardly an adequate approach for empirically establishing statistically significant causal effects. It is noteworthy that the author only works with psychographic scales, which are highly debatable to say the least when measuring the effect of communication impact. Such an approach probably has its place at a very early stage in the development of the creative concept of an advertising strategy, but from a practical point of view it is not effective. I recommend that in future research the author should rely more on objectively measurable and observable customer responses, such as any type of conversion. This would allow him to much more accurately and reliably assess the direction and effect of communication impact with trivial A/B tests, which have long been standard in digital marketing.

In this context, and in the tradition of the scholarly dispute inherent in the procedures for obtaining a higher academic position, I would pose for discussion the following question: how do the signs, symbols, and meanings embedded in the creative conception of a communication campaign and the semantic nests identified with them in an advertising plot help to measure the impact of an advertising experiment? Is this not a doomed attempt to "measure the unmeasurable"? In essence, by measuring attitudes and perceptions, it is difficult (if not impossible) to predict consumer reactions. Isn't it more effective and productive to apply semiotic analysis (which is essentially a qualitative method) at the stage of defining options/scenarios/vision for communication impact, and use the actual experiment (which is a quantitative, empirical method) to test the effect and choose the right alternative for impact?

## VI. CONCLUSION

The scientific outputs and teaching experience of Dr. Svilen Ivanov meet the national and institutional requirements for eligibility for the academic position of Associate Professor. His scientific and academic indicators comply with the quantitative and qualitative parameters and criteria required by the Law of the Republic of Bulgaria and provided for in the Regulations for its implementation. All this gives me grounds to propose DEFINITELY and WITHOUT CONSIDERATIONS to the esteemed scientific jury that Dr. Svilen Venkov Ivanov be appointed to the academic position of Associate Professor in the professional field 3.8. Economics, scientific subject "Marketing" (marketing content analysis).

08/11/2022

Svishtov

Prepared by:

Заличена информация съгласно  
33ЛД и регламент (ЕС) 2016/ 679

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Assoc. Professor Dr. Todor Krastevich  
Member of the Scientific Jury

**TODOR BORISOV  
KRASTEVICH**

## OPINION

Prepared by **Assoc. prof. IVAN RASHKOV MARCHEVSKI PhD.**, Department of "Marketing" at the Dimitar A. Tsenov Academy of Economics - Svishtov, habilitated in the scientific specialty "Marketing". Member of the Scientific Jury, created by Order No. RD 06-103 from 06/09/2022 of the Rector of University of Economic - Varna and Decision of the First meeting of the Scientific Jury from 07/18/2022 to determine reviewers for the contest.

The opinion was prepared in connection with a contest for the occupation of the **academic position ASSOCIATE PROFESSOR** at University of Economics - Varna, in the area of higher education 3. Social, economic and legal studies, professional direction 3.8. Economics, scientific specialty Marketing (marketing content analysis), for the needs of the "Marketing" department of UE - Varna ("State Gazette", issue 36/13.05.2022).

In writing the opinion, the indicative structure of an "opinion" developed by a member of a scientific jury for occupying the academic position of "Associate professor" according to announced competitions at UE - Varna was observed.

**Personal characteristic of the candidate**

One candidate took part in the announced contest for the academic position of "Associate professor" – Head assistant professor Svilen Venkov Ivanov, PhD. The candidate has submitted the documents that are required according to the LDAS in the Republic of Bulgaria, the Regulations for its application and the Regulations for the Development of the Academic Staff (RDAS) in the UE - Varna.

From the provided autobiography, it is clear that Svilen Ivanov holds 2 master's degrees, one in "Bulgarian philology" from Sofia University "St. Kliment Ohridski" and another, in corporate and applied marketing from UE - Varna. The candidate has 10 years of experience in teaching in the higher education system. During the entire period (from 2012 till now) he was employed at UE - Varna, where he held the positions of "Assistant professor" and "Head assistant professor". Prior to that, he had 8 years of journalistic experience and 2 years of teaching experience in the secondary schools (*reference 2 – CV*).

Svilen Ivanov holds a PhD in marketing, acquired in 2015, based on a successfully defended dissertation on the topic "Marketing effectiveness of investments in the production and sale of organic products in Bulgaria". This fact is certified by the Diploma from UE - Varna No. 042 from 01.09.2014 (*reference - declaration, document 08.03.24*).

### **Assessment of the scientific production of the candidate**

For reviewing Svilen Venkov Ivanov has presented 24 scientific publications, 11 of which are in a foreign language, with a total volume of 695 pages (*reference 08.03.15 FM*). They include 3 monographs, 2 of which are independent (524 pages in total), 3 co-authored studies (66 pages in total), 7 scientific articles (62 pages in total), of which 2 in foreign publications (17 pages) and 10 scientific reports (60 pages), 4 of which abroad. Separation protocols are presented for joint publications.

Two of the publications are indexed in the SCOPUS database and two in the Web of Science database.

This prove compliance with the requirements of Art. 71 par. 2 from RDAS in UE - Varna.

From the documents provided for the competition, it is clear that the candidate's publications have 9 citations (*reference 08.03.16 FM*).

In the materials submitted for review, I found no evidence of plagiarism.

**Conclusion.** My general impression regarding Svilen Venkov Ivanov's scientific interests and research achievements is that he fits the profile of the field for which the competition is announced - marketing. The quantitative parameters of his scientific production exceed the requirements laid down in Art. 62, items 4 and 5 in connection with art. 71, para. 3 from RDAS in UE – Varna. The quality corresponds to the established scientific standards. This gives me a reason to rate positively the candidate's research activity and results.

### **Evaluation of teaching and learning activity of the candidate**

I will make the evaluation in several directions.

*First*, auditorium occupancy.

The documents that the applicant has provided give me a reason to claim that he meets the requirements of Art. 62 item 2. from RDAS in UE – Varna and participates in the competition legitimately. Duly certified references for the academic employment of Svilen Venkov Ivanov for two academic years 2020/21 and 2021/22. (*reference 08.03.12 FM*). For the indicated years, the candidate had annual classroom workload as follows:

- academic year 2020/21 - "Bachelor" degree students - 231 hours, "Master" degree students - 165 hours. Total 396 hours;
- academic year 2021/22, "Bachelor" degree students- 225 hours, "Master" degree students - 111 hours. Total of 336 hours.

*Second*, prepared and published teaching materials.

For review the candidate submitted 3 textbooks and teaching aids, with a total of 309 pages (*reference 08.03.15 FM*). All teaching materials are co-authored. Their topic is relevant to the announced competition.

*Third*, working with students and participating in scientific projects.

In the candidate's CV, participation in only 1 research project - "Sustainable consumption in an urban environment - regional differences" from 2020 is noted. There is no information about the candidate's participation in activities related to work with students, outside of the usual teaching process.

*Fourth*, another educational activity.

Svilen Ivanov has experience as a participant in international exchanges under the Erasmus+ program. From the information provided by the candidate, it is evident that he has taken part in teaching mobilities in universities in France, the Czech Republic, Portugal and Spain (*reference 2 – CV*).

**Conclusion.** Based on the information provided to me, I can conclude that Svilen Venkov Ivanov, PhD has the competences necessary for acquiring the academic position "Associate professor".

### **Scientific contributions of the candidate**

Acquaintance with the candidate's works gives me reason to assume that his works have original contributions that can be systematized in the following areas.

*First, enrichment of the marketing knowledge* in the field of advertising management by exploring the possibilities of using semiotic analysis in the process of creating advertising and marketing content and in evaluating the impact of advertising on the target audience (*publications No. 1.1.; No. 5.4.; No. 6.5.; No. 13.7.; No. 17.4.; No. 21.8.; No. 24.1.; No. 27.1*).

*Second, the enrichment of the toolkit, of marketing management*, by defining key metrics, developing and testing a methodology for the use of applied semiotic analysis within advertising research (*publication 1.1*).

*Third, a study of the marketing aspects* of a specific business problem. Specifically, the candidate's research on the possibilities of using marketing as tools to promote sustainable consumption and the involvement of consumers in causes aimed at achieving sustainable development can be highlighted. (*publications 3.2, 7.1, 9.3, 11.5, 23.10.1 and 23.10.2*).

The documents contain claims for scientific contributions that are related to the doctoral dissertation of Svilen Ivanov, because of this they cannot be accepted as relevant to the current evaluation of the candidate (scientific contribution 6).



## Critical notes and recommendations

Critical remarks about the activities and scientific achievements of Svilen Ivanov can be addressed in two directions. First of all, the candidate's participation in scientific research projects and work with students are insufficient. Bearing in mind that this is a main element of the "job description" of habilitated lecturer we could state that he must work hard in this direction. Second, so far, his scientific interests are in three very different areas, which is a prerequisite for wasted efforts and lower scientific efficiency. In my opinion, focusing on one or two topics more closely related to marketing would yield better scientific results.

## Summary

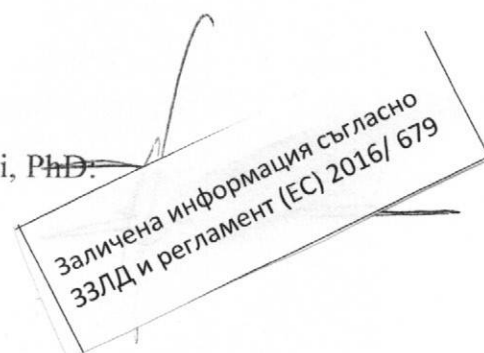
Everything up to this point gives me reason to conclude that:

- The candidate Svilen Venkov Ivanov meets the national requirements for holding the academic position "Associate professor", according to art. 1, para. 1 and art. 53, para. 1 of RALDAS of Republic of Bulgaria, as well as the requirements provided for in art. 62, item 5. from RDAS in UE – Varna.
- He has serious potential as a scientist and as a teacher and would help to raise the authority of the "Marketing" department and UE - Varna, in the country and abroad.

**Conclusion.** I express my opinion with conviction that Svilen Venkov Ivanov has the necessary qualities and scientific achievements to occupy the academic position of "Associate professor" at the University of Economics - Varna, majoring in Marketing. In this regard, I allow myself to propose to the respected Scientific Jury and the Faculty Council at the Faculty of Management of the UE - Varna **to approve the candidacy of Svilen Venkov Ivanov, PhD, for the academic position of "Associate professor" in "Marketing"**.

Svishtov  
26/08/2022

Assoc. prof. Ivan Marchevski, PhD.





ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ ВАРНА

Вх. № P220-1044 / 09.09.2022

## OPINION

from Prof. Evgeni Petrov Stanimirov, PhD - area of higher education 3. *Social, Economic and Legal sciences*, professional field 3.8. *Economics*, scientific specialty "Marketing",  
University of Economics - Varna

**Regarding:** competition for occupying the academic position of "associate professor" in PF 3.8 *Economics*, scientific specialty *Marketing* (analysis of marketing content) for the needs of the Department of Marketing at the University of Economics - Varna.

### 1. Information about the competition

The competition for occupying the academic position of "associate professor" in: area of higher education 3. *Social, economic and legal sciences*, PF 3.8. *Economics*, scientific specialty *Marketing* (analysis of marketing content) was announced in SG 36/13.05.2022. I am a member of the scientific jury in the competition pursuant to a decision of the Faculty Council of the Faculty of Management and order RD-06-103/09.06.2022 of the Vice-Rector for AAA of UE-Varna. The opinion is prepared pursuant to a decision by the first sitting of the scientific jury (of 18.07.2022).

### 2. Information about the candidates in the competition

Chief Assist. Prof. Svilen Venkov Ivanov, PhD is the sole candidate in the competition.

### 3. Fulfilment of the requirements for occupying the academic position

The submitted statement on the fulfilment of the minimum national requirements under Art. 2b, Para. 2 and 3 of the LDASRB for occupying the academic position "associate professor" in PF 3.8 "Economics" indicates fulfilment of the cumulative quantitative requirements, formed by the components in the section "National minimum requirements" under the LDASRB (Art. 2b) and the Regulation on its implementation (Art. 1a, Para. 1).

The required number of points for the fulfilment of the national minimum requirements is 400, whereas the candidate's actual performance is 571.5 pts., as follows:

- Defended thesis for awarding the ESD of "Doctor" (50 pts);
- Publications on the dissertation (40 pts);
- Habilitation work on the subject of: *Semiotic Analysis in Advertising Research* (100 pts);



- Published book, based on the defended thesis for awarding the ESD of "Doctor", on the subject of: *Marketing Efficiency in the Production and Sale of Bioproducts in Bulgaria* (75 pts);
- 3 Publications in scientific journals, referenced and indexed in world-famous databases containing scientific information (60 pts);
- 14 articles and papers, published in unreviewed magazines with scientific reviewing or published in edited joint volumes (94.9 pts);
- 1 study, published in a scientific journal in Scopus (15 pts);
- 2 studies, published in unreviewed magazines with scientific reviewing (30 pts);
- 3 published chapters of joint monographs (46.6 pts);
- 2 citations in scientific publications, referenced and indexed in world-famous databases containing scientific information, or in monographs and joint volumes (30 pts);
- 6 citations in unreviewed magazines with scientific reviewing (30 pts).

The statements on the fulfillment of the minimum national requirements under Art. 2b, Para. 2 and 3 of the LDASRB for occupying the academic position "associate professor" in PF 3.8 *Economics*, scientific specialty *Marketing* (analysis of marketing content) prove that the candidate in the competition possesses a profile and authority in his field, which are appreciated by the scholarly staff.

The candidate in the competition has his own monographic work, which is published in a specialized scientific journal. There are no known data on detected plagiarism. Chief Assist. Prof. Svilen Ivanov, PhD has carried out mobilities under the Erasmus+ programme. Information on participations in research projects is submitted. He has participated in scientific conferences as a member of organizing committees and programme committees. With all this Chief Assist. Prof. Svilen Ivanov, PhD conforms to the requirements of Art. 71 of the Regulations for the Development of Academic Staff at the University of Economics - Varna.

#### 4. Evaluation of academic and teaching activity

Chief Assist. Prof. Svilen Ivanov, PhD is a well-established lecturer in: *Interactive Marketing, Event Marketing, Digital Marketing Research, Marketing Communications, Social Media, Content Management in Marketing Communications, Creative Strategies in Branding, Planning and Evaluation of Advertising and Media Communications*, etc. Only for the last 2 (two) years the candidate in the competition has worked 732 class hours in lectures and seminars/tutorials (456 hours in the EQD of "Bachelor" and 276 hours in the EQD of "Master").

He has participated in the preparation of educational materials intended for students, among which: (1) textbooks (co-author in 3 textbooks); (2) electronic learning materials.

In recent years Svilen Ivanov has developed several new lecture courses in the EQD of "bachelor" in connection with the provisioning for the training process of the programme *Digital Media and PR*.



His active work with students is along the following lines: (1) Deputy Head of the Department of Marketing; (2) scientific supervisor of graduating students; (3) instructor of student groups in obligatory placements/traineeships after their third year of studies; (4) leader/moderator of tutor meetings with students for receiving feedback on the training process.

All this demonstrates that the candidate in the competition possesses the required experience as a lecturer and level of preparation for occupying the academic position of "associate professor".

## 5. General characterization of the presented scholarly works/publications

For participation in the competition Chief Assist. Prof. Svilen Ivanov, PhD has presented 27 publications, 25 of those in scientific and 2 in popular journals (the latter are not subject to reviewing, insofar as they do not concern economic topics). The works submitted for reviewing for participation in the competition for the academic position of "associate professor" have the following structure: 6 monographs (3 of those written independently), 7 articles, 2 of which written independently; 10 scientific papers (3 of which written independently), 3 textbooks and handbooks and 2 popular publications. A total of 9 of these have been published in a foreign language.

The review of the submitted works shows concentration and specialization of Chief Assist. Prof. Svilen Ivanov, PhD in the area of: (1) Semiotic analysis; (2) Pretesting/Predictive testing of the impact of advertising on the audience; (3) Sustainable consumption; (4) Marketing efficiency of investments. In the publications the emphasis is placed on seeking practical and applied effects of the research.

The habilitation work *Semiotic Analysis in Advertising Research* defends the proposition that the alteration of at least one element in the advertising copy/text leads to a change in the advertisement's impact on the audience. In the focus of the monographic work is the use of semiotic analysis in conducting advertising research of experimental design. In it are defined major semiotic concepts, which can be used in the analysis of the advertising copy/text. An overview of the use of applied semiotic analysis is made and guidelines on its use in the analysis of television advertisements are laid down.

The primary objective of the research in the submitted monographic work is: based on the conducted analysis of prior research works as well as practical ones on the use of semiotic tools in advertising research, to formulate methodological guidelines and develop a toolkit by means of which to provide the necessary data in order to find out whether the substitution of certain elements of the advertising copy/text with other similar elements (such as physical characteristics of the characters, type of plot, etc.) leads to differences in the ratings of the advertised brand or product.

The monograph is structured in three chapters.

In chapter one the author examines the preconditions for the use of applied semiotic analysis in advertising research. An overview of scientific publications connected with the use of advertising pretests/predictive advertising tests, the qualitative





methods and the research of experimental design in studying the impact of advertisements.

Chapter two is connected with pretests and the semiotic approach in advertising research. Guidelines on the use of semiotic analysis within the study of advertising and advertising creativity are laid down. The use of a multidisciplinary approach is justified, and a combination of various research methods is put forward.

Chapter three presents the findings of conducted empirical research and analysis of the advertisements used. The results of the conducted empirical research are described, and the advertisements used as independent variables in the performed experiments are also analyzed. Based on the obtained results and the drawn conclusions a procedure is proposed for the use of applied semiotic analysis within advertising research.

## 6. Evaluation of the scientific and applied research contributions

In the publications submitted for reviewing there can be identified scientific and applied research results of contributory nature. The subject-matter of the research works manifests a clear and profound orientation of the author towards issues connected with the following: semiotic analysis; pretesting the impact of advertising on the audience; sustainable consumption; marketing efficiency of investments.

The author's style differs from the prevalent style in academia, insofar as he has his own character with a clearly expressed author's standpoint. Chief Assist. Prof. Svilen Ivanov, PhD demonstrates the skill to analyze, synthesize and integrate various theoretical formulations and on that basis to lay out logically consistent conclusions.

Among the more substantial scientific, methodological and applied research contributions of the candidate in the competition the following can be pointed out:

1. In terms of the use of applied semiotic analysis in the creative process of authoring advertising and marketing content, and in assessing the impact of advertising on the target audience, the candidate in the competition puts forward a matrix of the signs forming the text of television advertisements and a concept for generating new meanings - within the semiosis - during the perception of advertising content. He further proposes and tests a procedure for the use of applied semiotic analysis within advertising research.

2. Principal specificities, methods and techniques in the use of field and laboratory experiments for pretesting the advertising impact on the audience are summarized, and are analyzed the used variables, scales, sampling approaches and methods of analyzing the results. Recommendations on the design for implementing the experimental approach in the preliminary analysis of the impact of the advertising and marketing content on the target audience are laid down.

3. An approach to the creation of a typology of online advertising is put forward, and are formulated basic characteristics, which can be used in the creation of a classification of online advertising in general, and in particular that in the various social media.



4. A theoretical model is advanced for studying the factors influencing the intentions of consumers for steady actions, which may take the form of sustainable consumption and commitment for achieving sustainability. A scale for measuring the differences between the perfect idea and the ratings on reality by respondents is substantiated, and there are provided directions for profiling consumers exhibiting stable behaviour.

5. A generalized criterion for differentiating between marketing investments and marketing costs is proposed, a process developed by the author for evaluating the marketing efficiency of investments on a conceptual level is justified, and a conceptual model is designed for the organization of the information processes, ensuring the management of marketing efficiency.

## 7. Critical remarks and recommendations

1. The substantial research experience and expertise of our colleague is the reason to recommend that he be involved as member of editorial boards of journals in the area of economics.

2. The experience gained and the methodical training of the candidate in the competition implies that there be sought his practical placement (e.g. through consulting businesses, development of practical materials oriented towards the business, etc.).

## 8. Conclusion

The observations connected with the research, publication, teaching and practical activities of Chief Assist. Prof. Svilen Venkov Ivanov, PhD unequivocally indicate conformity with the requirements of the LDASRB for occupying the academic position of "associate professor" and with the *Regulations on the Development of Academic Staff at UE-Varna*. This gives me reason to express a definitely favourable attitude on the presented competition and to propose that the esteemed members of the scientific jury support the candidature of Chief Assist. Prof. Svilen Venkov Ivanov, PhD for occupying the academic position of "associate professor" in PF 3.8 *Economics*, scientific specialty *Marketing* (analysis of marketing content) with the University of Economics - Varna.

02 September 2022  
Varna

Signed:

(Prof. E. Stanimirov, PhD)

Заличена информация съгласно  
33ЛД и регламент (ЕС) 2016/ 679

## STANDPOINT

by Professor Bistra Konstantinova Vassileva, PhD from the University of Economics-Varna  
of the materials submitted for participation in the competition  
for the academic position of "Associate Professor" in the University of Economics-Varna (UEV)  
in the field of higher education 3. Social, Economic and Legal Sciences,  
professional field 3.8 Economics, scientific specialty „Marketing (marketing content analysis)“

### 1. General information.

This standpoint was prepared by Prof. Bistra Vassileva, PhD from the University of Economics-Varna, appointed as a member of the scientific jury according to the Order of the Rector of the University of Varna No. RD 06-103 of 06/09/2022. The decision to prepare a standpoint was taken on the first meeting of the scientific jury as announced in SG No. 36/13.05.2022, competition for filling the academic position of "Associate Professor" in professional field 3.8. "Economics", scientific specialty "Marketing (marketing content analysis)" on 18.07.2022 at 11:30 a.m.

### 2. Contest details.

The competition for the academic position "Associate Professor" is held in scientific field 3. Social, economic and legal sciences, Professional direction 3.8. Economics, scientific specialty "Marketing (marketing content analysis)". The competition was announced by the Department of Marketing and the decision of the Faculty Council of the Faculty of Management with protocol No. 34 of 31.05.2022. The competition announcement was published in the State Gazette no. 36/13/05/2022.

### 3. Contest candidates.

The only candidate for participation in the announced competition is:

Chief Assist.Prof. Svilen Venkov Ivanov, PhD from the University of Economics-Varna.

### 4. General description of the presented scientific works after the last procedure.

The set of materials for scientific publications in a digital version, presented by Chief Assist. Prof. Svilen Ivanov, PhD, corresponds to the requirements under Art. 62, item 3 in connection with Art. 71 of the Regulations for the Development of the Academic Staff (RDAS) at the University of Economics - Varna and includes the following documents:

- Resume (CV)
- Declaration of originality

- Summaries of scientific publications in Bulgarian language
- Summaries of scientific publications in English language
- List of scientific publications for the competition for Associate Professor
- Reference of citations
- Reference-declaration of fulfillment of the minimum national requirements for occupying the academic position "Associate Professor"
- Reference-declaration for occupying the academic position of "Associate Professor" according to Art. 65, Para. 1, Item 16 of the RDAS in UEV
- Transcript-excerpt from the minutes of a meeting of the "Marketing" department for the discussion of a monograph
- Screenshots of publications in Scopus and Web of Science
- Separation protocols of the publications included in the competition
- List of publications in the UEV publications register
- List of publications in the Register of Academic Positions and Dissertations

Chief Assist.Prof. Svilen Ivanov, PhD, presented in digital format all the scientific publications with which he participated in the competition. The candidate has submitted a total of 32 scientific works, including 4 scientific publications on the dissertation work, 1 monograph in the announced scientific field, 5 monographs/studies, 7 articles, 10 papers, 3 textbooks/teaching guides and 2 publications in popular science style. 28 scientific works that are outside the dissertation are accepted for review and are taken into account in the final evaluation. A structural quantitative overview of the publications submitted for review by the candidate for his participation in the competition for the academic position "Associate Professor" is reflected in Table 1.

Table 1

Quantitative overview of the publication activity of Chief Assist.Prof. Svilen Ivanov, PhD for his participation in the competition for the academic position "Associate Professor"

Types by groups of publications	Individual		With co-authors		Total	
	<i>Number</i>	<i>Volume, pages</i>	<i>Number</i>	<i>Volume, pages</i>	<i>Number</i>	<i>Volume, pages</i>
1. Monographs	4	515.8	2	69.7	6	585.5
2. Scientific articles, incl.	2	15.4	5	24	7	39.4
- Bulgarian editions	1	12	4	20	5	32
- international editions	1	13.4	1	4	2	17.4
3. Scientific papers, incl.	5	40	5	20	10	60
- Bulgarian editions	3	24	1	4	4	28



- international editions	2	16	4	16	6	32
4. Textbooks and teaching guides	-	-	3	309	3	309
5. Other publications	2	65	-	-	2	65
<b>Total</b>	<b>13</b>	<b>636.2</b>	<b>15</b>	<b>422.7</b>	<b>28</b>	<b>1058.9</b>

Of the presented publications, 13 are written in English language and include 2 studies, 5 articles and 6 papers with a total volume of 114 pages. The candidate has submitted 4 articles and papers published in scientific journals, referenced and indexed in world-renowned databases of scientific information, as follows: 2 publications in Scopus (co-authored) and 2 publications in Web of Science, one of which is individual.

The publications of Chief Assist.Prof. Svilen Ivanov, PhD thematically are mainly focused on (1) analysis and management of marketing content, (2) sustainable development (incl. CSR) and sustainable consumption, (3) online advertising, (4) ) social media. The main interest is the independent monographic study (Ivanov, S. Semiotic analysis in advertising studies, Varna: Science and Economy, 2021). The main emphasis there is placed on the use of semiotic analysis in conducting advertising research with an experimental design. Based on the results of an empirical study, advertisements used as independent variables in the conducted experiments were analyzed and a procedure for the use of applied semiotic analysis within advertising research was proposed.

After my detailed acquaintance with the publications proposed by the candidate for participation in the competition, I can state that the national requirements according to the Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria have been met (Table 2).

Table 2

Actual performance of the minimum national requirements for occupying the academic position "Associate Professor" by groups of indicators, field of higher education 3. Social, Economic and Legal Sciences

<b>Group of indicators</b>	<b>Number of the indicators</b>	<b>Minimum national requirements (points for Assoc.Prof.)</b>	<b>Actual performance</b>	<b>Conformity</b>
A	Indicator №1 (PhD)	50	50	Yes
	№2 Publications on PhD thesis	30	40	Yes
B	Indicator №3 (Habilitation work)	100	100	Yes
C	Sum of the indicators from №4 to №10	200	306.5	Yes

D	Sum of the indicators from №11 to №13	50	60	Yes
E	Sum of the indicators from №14 to №21	-	-	-

### **5. General assessment of teaching work.**

The candidate has submitted a report on his/her academic workload in the Bachelor's Degree and Master's Degree for the academic years 2020/21 and 2021/22 in accordance with the requirement under Art. 62, item 2 in connection with Art. 71 of the Regulations for the Development of the Academic Staff at the University of Economics - Varna. During this period, Chief Assist. Prof. Svilen Ivanov, PhD was mainly engaged in lectures at the Bachelor's Degree in disciplines in the field of the competition, such as: Social Media, Interactive Marketing, Basics of DMPPR, Digital Marketing Research, Event Marketing with general classroom workload for the period of 456 hours. For the same period, the candidate led lectures and seminars at the Master's Degree in disciplines in the field of the competition, such as: Content Management in Advertising Communications, Planning and Evaluation of Advertising and Media Communications, Digital and Social Media with a total classroom load for the period of 276 hours.

### **6. Identification of scientific contribution.**

Based on the scientific works submitted for participation in the competition by Chief Assist. Prof. Svilen Ivanov, PhD and his contributions to each of the publications, I can suggest the following findings:

- The applicant has not categorised the submitted contributions as scientific, scientific-applied or applied.
- I define the adaptation of the theoretical standpoints of semiotics for the purposes of analysis of advertising content and the proposal of an approach in creating a typology of online advertising as scientific contribution.
- I define some of the research, analysis and recommendations as applied contributions.

I systematize the contributions presented by the candidate in the following order:

- Development and testing of a methodological framework based on a multidisciplinary approach for using applied semiotic analysis in advertising research.
- Identifying the relations between pretests of advertising content and experimental marketing research and deriving a design for applying the experimental approach in the

preliminary analysis of the impact of advertising and marketing content on the target audience.

- Deriving and validating the relationships between active citizenship and attitudes towards sustainable consumption for the optimization of marketing strategies for brand positioning based on a theoretical model for profiling consumers with sustainable consumption.

The candidate has indicated a total of 9 citations according to the reference provided by him. I define suggested citations in scientific papers in non-refereed peer-reviewed journals and conference proceedings, as this is not explicitly stated in the reference.

#### **7. Critical notes, questions and recommendations.**

The findings regarding the candidate's performance in the teaching and research fields are the basis for formulating the following recommendations:

- To strengthen the creative activity of Chief Assist. Prof. Svilen Venkov Ivanov, PhD for publishing articles and reports in scientific publications, referenced and indexed in world-famous databases with scientific information.
- The candidate to continue his research activity in the field of marketing content analysis applying methods based on artificial intelligence.
- The candidate to strengthen his work on research and applied projects, including on an international scale.

#### **8. Conclusion.**

The overview of the publications, the facts from the attached references, the evaluation of the attached publications and my personal impressions of the work with Chief Assist. Prof. Svilen Venkov Ivanov, PhD, give reason to emphasize the results achieved by him in teaching and research fields. The documents and materials presented by Chief Assist. Prof. Svilen Venkov Ivanov, PhD, meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the Implementation of ZRASRB and RDAS at UEV.

The candidate in the competition has submitted a sufficient number of scientific works published after the materials used in the defense of the PhD Degree. The candidate's works contain original applied contributions, as a representative part of them are published in journals and scientific collections published by Bulgarian and international academic publishing houses in the

field of the competition. The results achieved by Chief Assist. Prof. Svilen Ivanov, PhD, in teaching and research activities, fully correspond to RDAS at UEV.

After getting acquainted with the materials and scientific works presented in the competition, analyzing their significance and the scientific-applied and applied contributions contained in them, I find it reasonable to give my positive assessment and to recommend the Scientific Jury to prepare a report-proposal to the Academic Council for election of Chief Assist. Prof. Svilen Venkov Ivanov, PhD to the academic position "Associate Professor" at UEV by professional direction 3.8. Economics, scientific specialty "Marketing (marketing content analysis)"

09 September 2022

Standpoint prepared by

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

/Prof. Bistra Vassileva, PhD/



**STATEMENT**

**BY: PROF. DR. HRISTO IVANOV KATRANJIEV**  
**UNIVERSITY OF NATIONAL AND WORLD ECONOMY**

**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).

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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 was chosen as a member of the Scientific Jury, and by decision of the first meeting of the jury on 18.07.2022, I have to present a written statement.

### **1. GENERAL PRESENTATION OF THE RECEIVED MATERIALS**

The presented materials as well documents are relevant to the requirements of 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. In the announced competition there is single candidate - ch. Assistant Professor Svilen Venkov Ivanov, PhD.

### **3. PROFESSIONAL CHARACTERISTICS OF THE CANDIDATE**

Chief assistant professor Svilen Ivanov has strong scientific interests in the sphere of marketing. I have read his works devoted on the analysis of marketing content. My opinion about his research work is highly positive. The candidate is well known to the colleagues from the academic sphere. He teaches interesting marketing courses that are valued by the students and by the colleagues.

Chief assistant professor Svilen Ivanov is also very active when speaking about academic events (conferences).

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.

### **4. QUANTITATIVE AND QUALITATIVE EVALUATION ACCORDING TO THE NORMATIVE CRITERIA AND INDICATORS**

The requirements for academic growth are defined by „Law on the Development of the Academic Staff in the Republic of Bulgaria“, candidates for the academic position „Associate Professor“.

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.

The measurement of metrics and indicators are as follows:

<u>Criteria</u>	<u>Indicators</u>	<u>Points</u>	<u>Achieved points</u>
A	1. Dissertation work for the award of the educational and scientific degree „doctor“	50	50
B	3. Habilitation thesis - monograph	100	100
	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/n	60
Г	7. Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes	10/n	94,9
	8. Studies published in scientific publications, referenced and indexed in world-renowned databases of scientific information	45/n	15
	9. Studies published in non-refereed peer-reviewed journals or published in edited collective volumes	15/n	30
	10. Published chapter of a collective monograph	20/n	46,6
		<b>Total</b>	<b>321,5</b>
	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
Д	12. Citations in peer-reviewed monographs and collective volumes	10	
	13. Citations or reviews in non-refereed peer-reviewed journals	5	30
		<b>Total</b>	<b>60</b>
		<b><u>TOTAL</u></b>	<b><u>531,5</u></b>

The candidate has submitted:

- monograph - 1
- published book on the dissertation work and - 1
- participation in a collective monograph - 1
- 20 studies and articles, conference reports - 20
- participations in collective monographs and textbooks. -2

From quantitative perspective the candidate exceeds the minimum requirements.

The qualitative side of the assessment is also very strong. As a reviewer of his previous works I have read most of candidate's publications. I would like to mention his monographic work „Semiotic analysis in advertising studies“. According to my opinion it is an original research on a topic that is not often investigated (especially in Bulgaria). Besides that, the research is done thoroughly and deep. The conclusions are useful. This monograph pushes ahead the academic sphere as well the managers' practice.

The rest of the publications of the candidate also meet the higher qualitative standards of set by the „Law on the Development of the Academic Staff in the Republic of Bulgaria“ as well as the „Regulations for the Implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria“ and the „Regulations for the Development of the Academic Staff at the University of Economics - Varna“.

## **5. CONTRIBUTIONS TO THE CANDIDATE'S RESEARCH**

The scientific contributions of the candidate are prolific and most of the, are important as well as original. These contributions can be presented as:

- Basic theoretical propositions from semiotic science are adapted for the analysis of advertising content, proposing a matrix of signs forming the text of television commercials and a concept of the generation of new meanings within the semiosis in the perception of advertising content;
- The need for a multidisciplinary approach to the analysis of marketing content is argued, involving a combination of methods and techniques

from applied semiotic analysis, qualitative, quantitative and experimental research;

- Based on empirical studies, a procedure for using applied semiotic analysis within advertising research is proposed and approbated;
- The necessity of studying the individual contribution of the elements of advertising text is argued, and the benefits of studying them and the advantages of this approach over traditional research on the overall impact of advertising on consumers are outlined;
- The relationships between pre-testing of advertising content and experimental marketing research are explored.
- The main specifics, methods and techniques in the use of field and laboratory experiments to pre-test advertising impact are summarized.
- Design recommendations are formulated for applying the experimental approach to the preliminary analysis of the impact of advertising and marketing content on target audiences;
- Based on an empirical study, described the practices of using pre-tests of advertising and marketing content in Bulgaria and formulated guidelines for overcoming the weaknesses associated with their implementation.
- An approach to creating a typology of online advertising is proposed.
- A theoretical model is proposed to investigate the factors influencing consumers' intentions for sustainable actions.
- Based on the results of an empirical study, a scale is proposed to measure the gaps between respondents' ideal perceptions and reality assessments, providing guidelines for profiling consumers with sustainable behavior;
- Based on a qualitative study conducted with respondents from Bulgaria, Romania and Serbia, two sets of motives underlying the links between activism and sustainable behaviour - eco- and self-centred - are derived.
- Recommendations are formulated concerning the use of the research results for positioning products and services in the segment of consumers with different manifestations of sustainable behaviour.



According to my opinion these scientific contributions indicate a hard work and insistence through many years of research. They present the candidate as a solid and conscientious scholar.

## **6. CHARACTERIZATION OF THE CANDIDATE'S ACADEMIC REPUTATION**

Ch. assistant professor Dr. Svilen Ivanov is famous within the scientific circles within our country. Judging from his scientific work and my personal contact with him I, as already mention above" think that his is a high professional scholar and a lecturer.

## **7. CRITICAL NOTES AND RECOMMENDATIONS**

From the point of view of my scientific interests (advertising, branding, etc.) I would like to recommend chief assistant professor Svilen Ivanov to go further with his "semiotic investigations in the field of advertising" or putted differently - "advertising investigations in the field of semiotics". I think that the relation semiotics-advertising is an important an important field of research from academic and practical perspective.

## **8. CONCLUSION**

Ch. assistant professor Dr. Svilen Ivanov, in his capacity as a candidate for the academic position „associate professor“, meets the accepted recommended meets requirements. His scientific publications are valuable and the contributions are original and significant.

Having in mind the quantitative side of his scientific publications as well as the qualitative side I confidently propose chief assistant professor Svilen Venkov Ivanov, PhD, to be elected for the academic position „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. My personal vote is definitely „YES“!

**Member of the scientific jury:**

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(~~Проф. д-р. Христо Катранджиев~~)

September 12, 2022