

REVIEW

by Prof. Mladen Stefanov Velev, Technical University - Sofia of the materials submitted for participation in the competition for occupying the academic position "associate professor" in field of higher education – 3. Social, economic and legal sciences, by professional direction – 3.7. Administration and Management, specialty - "Management of intellectual property"

In the competition for associate professor, announced in the State Gazette, no. 55/27.06.2023 and on the TU-Gabrovo website for the needs of the "Social and Economic Sciences" department at the Management faculty, as a candidate Chief Assistant Dr. Ventsislava Alexandrova Nikolova-Minkova.

1. Brief biographical data

Ventsislava Alexandrova Nikolova-Minkova, PhD, was born in 1986. She obtained her bachelor's degree at the Technical University - Gabrovo, and her master's degree at the SA "DA Tsenov" - Svishtov. He has a doctorate in "Economics and Management (Trade)" since 2016.

During the period from 2008 to 2012, Dr. Nikolova-Minkova successively worked as a customer service expert at "Bank Piraeus Bulgaria" AD and as a specialist in the field of trade at ARON S OOD, Gabrovo and Daritex EOOD, Gabrovo. Since 2012, he has been a full-time assistant at the Faculty of Management of the Technical University - Gabrovo. Since 2016, she has been elected as the Chief Assistant.

Dr. Nikolova-Minkova speaks English and German. Has good computer skills. She has acquired additional qualifications in areas related to her work as a teacher and researcher.

Dr. Nikolova-Minkova is an active participant in the educational, scientific and administrative activities of the faculty. She has a total of over 60 scientific publications in the field of administration and management. She participated in the work on a large number of scientific research and educational projects, including international and national ones. He is a peer reviewer for two international journals.

2. General description of the presented materials

The candidate, Dr. Nikolova-Minkova, participated in the competition for the academic position "Docent" with 34 scientific works, distributed as follows:

1. Monograph – 1 pc. (independently developed);
2. Textbooks – 2 pcs. (independently developed);
3. Study guide – 1 pc. (independently developed);
4. Studios - 3 units. (independently developed) - referenced and indexed in SCOPUS;
5. Articles – 10 pcs. (8 independently developed), including:

- published in foreign magazines – 2 pcs.

- published in Bulgarian magazines – 8 nos.

6. Publications in conference proceedings – 17 nos. (14 independently developed), including:

- at international scientific conferences abroad – 5 pcs.

- at international scientific conferences in Bulgaria – 7 nos.

- at national scientific conferences – 5 pcs.

The quantitative and structural characteristics of scientific publications give grounds for the following conclusions and assessments:

1. The candidate participates in the competition for "associate professor" with a sufficient amount and volume of scientific works.

2. The presented works do not repeat the publications related to the dissertation for obtaining the scientific and educational degree "doctor";

3. The candidate fully fulfills the minimum national and TU - Gabrovo requirements for occupying the requested academic position.

4. All works of the candidate are dedicated to scientific and applied problems in the field of the announced competition. This gives reason to conclude that she has lasting interests in the field of intellectual property management;

5. In the structure of scientific works, there is a good balance between written articles and scientific reports.

6. The majority of the candidate's works are independently developed, which testifies that she has the ability for independent research and expression. At the same time, this can also be considered a weakness, because usually working in scientific teams leads to more significant results.

7. The main scientific works of the candidate have been published by prestigious domestic and foreign publishing houses and in well-known editions, which testifies to their high quality and it can be assumed that they have reached a wide audience.

8. The printed monographs, studies and articles, as well as the candidate's appearances at scientific conferences, including international, testify that she has received public recognition and is known in Bulgaria and abroad.

3. Reflection of the candidate's scientific publications in the scientific community (known citations)

From the reference provided to me, I estimate that the publications of Ch. Assistant Professor Nikolova-Minkova was cited 19 times, including abroad. It can be assumed that this list is not complete, due to the difficulties in gathering the necessary information, given the absence in our country of a citation monitoring system. The number of citations testifies that the applicant's scientific publications have received public recognition and are used by the scientific community.

4. Overview of the content and results in the presented works

The submitted works for the competition can be grouped into several specific thematic areas:

1. Intellectual property management, including:
 - 1.1. Management of intellectual property as an asset for companies;
 - 1.2. Management of intellectual property to achieve competitiveness;
2. The rights to objects of intellectual property as an indicator for business analyses, including:
 - 2.1. Intellectual property rights as an indicator of the business environment;
 - 2.2. Rights to objects of intellectual property as an indicator of sustainable development.

Results of significance for science and practice have been achieved. This is proven by the fact that the author's scientific developments and research results have been cited many times and have been used in the works of a number of other authors.

On this basis, the personal contribution of Ch. assistant professor Nikolova-Minkova, expressed mainly in in-depth research, creative interpretation and further development of the theory and methodology in the area in which she worked. My assessment of the candidate's personal contribution is high.

The achieved results could be attributed to the following groups:

- enrichment, concretization and refinement of existing scientific knowledge;
- proving with new means essential new aspects in existing scientific problems and theories;
- application of existing methods for solving specific problems with formulated conclusions and recommendations for practice.

5. General characteristics of the applicant's activity

5.1. Educational and pedagogical activity (work with students and doctoral students)

Ch. Associate Professor Nikolova-Minkova has sufficient experience as a university lecturer. Since 2012, he has been a full-time assistant at the Faculty of Management of the Technical University - Gabrovo. Since 2016, she has been elected as the Ch. Associate Professor. Leads exercises and lectures on disciplines in the field of the competition. She was the supervisor of a large number of graduates who successfully defended their diplomas.

The analysis of Dr. Nikolova-Minkova's scientific publications and the information provided to me show that she closely connects research, applied science and teaching activities. Successfully uses modern training methods.

She is the author of 2 self-developed textbooks and 1 study guide. They are written in a good style and at a good scientific and methodical level, they meet the requirements for educational literature. She has actively participated in the work on research projects, which has enriched and updated her knowledge and experience as a researcher and teacher. She has completed a number of advanced training courses.

I evaluate the educational and pedagogical activity of Dr. Nikolova-Minkova as meeting the requirements for obtaining the academic position of "Associate Professor".

5.2. Scientific and scientific-applied activity

The analysis of Dr. Nikolova-Minkova's publications and the scientific projects in which she participated gives me reason to conclude that she carries out active scientific and scientific applied activity in the field of the announced competition.

It should be noted that in the research activity of the Assistant Professor Nikolova-Minkova has consistency, logic, continuity, scientific correctness and constructiveness. It shows her abiding interest in researching intellectual property issues. She has an affinity and ability to closely connect scientific research with its practical applicability. Her good literary awareness is impressive. Apparently, she knows the literature on the researched problems (including the most recent), she has mastered and successfully uses the main modern research approaches, she has shown the ability and skills to systematize and critically interpret classic and new theories, well formulate and defends his theses.

5.3. Implementation activity

I have no information about the implementation activity of Dr. Nikolova-Minkova. At the same time, it should be taken into account that she participated in the work of a number of scientific projects, the results of which were accepted by the contracting authorities. In addition, her developments and research results are used by a number of other authors. They are also embedded in educational materials in the field of intellectual property.

6. Contributions (scientific, scientific-applied, applied).

In my opinion, the works presented by Dr. Nikolova-Minkova for the competition contain the following main contributions:

I. Scientific contributions

1. The role of intellectual property objects as an asset for enterprises and the importance of ensuring the protection of innovative developments in order to extract economic benefits and maintain a certain level of competitiveness are substantiated [12].
2. The place of intellectual property in individual sectors is outlined, paying particular attention to intellectual property rights in the digital environment [20].
3. A System has been developed for assigning the classes of goods and services under the Nice Classification to the Classification of Economic Activities in order to establish the specialization of Bulgarian and foreign applicants and holders of trademark rights and the priority economic sectors for development [2].
4. Adapted definitions for the concepts of circular economy and sustainable development are proposed and their features and their role in promoting the development of environmental innovations are outlined [11].
5. The concept of ecological innovations is defined and author views on their classifications are systematized [30]. A typology of eco-innovations and their development in Europe is presented through patent activity data, [11].

II. Scientific and applied contributions

1. The stages in the intellectual property management process, as well as the problems of small and medium-sized enterprises (SMEs), related to the effective identification and subsequent management of intellectual products [13] [23] are outlined.
2. Strategies for protection and management of intellectual property are presented as strategic activities for companies [12], [13], [24].
3. The competitive advantages and economic benefits arising for the companies when licensing objects of industrial property are systematized. Information on the types of licenses and their specifics is presented [18].
4. The development of the brand from ancient times to the present has been followed, presenting information on the legal documents (national, regional, international) on which its protection is based [M1].
5. The role of the marketing toolkit of the companies [6], [19], in the process of transformation of the registered brand into a powerful brand, generating positive economic benefits for the companies and increasing their competitiveness [M1], is brought out.
6. A literature analysis was carried out and the competitive advantages that trademarks and brands create for enterprises [M1] [16] [21] [22] and for consumer choice [15] were summarized.
7. The methods for evaluating the value of trademarks as intangible assets for enterprises and on their basis and the evaluation of the value of brands were analyzed [M1], [7].
8. A comparative analysis of the sectors with the highest value brands by individual countries was prepared and the change in the value of the brands under the influence of unpredictable economic crises was tracked [6], [7], [9], [10], [14].
9. The relationship between the competitiveness of the EU-27 member states and their trademark application activity was analyzed by applying statistical methods [8].
10. The trademark and patent application activity and the registered trademarks by Bulgarian and foreign trademark applicants and trademark owners were studied [1] [3] and forecasts were prepared for the expected development of the technological areas [4] [17].
11. A system of correspondence between the Classification of Economic Activities in Bulgaria (KID-2008) and the International Patent Classification (IPC) has been developed [5].
12. A comparative analysis of the claimed and acquired rights on objects of industrial property in the Republic of Bulgaria and the Republic of Serbia has been prepared, and the existing trends have been deduced [25]
13. The role of waste management for the implementation of the principles of circular economy [26] has been highlighted. The role of waste heat as a secondary energy resource has been highlighted [28].
14. An analysis of the patent activity of the EU-27 member states in the field of environmental technologies was made and those of them with the highest activity were highlighted [27].
15. Research using patent-based indicators for analyzing innovation processes and technological development has been systematized and an analysis of patent activity in the field of Chemistry has been prepared [29]

7. Evaluation of the candidate's personal contribution.

I am convinced that the mentioned contributions are the personal work of Dr. Nikolova-Minkova.

8. Critical notes and recommendations

The careful study of the scientific works of Dr. Nikolova-Minkova gives me reason to summarize that there are no significant omissions, inaccuracies or contradictions. At the same time, I also have some critical remarks that do not affect my final positive assessment and could rather be accepted as recommendations for the author's future work. The most important of them are:

- in places, greater scientific argumentation of the author's ideas is needed;
- in some of the works, the candidate's contributions are not clearly highlighted. I recommend that in her future work as a scientist and researcher she should be more bold in expressing and defending her ideas;
- the scientific works of the candidate are mainly independent works. I recommend that she become more actively involved in collective research, which often leads to more significant scientific results;
- I recommend that the candidate increase her participation in research projects, the results of which she should periodically publish.

9. Personal impressions

Unfortunately, I do not have the pleasure of knowing the candidate.

10. Conclusion:

Dr. Nikolova-Minkova is a well-established teacher at TU-Gabrovo with the educational and pedagogical activity that meets the requirements for obtaining the academic position "Associate Professor". Her scientific works contain scientific and scientific-applied contributions, having significance for science and practice. She fulfills the criteria for obtaining the requested academic position, according to the LDASRB and the Rules of TU-Gabrovo.

Bearing in mind the above, **I propose assistant professor Dr. Ventsislava Aleksandrova Nikolova-Minkova to be elected as an "associate professor"** in the field of higher education - 3. Social, economic and legal sciences, by professional direction - 3.7. Administration and management, specialty - "Management of intellectual property"

20.10.2023

Reviewer: /signature/