

## OPINION

**By Prof. Teodora Marinova Georgieva, PhD., Sofia University**

of the materials submitted for participation in a competition to occupy the academic position "Associate Professor" in field of higher education - 3. Social, Economic and Legal Sciences, by professional field - 3.7. Administration and Management, specialty – "Intellectual Property Management"

In the competition for associate professor, announced in the State Gazette, no. 55/27.06.2023 and on the website of the Technical University of Gabrovo for the needs of the Department of Social and Economic Sciences at the Faculty of Economics, as a candidate participates Head Assist. Prof. Dr. Ventsislava Aleksandrova Nikolova-Minkova

### **1. Overview of the content and results in the presented works**

Dr. Nikolova has submitted for review 30 pcs. scientific developments, including 3 studies, 10 scientific articles, 17 scientific reports. The number and type of documents and materials provided by the applicant meet all the requirements of the Law on Academic Staff Development in the Republic of Bulgaria, the Implementation Rules and the Regulations for the Acquisition of Scientific Degrees and Academic Positions at the Technical University - Gabrovo. The presented developments and materials correspond to the specialty of the competition.

For the purposes of the competition, the candidate presents the required documents and scientific production. I believe that in general they are sufficiently detailed and precisely shaped, faithfully reflecting the current professional-academic status of Head Assist. Prof. Dr. Ventsislava Aleksandrova Nikolova-Minkova and comply with the requirements for eligibility of candidates for "Associate Professor" competition in accordance with the Law on Academic Staff Development in the Republic of Bulgaria and the Implementation Rules. Within the preliminary stage of the competition procedure, no formal and administrative violations and omissions are identified.

### **2. General characteristics of the applicant's activities**

#### **2.1. Educational and pedagogical activity (work with students and PhD students)**

The candidate teaches in the disciplines of Intellectual Property; Industrial property and patent policy; Protection of intellectual property; Management of innovation and industrial property; Quality management; Digital advertising; Economics; Economics and Management; Economics of the enterprise. The disciplines in which Dr. Nikolova conducts lectures are directly related to the specialty of the competition.

As an academic person Head Assist. Prof. Ventsislava Aleksandrova Nikolova-Minkova performs a sufficient volume of teaching / auditorium and outside the auditorium / employment in implementation of the curricula of the university in university training courses, corresponding thematically to the announced competition.

## **2.2. Scientific and applied science**

For the purposes of the announced competition Head Assist. Prof. Dr. Ventsislava Aleksandrova Nikolova-Minkova has presented a sufficient number and type of scientific publications, including: 3 studies, 10 scientific articles, 17 scientific reports. Three of the scientific publications are published in journals, referenced, and indexed in international scientific databases. Two of the articles have been published in foreign journals. Five of the scientific papers are presented within international scientific conferences abroad, and another 7 are included in the program of international scientific conferences in Bulgaria. A total of 12 publications are in English. Five of the papers are co-authored. The materials presented by the candidate include 1 monograph, two textbooks and 1 teaching manual.

I believe that in terms of acquired professional experience, degree of preparedness and level of academic competence, realized volume, structure and quality of teaching and pedagogical activity, the candidacy of Dr. Ventsislava Nikolova fully complies with the requirements of the competition.

## **2.3. Implementation activities**

I believe that the scientific results achieved by Dr. Ventsislava Nikolova, presented comprehensively in the documentation of this competition for the academic position of "Associate Professor", have been successfully used in the scientific process with students in the above disciplines, as well as expertise within the participation of the applicant in scientific and applied scientific projects, in editorial boards and in reviews of scientific works.

## **3. Contributions (scientific, scientific applied, applied). Significance of contributions to science and practice**

The thematic problematic circle of the scientific production of Dr. Ventsislava Nikolova is related to the scientific specialty of the competition. It is focused on the study of a wide range of issues of intellectual property theory and practice, the protection of intellectual property objects, their implementation in practice and the assessment of their impact on economic development. The most important contributory moments of the scientific publications deposited within the framework of this competition can be summarized as follows:

First, the author pays considerable attention to the role of intellectual property objects as an asset for enterprises and the importance of ensuring the protection of innovative developments to derive economic benefits and maintain a certain level of competitiveness. The stages in the process of intellectual property management are outlined, focusing on the problems arising for small and medium-sized enterprises (SMEs) related to the effective identification and subsequent management of existing intellectual products within the enterprise. The strategies for protection and management of intellectual property are presented, as strategic activities for the companies to be implemented in the overall strategy for the development of the enterprise. The place of intellectual property in different sectors is outlined, with particular attention paid to intellectual property rights in the digital environment. The need to identify the intellectual property owned by SMEs and ensure their protection to achieve competitive advantage, especially in the context of

digitalization and the COVID-19 crisis that is coming due to the COVID-19 pandemic, is summarized.

Second, the thesis of competitive advantages and economic benefits arising for companies in licensing industrial property is defended. Information on the types of licenses and their specificities is presented. The advantages for enterprises of creating, protecting, and using trademarks in business are summarized. The methods for assessing the value of trademarks as intangible assets for enterprises and on their basis and assessing the value of brands are outlined.

Third, the author examines in depth the contemporary problems of trademark applicant activity and registered trademarks by Bulgarian and foreign trademark applicants and trademark proprietors in Bulgaria and by Bulgarian trademark applicants and trademark proprietors abroad and the relationship between the level of branded activity and the state of the business environment has been proven. A System for concordance between the Nice classes to the Classification of Economic Activities has been developed to establish the specialization of Bulgarian and foreign applicants and holders of trademark rights and the priority economic sectors and economic categories. The role of trademark activity as an indicator of the innovation activity of enterprises is justified and the cases in which the data on applied for and registered trademarks are a more reliable innovation indicator than patent information are systematized.

The effects of the research experience, knowledge, contribution, and expertise gained by the candidate in the thematic field are directly related to the teaching activity, work with students, promotion of issues in the public space, incl. through active participation in scientific and practical conferences.

The general analysis of the presented scientific production shows that there is a variety of scientific and applied scientific developments and achievements, evaluated by totality. In their unity, they objectively reflect the research capabilities and capacity of the candidate, meeting the requirements of the Implementation Rules of the Law on Academic Staff Development in the Republic of Bulgaria, which gives me reason to confirm the conclusion that Dr. Ventsislava Nikolova has fulfilled this condition for occupying the academic position of "Associate Professor" in the professional field of Administration and Management.

The applicant shall submit a reference for 19 citations of published scientific works.

#### **4. Assessment of the applicant's personal contribution**

In general, the author shows a pronounced ability to clearly highlight the views established in modern theory on the problems under consideration. It successfully emphasizes on basic and lesser-known definitions, models, relationships. It uses a wealth of illustrative material to visualize the questions studied, smoothly introducing the reader from more general and easy-to-understand concepts to more complex issues. At the same time, the author goes beyond the theoretical formulations and examines specific cases and national approaches in the development of company policy regarding the brand and its successful "exploitation" in support of the company's mission and goals.

#### **5. Critical remarks and recommendations**

I have no critical remarks on the candidacy of Dr. Ventsislava Nikolova-Minkova. My recommendation is to continue working in areas of scientific interest – creating new scientific

knowledge and improving the environment for the practice of assessing and managing the intellectual assets of companies and their use to increase their innovation potential.

#### **6. Personal impressions**

I don't know the candidate and have no personal impressions of her work.

#### **7. Conclusion:**

With the above in mind, I propose Head Assist. Prof. Dr. Ventsislava Alexandrova Nikolova-Minkova **to be selected** for the academic position "Associate Professor" in the field of higher education – 3. Social, economic, and legal sciences, professional field – 3.7. Administration and Management, specialty – "Management of Intellectual Property"

27 October 2023

Member of the jury: /signature/

/ Prof. Teodora Marinova Georgieva, PhD /