

OPINION

by Assoc. Prof. Dr. Miglena Avramova Molhova-Vladova, University of National and World Economy

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 field – 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 "Economics" faculty, as a candidate participates chief assistant Dr. Ventsislava Alexandrova Nikolova-Minkova.

1. Overview of the content and results in the presented papers

The candidate chief assistant Dr. V. Nikolova-Minkova presents numerous materials for participation in the competition for associate professor (31 publications), which are systematized in 2 main scientific areas: "Management of intellectual property (IP)" and "Rights on objects of intellectual property as business indicators". Of these, 17 publications, including the candidate's monographic work, are devoted to the management of IP as an asset of companies and for the purposes of achieving competitiveness, 14 of the publications cover research devoted to the correlation of information from patent and brand databases (applications, patents/certificates, classification indices) with economic activity at the micro and macro level. Among the materials for participation in the competition, 2 textbooks and 1 study aid were presented, which could also be referred to the field "Intellectual Property Management". The scientific publications of Ch. Assistant Professor V. Nikolova-Minkova show consistency and systematicity in the research, and the correct use of research tools from various fields of knowledge such as management, economics, law. The analyzes of statistically significant periods in the research of patent and brand information makes a good impression, as well as the pursuit of interpretation of the interdisciplinary problems of an important and contemporary field of knowledge, such as IP management. As can be seen from the evidence presented, the candidate fully meets the minimum national requirements for the position of "associate professor", and in some of the indicators (group D "Publications" and group E "Citations") exceeds them; as well as fully fulfills the minimum requirements of TU-Gabrovo.

2. General characteristics of the applicant's activity

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

Chief Assistant Dr. V. Nikolova-Minkova participates in the competition for associate professor with 24 curricula developed in the period 2019 - 2022; supervisor of two graduate students in the academic year 2022/2023 and reviewer of one thesis; Head of Master's program "Public Administration" for academic years: 2020/2021; 2021/2022; 2022/2023; leadership of students at the Student Scientific Session at TU-Gabrovo. Chief Assistant Dr. V. Nikolova-Minkova is a leading teacher in 20 disciplines at the Bachelor's College of Education and 4

disciplines at the Master's College of Education. She has worked a significant number of academic hours (over 500 hours). She teaches different but interrelated disciplines. The materials she provided for the competition show her diverse interests, high professional training (multiple certificates for successfully completed qualification courses), which undoubtedly give her the opportunity to provide students with knowledge and skills that are modern and support their successful professional realization. Chief Assistant Dr. V. Nikolova-Minkova has a high degree of preparation for the academic position under the competition for "associate professor".

2.2. Scientific and scientific-applied activity

The candidate's research and applied work is diverse and rich. She has successfully collaborated with scholars and colleagues from various universities in various research and educational initiatives. Chief Assistant Dr. V. Nikolova-Minkova participated in 2 international research projects, 2 national projects (including as a teacher for the development of a lecture course and digital resources for the discipline "Intellectual property in the social sphere"). She is a member of the research teams of 6 university projects in the period 2013 - 2023. She participated as a reviewer of scientific reports at the UNITECH International Scientific Conference (2019 - 3 reports; 2020 - 2 reports; 2021 - 2 reports; 2022 d. – 2 reports). Dr. V. Nikolova-Minkova participates in the editorial board of the scientific journal American Journal of Management Science and Engineering (AJMSE), as well as as a reviewer in the journals: Journal of Management – Small and Medium Enterprises (SME's) and American Journal of Management Science and Engineering (AJMSE).

2.3. Implementation activity

I believe that the most important in the process of commercialization of research results are the applied aspects of the system of correspondence between the Classification of Economic Activities in Bulgaria (KID-2008) and the International Patent Classification (IPC), researched and revealed by ch. assistant professor Dr. V. Nikolova-Minkova in a number of publications. The system was created to make it possible to assign patents for inventions to specific economic sectors for the purposes of various types of economic analysis, also using patent-based indicators. The practical applicability of the compliance system has been proven through its use in the analyzes of Bulgarian and foreign patent activity in Bulgaria for the period 2001-2018.

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

The main scientific and scientific-applied contributions of Ch. Assistant Dr. V. Nikolova-Minkova can be defined as follows:

- Enrichment of existing knowledge in the field of theory and practice of intellectual property management;
- Increasing the validity of the existing theory and methodology for the management of intellectual property at the level of the company, industry, national economy;
- Positioning intellectual property management as part of competitiveness research theory and practice;
- Application of existing theory and methodology to explain and analyze specific practical problems - contributions in this area can be sought in the research of patent and trademark databases as a source of innovation and business indicators for evaluating the economic activity of companies, developing strategies for protection and management of intellectual property, as

part of general company strategies, systematization of competitive advantages and economic benefits arising for companies when licensing objects of industrial property.

4. Evaluation of the candidate's personal contribution

The scientometric data for the candidate exceed the minimum national requirements, as well as the indicators of TU - Gabrovo for occupying the academic position "associate professor". The personal contribution of the candidate is significant for the theory and practice of intellectual property management.

5. Critical notes and recommendations

I have no critical remarks and recommend ch. assistant professor V. Nikolova-Minkova to increase its publication activity in renowned foreign scientific journals, as well as its joint work with proven scientists in the field of intellectual property.

6. Personal impressions

I don't know ch. assistant professor V. Nikolova-Minkova, but from the documents for the competition I am left with the impression of a candidate with competence in the scientific field of the competition, a desire to develop in modern and new directions of IP management and a flair for scientific and applied research, with potential for realization as a successful professor at TU-Gabrovo.

7. Conclusion:

Bearing in mind the above, I propose Ch. Assistant Professor Dr. Ventsislava Aleksandrova Nikolova-Minkova to be elected "associate professor" in field of higher education - 3. Social, economic and legal sciences, professional field - 3.7. Administration and Management, specialty - "Management of intellectual property"

30.10.2023

Jury member: /signature/

/Assoc. Prof. Dr. Miglena Molhova-Vladova/