

## **REVIEW**

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Professional Direction 8.4. Theater and Film Arts

On the scientific-research and artistic-creative production for participation in the competition for the academic position of Associate Professor in professional direction 8.4. Theater and Film Arts (Advertising), Department of “Cinema, Advertising, and Show Business,” announced in the State Gazette No. 47/04.06.2024,

with candidate Chief Assistant Professor Daniela Metodieva Kadiyska, PhD

### **I. Evaluation of Compliance with National Minimum Requirements and New Bulgarian University Standards**

The documents submitted by Dr. Daniela Kadiyska for the academic position of Associate Professor are in full compliance with the procedural requirements. Her doctoral degree, awarded in 2015, is based on a dissertation titled “Study of Consumer Attitudes Towards Product Placement in Cinema and Television,” which was successfully defended.

The bibliographic details provided meet the minimum requirements for scientific, teaching, and artistic-creative activities. Dr. Kadiyska’s scientific and creative achievements are comprehensively documented, demonstrating that she not only meets but exceeds the established criteria. Her research interests are well-supported with relevant evidence, highlighting her contributions and the impact of her work. The presentation of her materials is clear and thorough, with all necessary factual information included. Where appropriate, external links and additional details are also provided.

I am confident that Dr. Daniela Metodieva Kadiyska fulfills the national minimum requirements and the standards for scientific, teaching, and artistic-creative activities necessary for the Associate Professor position in Professional direction 8.4 Theater and Film Arts, in accordance with the Development of Academic Staff in the Republic of Bulgaria Act (DASRBA) and the standards set by New Bulgarian University.

## **II. Research (Creative) Activity and Results**

1. Evaluation of the monographic work, creative expressions, or other publications equivalent in scope and completeness to a monograph, including an assessment of the author's scientific and applied contributions.

Dr. Kadiyska's monograph explores the origins and principles of the advertising industry. Today, every communication agency employs various techniques for strategic analysis, consumer identification, decision-making processes, and creative idea generation. However, as the saying goes, "everything new is well-forgotten old," meaning that the author examines and demonstrates the connection between modern advertising principles and their historical roots. Dr. Kadiyska achieves this through a comprehensive study that links various advertising pioneers and draws on numerous scientific works. Furthermore, the author's research not only identifies the key ideologists of contemporary advertising principles but also traces their personal histories, interconnections, and development environments. This approach significantly aids readers in understanding and interpreting the presented information.

An important aspect that should not be underestimated is that Dr. Kadiyska's research also covers several secondary topics, which, while not central to the primary aim of the work, are significant. These topics highlight the emergence of advertising not only from its commercial ambitions but also in the context of business ethics. The work features numerous examples of ethical advertising and discusses the role of this industry in society and its impact on people's lives. This aspect of Dr. Kadiyska's research is particularly noteworthy. Today, many view advertising as a purely business-driven pursuit, focused on sales at any cost. However, it is crucial to explore how the pioneers of advertising perceived societal culture and the influence of this industry on it.

Another thread in the research tracks the development of media and technology, including the advent of television and its impact on the advertising industry.

It is important to note that Dr. Kadiyska's text not only provides historical information about the roots of advertising but also examines key connections between the founders of the industry and what they created in the past, with what we now see as a developed global industry worth billions of dollars, integral to both the world and commerce. Studying these connections

is particularly important—not only in the context of the evolving Bulgarian advertising market but also in the dynamics of global advertising. On one hand, understanding and knowing the foundations provides valuable perspective for anyone interested in advertising. On the other hand, exploring the links between historical processes and phenomena opens new horizons and enhances our understanding of the industry.

2. Evaluation of contributions in other applied publications (creative works) made after appointment to the academic position of assistant professor or associate professor (for candidates for professor). This includes an assessment of the requirement for publications to be peer-reviewed.

The nature of Dr. Kadiyska's publications and contributions is diverse, reflecting her potential as a researcher that has undoubtedly expanded over her years of active work. Notably, many of her scholarly activities explore the intersections between advertising and other aspects of our lives. This seems to have become a signature style for Dr. Daniela Kadiyska — seeking what is not immediately apparent, exploring connections with external phenomena, and tracing various threads that extend beyond the core focus to provide explanations and present a more interconnected and nuanced view to readers. This is evident in works such as "Advertising – the Cuckoo Art," her participation in the "Mentors at NBU" project, the various workshops and seminars she has organized and moderated, her public lecture "Small Steps Towards the Big Idea in Advertising," and many other endeavors.

I consider this an essential contribution by Dr. Kadiyska in her pursuit of the academic position of Associate Professor. In all her activities, she actively seeks connections with other fields and continuously reflects on the role of advertising in life, its application in business, and the relationships between communications and various other areas of our lives. In a world filled with intercultural differences but interconnected in every aspect, such interdisciplinary work is crucial. I firmly believe that scholars like Dr. Kadiyska are paving the way toward new ways of thinking and applying scientific research.

Dr. Kadiyska's publications have been realized in relevant specialized and peer-reviewed journals.

### 3. Citations by Other Authors

Dr. Daniela Kadiyska has met the required citation thresholds for her published works, reflecting the impact and recognition of her research within the academic community.

### 4. Evaluation of Research and Creative Project Participation and Practical Applications

Dr. Kadiyska has actively participated in various research and creative projects with practical relevance. Notable projects include the annual BAAWARDS student competition and the international AdVenture project. Additionally, her involvement as a jury member for the international Effie competition over several years highlights her engagement with industry standards and practices.

## **III. Teaching and Educational Activities**

1. Classroom and Extracurricular Engagement, Work in the “MOODLE – NBU” Electronic Training Module, Provision of Student Internships and Placements, and Work with Students and Doctoral Candidates

Dr. Daniela Kadiyska is deeply engaged in a range of undergraduate and master’s programs at New Bulgarian University, including the Bachelor’s in Advertising, the Master’s in Advertising Management and Visual Branding, and the Bachelor’s in Graphic Design. Her most notable contribution has been to the development and success of the Bachelor’s in Advertising program. Dr. Kadiyska has been instrumental in establishing this program as a premier training ground for advertising professionals in Bulgaria. Her role extends beyond classroom instruction to include the active recruitment of guest lecturers, organization of student projects, and the cultivation of strong connections between the university and industry.

Dr. Kadiyska’s involvement in various projects is extensive and impactful. She plays a key role in the national BAAWARDS competition, preparing students annually, and is actively engaged in the international AdVenture competition. Her initiatives within NBU, such as Mentors at NBU, the Online Advertising Academy, Innovation Academy, and the Advertising Academy, are of national significance. In each of these projects, Dr. Kadiyska facilitates practical experience for students by negotiating internship opportunities and preparing them

for professional challenges. Even in their first semester, students in her Advertising program have the chance to engage with industry practitioners through workshops and seminars.

Dr. Kadiyska also supports students in participating in both national and international competitions, including academic-oriented events and applied programs like Saatchi Circle and All You Can Eat. Her mentorship extends beyond graduation, with notable examples including her guidance for students in the international Edcom Thesis competition.

Dr. Daniela Kadiyska's engagement with students extends well beyond their time as students. In fact, she continues to mentor them well after their education is completed. A prime example of this is her preparation of students for the international Edcom Thesis competition. Additionally, as a colleague of Dr. Kadiyska, I must highlight her efforts in attracting alumni from NBU's advertising programs as guest lecturers, mentors, and doctoral candidates at NBU. In this regard, I believe that her habilitation is especially significant and beneficial, as it will enable her to supervise numerous dissertations by our young colleagues — a need that extends beyond NBU and into the advertising industry, which requires the development of young talent for both business and academic purposes.

Dr. Kadiyska is a lecturer with a heavy workload, engaged in numerous extracurricular courses, practices, and projects. She actively employs various feedback tools to assess student work. I must unequivocally state that Dr. Kadiyska is an exceptionally critical and demanding colleague when it comes to student work, and the quality of the feedback she provides is exceptionally high and crucial for their professional growth. This is achieved not only through the active use of the Moodle platform but also through numerous hours of personal consultations, written feedback, and individual comments, which constructively and consistently reveal our students' talents. I firmly believe that Dr. Kadiyska's work far exceeds the requirements of any university, both domestically and internationally. For Dr. Kadiyska, this is a hallmark of her approach. Any student asked will confirm that her critical feedback is a key driver of the high professional standards to which NBU's advertising students are trained.

I must also acknowledge Dr. Kadiyska's work during the COVID restrictions. She was among the first lecturers to actively prepare video tutorials and additional electronic materials to ensure that students were not disadvantaged by limitations on personal contact with lecturers and learning resources.

Dr. Kadiyska is involved in the “Student Internships” project, supervises undergraduate and master’s theses, serves as a reviewer, and is a permanent member of state examination committees.

The provided bibliographic reference clearly and unequivocally confirms my statements through specific details regarding the number of students and graduates, projects, and awards.

## 2. Work with Erasmus Students

Dr. Kadiyska is actively involved in the committees for outgoing Erasmus mobility and prepares students for their placements at host universities.

## 3. Student Survey Ratings

The survey on student satisfaction with courses and lecturers shows an excellent rating for Dr. Kadiyska - 4.40 on a five-point scale.

# **IV. Administrative and Public Engagement**

## 1. Participation in Collective Management Bodies at NBU

Dr. Kadiyska was among the first program directors at NBU and has consistently overseen the management of the Bachelor’s Program in Advertising in various forms and structures. She is an active member of the Program Council of the Department of Cinema, Advertising, and Show Business. Since 2020, she has been a member of the Faculty Council of the Master’s Faculty, including serving as vice-chair of the council. Overall, impressions of Dr. Kadiyska’s work are highly positive—she is a dependable individual who adheres to established deadlines and regulations.

## 2. Public Engagement

Dr. Kadiyska is a respected figure beyond the academic institution. Notable examples of her work outside NBU include her participation in TEDxSofia in 2019 and her role as a jury member at Effie Bulgaria—the most significant global competition recognizing effectiveness in marketing communications.

### 3. Student Recruitment for the Program

Dr. Kadiyska is actively involved in student recruitment initiatives and various NBU projects that are significant not only for the department but also for the university as a whole.

### **V. Personal Impressions of the Candidate (if any)**

I have known Dr. Daniela Kadiyska in several capacities and will attempt, despite the challenge, to summarize my impressions of her in a few paragraphs. It is challenging because Dr. Kadiyska is a very complex individual, and it is difficult to capture everything one would like to say about her in a single phrase, paragraph, or even review.

My first impression of Dr. Kadiyska dates back to the time when I was an adjunct lecturer and she was one of the main coordinators for the Advertising program. Even then, I was struck by how an academic program could be managed so personally and emotionally, with passion and inspiration from someone who not only monitored academic metrics but also put their heart into working with students and faculty. It was her mission to ensure that every lecturer adopted this personal approach. I would liken it to a metaphor: every lecturer should see their students as their own children and give their utmost to nurture and guide them towards a successful career path.

Seven years later, when I was invited to become a permanent lecturer and develop a master's program in advertising, Daniela was the first to extend a helping hand, provide feedback, and introduce me to the world of academic institutions and their development. In her, I found a colleague I could rely on 100%.

Over the years, Dr. Kadiyska and I have collaborated on all possible initiatives aimed at developing advertising programs and creating conditions for students and lecturers that serve as a source of inspiration, transforming successful academic work into achievements that can change perspectives, the industry, and even the world.

Of course, it is impossible to know someone so closely for over 20 years and remain indifferent to their essence—not just as a lecturer and scholar, but as a person. Therefore, I must say that Daniela Kadiyska is a person, friend, colleague, and companion who serves as an example. She is someone who supports, develops, builds, and is not hesitant to be critical when necessary to steer in the right direction. I am grateful for these qualities. For the formal review, I will summarize that I have a strongly positive impression of the candidate and believe

that Dr. Kadiyska has long deserved her advancement in the academic hierarchy. I am confident that her academic development will benefit her students, colleagues, and collaborators far more than it will her.

#### **VI. Opinions, Recommendations, and Notes on the Candidate's Activities and Achievements**

I would encourage Dr. Daniela Kadiyska to publish more professional literature. Bulgarian advertising needs this, as foreign authors currently dominate the field. Furthermore, Dr. Kadiyska's ability to uncover connections and trace the development of phenomena from the past to the present would make her research and publications particularly valuable in studying disciplines related to marketing communications, as well as providing broader professional and general knowledge for young specialists in the field.

**Conclusion:** In conclusion, I give a wholly positive assessment of the research and artistic-creative work of Assistant Professor Dr. Daniela Metodieva Kadiyska, who is a candidate for the position of Associate Professor in the Professional Direction 8.4. Theater and Film Arts (Advertising) in the Department of Cinema, Advertising, and Show Business, as announced in State Gazette 47/04.06.2024. I recommend that her application be approved for consideration by the Academic Council and subsequently confirmed.

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