

REVIEW

By Prof. Galina Pencheva Mladenova, PhD, University of National and World Economy, Professional Direction 3.8 Economics, Academic Field of "Marketing"

Regarding: Competition for the academic position of Associate Professor, announced in State Gazette No. 47/June 4, 2024, Higher Education field 8. Arts, Professional Field 8.4. Theater and Film Arts (Advertising), Department of Cinema, Advertising, and Show Business, New Bulgarian University

Candidate: Chief Assistant Professor Daniela Methodieva Kadiyska, PhD

This review is prepared in my capacity as a member of the academic jury for the above-mentioned competition, in accordance with Order 3-PK -314/July 25, 2024, issued by the Rector of New Bulgarian University. The sole candidate in this competition is Chief Assistant Professor Daniela Methodieva Kadiyska, PhD a full-time lecturer in the Department of Cinema, Advertising, and Show Business at NBU.

I. Evaluation of Compliance with National and New Bulgarian University Requirements

Based on the submitted documents, it is evident that Chief Assistant Professor Daniela Kadiyska, PhD fully satisfies all the criteria for the academic position of "Associate Professor," as outlined in Article 24 (1) of the Development of the Academic Staff in the Republic of Bulgaria Act (DASRBA):

- She holds a Ph.D. degree.
- She has served as an assistant/Chief Assistant Professor the required minimum of two years.
- She has submitted a published monographic work that is distinct from the research presented for her Ph.D. degree. Additionally, she has provided other original scientific research works and publications that do not duplicate those submitted for her Ph.D;
- She has met the minimum national requirements specified in Article 2b, paragraphs 2 and 3 of DASRBA;

- There is no evidence of plagiarism or falsification of scientific data in her works.

According to the report on the *Minimum Requirements for Scientific, Educational, and/or Artistic Activities of Candidates for Academic Positions in Professional Fields, in line with the NBU and National Regulations*, Dr. Kadiyska meets (in groups A, B, and D) or exceeds (in groups C, E, F, G, and I) the minimum national standards set by the Regulations for the Development of the Academic Staff in the Republic of Bulgaria Act (Article 1a, Paragraph 1), as well as the requirements of NBU for the academic position of "Associate Professor". Quantitatively, she has accrued 890 points, which is well above the required threshold of 570 points.

II. Research (Creative) Activities and Results

1. Evaluation of the Monograph

Chief Assistant Professor Daniela Kadiyska is participating in the competition with her monograph titled *The Knights of American Advertising: Stories of Creativity, Audacity, and Inspiration* (Kadiyska, D. 2024, Sofia: NBU, ISBN 978-619-233-252-5).

This 603-page work includes 123 illustrations and references 232 sources. The monograph is of exceptional quality, offering a comprehensive and exhaustive exploration of a well-defined problem that the author has systematically researched for over a decade. The work is characterized by a well-developed structure and an extensive bibliography.

The monograph's strengths are numerous, including its practical relevance, the rigorously developed and applied methodological framework, a balanced and logical structure, in-depth analysis, and well-supported conclusions. The bibliography is particularly impressive in both volume and content. Additionally, the author's writing style is exemplary, presenting complex issues in an accessible, engaging, and persuasive manner. The illustrative materials are aptly chosen, and the author demonstrates scientific precision and accuracy in referencing and citation.

The above mentioned book offers a detailed analysis of the historical development of American advertising, emphasizing the role of its creators—the "real heroes"—whose innovative ideas and methods have revolutionized the field, leaving a lasting impact on both business and society. The introduction clearly states the research objective: to conduct "a thorough analysis of the historical development of American advertising," an analysis that goes beyond merely presenting facts, events, and personalities, to facilitate a deeper understanding of the processes and phenomena in American advertising.

Although the author frequently highlights a "historical-biographical" approach, which might suggest a focus on biographical data and events, the true scientific value of the work lies in its adept linking of these facts with the revolutionary ideas that transformed advertising. The monograph effectively highlights and substantiates the contributions of each of these "knights of advertising."

The book holds high scientific and practical value for several reasons:

- It employs a historical approach to explore the mechanisms of the creative process in advertising, considering its complexity and the interplay of subjective and objective factors (sociocultural, technological, etc.).
- It bridges the gap between the early stages of advertising and its modern form, examining key principles developed by generations of American advertisers.
- It discusses the evolution of advertising from a business practice to a serious scientific discipline, highlighting the contributions of specific individuals and groups (companies) to this process.
- Through the analysis of individual case studies of notable advertising campaigns, it identifies and clarifies pivotal moments that have driven American (and global) advertising forward.

The monograph is logically structured, facilitating a systematic examination of the research problem. Each chapter follows a consistent structure: (1) biographical data—key life events of each "knight," providing insights into the premises for their advertising ideas and methods; (2) major achievements in advertising theory and/or practice; (3) notable campaigns; and (4) conclusions and summaries regarding each individual's contribution to the practice of advertising.

The first section, "Scientific Advertising" (Chapters 1-3), discusses the formation of American advertising and its transformation from an intuitive/spontaneous process to a scientific/systematic one. This section examines the lives and contributions of pioneers such as Benjamin Franklin, Phineas Taylor Barnum, Volney Palmer, and Francis Wayland Ayer, early theorists of advertising and branding James Walter Thompson, Stanley Resor, Helen Lansdowne Resor, and James Webb Young, and the founders of modern advertising theory, Albert Davis Lasker and Claude Hopkins.

The second section, "The Creative Revolution" (Chapters 4-5), explores significant advancements in advertising due to the rise of new media, technologies, and schools in the early

to mid-20th century. It features figures who reshaped American advertising, set new standards, and introduced innovative approaches: Ernest Dichter with his *motivational research*, Rosser Reeves with his unique selling proposition concept, Bill Bernbach with *the power of advertising influence*, Leo Burnett with the establishment of *visual imagery in advertising*, and David Ogilvy with the *connection between advertising and branding*.

I believe that the following scientific, methodological, and practical contributions can be highlighted in the monograph (some of the benefits mentioned above on p. 3 can also be considered contributions):

- An original approach to uncovering and understanding the emergence of new ideas and practices in advertising through the study of the life paths (biographies) of 50 key advertisers.
- A systematic theoretical framework on the development of American advertising theory and practice, drawn from extensive documentary research, which can be utilized in academic research, education, and contemporary advertising practice.

2. Assessment of Additional Publications Submitted Following Appointment as "Chief Assistant Professor"

For the competition, Dr. Daniela Kadiyska has also submitted a diverse range of scientific publications, including her habilitation work (monograph), five articles published in non-refereed journals with scientific review or in edited collective volumes, eight articles in the NBU scientific electronic archive, one conference paper published in an edited collective volume, and three short authorial works in the arts. All publications are in Bulgarian, with none indexed in internationally recognized databases.

These scientific publications can be categorized into the following research areas:

1. History and Theory of Advertising: (1 monograph and 4 articles)
2. Product Placement: Including communication and plot linkage, moral and ethical aspects of product placement in specific categories, and the connection between placement and cross-selling (3 articles)
3. Community Marketing Aspects: Focusing on brand messaging within social networks (1 article)

A review of Dr. Kadiyska's publications reveals that her contributions enrich existing knowledge and apply established theories and methodologies to analyze and explain specific practical problems. The main contributions in the first thematic area have been discussed in the

review of her monograph. Additionally, Dr. Kadiyska has shown a consistent interest in product placement as an advertising tool, a topic she explored in her dissertation on "Consumer Attitudes Toward Product Placement in Cinema and Television." Her notable contributions in this area include (1) Demonstrating the potential of product placement to achieve cross-selling; (2) Classifying product placement based on methods of information delivery and plot linkage; (3) Investigating audience attitudes toward the moral and ethical implications of cigarette product placement in American films.

It is worth noting that the thorough analysis of the publications reveals a consistent and deep scientific interest in the first two areas mentioned above, demonstrating continuous development over the years.

3. Citations by Other Authors

According to the submitted documents, there are four citations of two of Dr. Kadiyska's scientific publications:

Kadiyska, Daniela. "Advertising - the art of the cuckoo." In: "Stop Frame: A Jubilee Collection in Honor of Professor Lyudmil Hristov". Sofia: New Bulgarian University, 2017, pp. 134-151. ISBN 978-954-535-967-5.

Kadiyska, Daniela. "Trends in the Development of Advertising in Magazines -Innovative Communication Solutions." [Online]. 2017. NBU Scientific Electronic Archive.

III. Teaching and Educational Activities

Dr. Daniela Kadiyska's teaching and educational activities can be evaluated both quantitatively and qualitatively, based on formal criteria, personal observations, and feedback from colleagues and students.

Her teaching performance is outstanding in both quantitative and qualitative aspects, supported by the following arguments:

- Dr. Kadiyska has extensive academic and practical experience in advertising. Her courses across various educational levels at NBU align perfectly with the competition's scope: Major Advertising Schools, Advertising Festivals, Working on a Brief, Advertising Practices, and Innovative Forms of Advertising, Forming and defending a Portfolio, Product Placement, Creative Thinking as a Skill, Managing Agency-Client Relationships, Advertising - Concepts, Rules, and Examples, numerous extracurricular courses, practices, and internships.

Based on this information, it can be concluded that the candidate's teaching experience and academic competence align perfectly with the scientific specialty of the competition.

- The candidate's submitted scientific publications, which are thematically aligned with the courses she teaches, can be effectively used in the educational process to enhance the quality of student learning.
- Chief Assistant Professor Daniela Kadiyska, PhD ensures the quality of education in all her courses by providing teaching materials through the Moodle platform at NBU. Each course is supplemented with comprehensive presentation materials, links, original videos, and additional resources that meet NBU's requirements. The attached report shows that nearly 3,500 presentation slides, over 85 original video lectures, and more than 60 other original publications have been uploaded to Moodle.
- Chief Assistant Professor Dr. Daniela Kadiyska is among the initiators and organizers of numerous educational projects, the most significant of which include: "Advertising Academy"—the most successful training platform in the field of advertising in Bulgaria; the seminar series "Mentors at NBU"; "Online Advertising Academy"; annual workshops and masterclasses with renowned professionals from the communications industry. She is also the organizer and lecturer in a unique educational format developed specifically for high school students -"Advertising Break."
- Chief Assistant Professor Daniela Kadiyska, PhD has mentored student teams that have won numerous prestigious awards in various international and national competitions, including the annual international student competition Adventure; the annual national student competition BAAwards; the annual student competition Bulgaria Innovation Hackathon; and the Student Competition for a Key Visual by BAR, among others.
- Dr. Kadiyska's high standing among students is a result not only of her classroom activities (with an average student satisfaction rating of 4.40) but also of her excellent skills in supervising independent projects, internships, and practical training (serving as an academic mentor in the "Student Internships" I and II projects under the Human Resources Development Operational Programme), as well as her long-standing role as the program director of the Bachelor's Program in Advertising.
- Chief Assistant Professor Daniela Kadiyska successfully imparts knowledge and experience to students using modern teaching methods and tools: interactive forms of

learning, practical case studies, discussions, individual work with students, and the integration of research findings into the educational process, among others.

I assess the teaching and pedagogical activities of Chief Assistant Professor Dr. Daniela Kadiyska as fully meeting the requirements for the academic position of "Associate Professor" at NBU.

IV. Administrative and Public Activities

Recognition of Chief Assistant Professor Dr. Daniela Kadiyska's professional and organizational abilities is evident in her election to several key bodies: the Faculty Council of the School for Graduate studies, the Departmental Council of the Department of Cinema, Advertising, and Show Business, and the Program Council of the same department. She has successfully held the following administrative positions within the Department of Cinema, Advertising, and Show Business:

2000–2004: Coordinator of the "Visual Arts" foundational program.

2004–2006: Coordinator of the Bachelor's Program in Advertising.

2006–2014: Director of the Bachelor's Programs in Advertising and Visual Arts.

2015–2020: Program Consultant for the Bachelor's Program in Advertising.

V. Personal Impressions of the Candidate

I have known Daniela Kadiyska since 2001, when I began teaching a lecture course in the Bachelor's Program in Advertising at NBU. Over the years, it has always been a pleasure to communicate and work with her - a precise, extremely kind, and responsive person. Daniela Kadiyska is creative and proactive, organized, and responsible in her interactions with colleagues and students. She is deeply involved in the work of the Department of Cinema, Advertising, and Show Business. Daniela Kadiyska is someone who genuinely cares about her students and sees NBU as a cause worth dedicating herself to.

VI. Critical Remarks and Recommendations

Based on the results achieved so far and considering the experience and research potential of Chief Assistant Professor Dr. Daniela Methodieva Kadiyska, I believe that in her future work, she should focus on developing and working on research projects and publishing in journals included in internationally recognized databases.

Conclusion

The results achieved in the research and teaching activities, along with the successful public engagements of Chief Assistant Professor Daniela Methodieva Kadiyska, align with the legal and institutional requirements for the academic position of "Associate Professor" at NBU.

Based on the above, I am confident in recommending **Chief Assistant Professor Daniela Methodieva Kadiyska, PhD for the academic position of "Associate Professor" in the professional field 8.4. Theater and Film Arts (Advertising) at NBU.**

August 28, 2024

Reviewer: Prof. Galina Pencheva Mladenova, PhD