

## STATEMENT

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Regarding participation in the competition for the academic position of "Associate Professor," as announced in State Gazette No. 47 of June 4, 2024, within the field of higher education 8. Arts, Professional Direction 8.4. Theatre and Film Arts (Advertising), Department of Cinema, Advertising and Show Business, with candidate Chief Assistant Professor Daniela Metodieva Kadiyska, PhD:

Chief Assistant Professor Daniela Kadiyska, PhD, fully meets the minimum national requirements as well as the criteria set by New Bulgarian University for the academic position of "Associate Professor."

Her habilitation work, the published monograph *The Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration*, represents a significant milestone in the field of advertising in Bulgaria. The text is presented at a high level of competence, with professional language that is both clear and accessible to a broad audience. The narrative structure is well-defined, and the extensive use of visualizations effectively illustrates, complements, and enriches the presentation. The historical review, which highlights key figures in the world of advertising, is highly pertinent: it provides readers not only with details from the past and specific strategies employed but also offers the opportunity to draw comparisons with current practices. Daniela Kadiyska's research reveals that the strategies and key maneuvers shaping the advertising industry are not merely a series of enduring coincidences but are the result of meticulously planned activities by specific individuals. The chapters in *The Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration* are organized to reflect the sequence of the most significant events in the development of the advertising industry.

The contributions of the habilitation work *of American Advertising: Stories of Creativity, Boldness, and Inspiration* are both numerous and significant. Notably, the innovative approach of exploring advertising history through the biographies of key figures, combined with the clear and structured connections between individuals and ideas, stands out as a major achievement by Daniela Kadiyska. In addition to its originality, the work makes both scientific and practical contributions. These include enriching the field of advertising studies with a wealth of theoretical and practical insights, employing an interdisciplinary approach, and offering rich visualizations alongside extensive biographical accounts.

The contributions in the other attached publications of Daniela Kadiyska, made after her appointment to the academic position of *Chief Assistant*, are also numerous and impressive. She is the author of over 15 scientific articles and studies published in prestigious journals and scientific collections. Daniela Kadiyska consistently and deeply engages with some of the key

elements of the advertising industry: her key articles focus on the problems of product placement (2015, "Yearbook of the Department of Art Studies and Cultural History," Sofia: NBU. ISSN 1313-4094; 2015, "Yearbook of the Department of Cinema, Advertising and Show Business 2013-2014," Sofia: NBU. ISBN 978-954-535-886-9; "Problems of Art," 1/2015, Sofia: Institute of Art Studies at the Bulgarian Academy of Sciences. ISSN 0032-9371.

The publications by Daniela Kadiyska, produced after her appointment to the position of "Chief Assistant," are distinguished by their breadth and artistry. The material is presented in a manner that is informative, profound, purposeful, and highly engaging. Even the titles themselves capture the reader's attention and encourage further exploration of the text, regardless of their familiarity with the specific professional field (e.g., "Advertising – The Cuckoo Art") in: "Stop kadur: Anniversary Collection," Sofia: NBU. ISBN 978-954-535-967-5 or "Dueling with Life." "ARTizantin: Magazine for Culture and Art," No. 22+23/07.2019 – 08.2019, pp. 54-59. Sofia: Argos. ISSN 2535-1273).

In my opinion, the principal contribution of Daniela Kadiyska's publications is their exceptional ability to blend a rigorous research approach with accessibility for both specialists and general readers. Her works are marked by a penetrating scholarly insight that remains comprehensible and engaging across diverse audiences.

The publications of Daniela Kadiyska consistently feature a rich array of citations from international authors. These citations are presented with notable relevance, timeliness, and moderation. A key strength of *The Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration* is its extensive bibliography, extensive references to international authors, and the enriching citations that substantiate its findings.

The assessment of Daniela Kadiyska's involvement in research and creative projects, as well as the practical application of her results, is exceedingly positive. She plays an active role in educational initiatives such as the "Advertising Academy," which is organized annually by NBU in collaboration with the Bulgarian Association of Communication Agencies and the Bulgarian Association of Advertisers. This initiative, which has been running for over ten editions, stands as Bulgaria's most successful training platform in advertising. Additionally, Daniela Kadiyska initiates various other educational formats, including seminar series ("Mentors at NBU," "Online Advertising Academy") and annual workshops and master classes featuring leading experts from the communication industry.

I must also note another extremely important characteristic of Daniela Kadiyska's academic activity: in her long teaching career, she has mentored numerous student teams. Some of these teams have won prestigious awards at international and national competitions (among them: the international student competition Adventure (an initiative of the European Institute for Commercial Communications Education – Edcom), the annual national student competition BAAwards (an initiative of the Bulgarian Association of Advertisers); the annual student competition Bulgaria Innovation Hackathon, and others).

Regarding Daniela Kadiyska's teaching and educational activities, she meets all the requirements set by NBU, including responsibilities for both classroom and extracurricular activities, work within the electronic learning platform "MOODLE – NBU," and the organization of student internships and placements. She is also actively involved in mentoring

students and PhD candidates. Evaluations from student surveys have been provided to support her performance.

In terms of administrative and public engagement, Daniela Kadiyska has made substantial contributions to the academic community and has established strong connections with the industry. Through her proactive involvement at the university, she fosters and enhances educational opportunities, creating meaningful links between academia and professional practice. For instance, the "Advertising Academy" educational format, which has successfully completed over ten editions, effectively fulfills its goal of establishing sustainable connections and partnerships that benefit young professionals. This initiative attracts numerous new students to the program, offering valuable opportunities for engagement with key figures in contemporary business.

Since 2023, Daniela Kadiyska has also participated as an organizer and lecturer in "Advertising Break," a unique educational format designed for students aged 14-18. This initiative clearly appeals to prospective students interested in pursuing careers in advertising, marketing, communications, and entrepreneurship.

Thanks to her vibrant temperament and natural artistry, Daniela Kadiyska stands out in the public environment in our country. She is a lecturer and mentor closely connected with the university community, but also a significant researcher in her field, a major author (the book *of American Advertising: Stories of Creativity, Boldness, and Inspiration* became a bestseller in the advertising world in our country in a very short time). Daniela Kadiyska's creative projects are also in the focus of public interest – she is the screenwriter of the documentary film about the ballerina Polina Kadiyska, producer and co-director of the ballet performance “A Tale of Polly – 8 Lives of Love” (National Music Theatre "Stefan Makedonski," Sofia), as well as the screenwriter (in collaboration with Ivaylo Spasov) of several feature films (realized in the period 2018 - 2022).

Undoubtedly, Daniela Kadiyska's participation in 2019 on the global TEDx platform (within the Metamorphoses program) is again an important step in her brilliant professional and personal path.

My personal impressions of Daniela Kadiyska have developed over time, culminating in a significant moment during the presentation of her book *The Knights of American Advertising: Stories of Creativity, Boldness, and Inspiration* at the NBU bookstore on May 23, 2024. The event, held in a packed hall, showcased the enthusiastic support of students, colleagues, and peers who shared their professional experiences with Daniela Kadiyska. They emphasized the profound impact of her multifaceted and dedicated work on their personal and professional growth. The stories recounted were deeply moving, reflecting her exceptional mentorship, the rigorous standards she upholds in her work, and her ability to be both an inspiring example and a dedicated supporter of her students.

My assessment of Daniela Kadiyska's activities and achievements is extremely positive. Her vibrant personality, undeniable talent for teaching, thoroughness in research, proactive organizational skills, and relentless enthusiasm for advancing her field make her a central figure

not only within the Department of Cinema, Advertising and Show Business but also in the recent history of New Bulgarian University.

In conclusion, I offer a highly favorable evaluation of Chief Assistant Professor Dr. Daniela Kadiyska's academic contributions. I recommend that she be considered by the Academic Council for promotion to the academic position of "Associate Professor."

July 19, 2024

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