

## STATEMENT

### ON THE APPLICATION FOR ASSOCIATE PROFESSOR AT NBU

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Concerning the research, teaching, and creative activities of **Chief Assistant Professor Daniela Metodieva Kadiyska, PhD**, candidate in the competition for the academic position of "Associate Professor" in the professional Direction 8.4. Theatre and Film Arts (Advertising), announced in the State Gazette, issue 47 of 04.06.2024.

Chief Assistant Professor Dr. Daniela Kadiyska holds a PhD in the professional field of 8.4. Theatre and Film Arts, with diploma No. 248 dated 06.07.2015. Her dissertation, titled "Exploring Consumer Attitudes Towards Product Placement in Cinema and Television," was completed under the Department of "Cinema, Advertising, and Show Business." She graduated from NBU in 2000, and by 2002, she had already become a full-time lecturer. Dr. Kadiyska is one of the founders and authors of the Bachelor's program in "Advertising." For over 25 years, she has been developing and teaching various courses related to communication strategies and integrated marketing communications.

Within NBU, she has also held various administrative positions. Dr. Kadiyska has made significant contributions both to the academic community and the advertising industry, demonstrating a strong commitment to student education and development. She plays an active role in the creation and annual updating of the Bachelor's program in "Advertising" at NBU, ensuring that it aligns with contemporary business and academic standards.

Currently, she is a full-time lecturer at the Bachelor's Faculty of NBU, where she has been employed under a full-time contract. Since 2006, she has served as a full-time assistant in Marketing within the Department of "Cinema, Advertising, and Show Business," and she has a full workload for a lecturer at NBU.

Chief Assistant Professor Daniela Kadiyska has applied for the announced competition and is the sole candidate. The scientific jury for the competition was appointed by the Rector of NBU by order No. Z-RK-314/25.07.2024.

Dr. Kadiyska undoubtedly meets the necessary educational and professional qualifications, including extensive teaching experience and a PhD, making her an entirely suitable candidate for the position.

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

The attached report indicates that Chief Assistant Professor Daniela Kadiyska, PhD not only meets the minimum national requirements and those of NBU but also significantly exceeds the required points in sections Г, Д, Е, Ж, З, И. Dr. Kadiyska's total points not only fully cover but also surpass the required criteria for the position of Associate Professor.

#### **II. Research Activity and Results**

For the purposes of this competition, Dr. Kadiyska presents her monographic work: "The Knights of American Advertising - Stories of Creativity, Boldness, and Inspiration." The book consists of 603 pages, includes 123 illustrations, and is divided into five chapters across two main parts: the first part focuses on the formation of scientific advertising in America, particularly examining the pioneers who defined advertising as a new means of communication connecting products, services, or intentions with customers. The second part deals with advertisers who shaped ideas for their clients' needs through the creation of desires, needs, and emotional associations, essentially discussing the creative revolution in the industry.

The work traces these stories through analyses of the biographies of the most influential figures in American advertising, including Benjamin Franklin, Volney Palmer, James W. Thompson, Leo Burnett, David Ogilvy, and others. These individuals transformed the perception and practice of advertising. The narrative thread highlights stories of success, hope, mistakes, and perseverance, motivating curious minds to see the creative process as a deep and unconventional adventure filled with obstacles and new opportunities. Dr. Kadiyska successfully conveys the excitement and passion that drive advertising professionals in their quest to create a new industry, fundamentally changing the world of sales and product perception. The choice to tell the story through biography is authentic; in this way, paraphrasing Jean Jaurès, the reader can "take the fire from the past, not the ashes." The author presents advertising not merely as an effective sales tool but as a cultural phenomenon that upgrades and shapes society through new collective norms and cultural trends. Advertising certain ideals of beauty, success, and happiness changes and encourages specific social standards that govern the behavior and perceptions of the masses.

The monograph offers valuable lessons not only for professionals in the field of advertising but also for anyone interested in originality, innovation, and even the art of communication. The book was written after obtaining the doctoral degree. Here are the key contributions:

- The research offers a valuable blend of theoretical insights and practical knowledge, applicable to both academic and professional contexts.
- It provides a thorough examination of the evolution of American advertising, considering all major factors that have shaped the industry over time.
- The study is supported by an extensive collection of research materials, including a comprehensive bibliographic database with 232 sources.
- It includes detailed analysis and clarification of key terms, theories, and concepts, enhancing understanding in the field.

### **III. Teaching and Educational Activity**

Chief Assistant Professor Daniela Kadiyska, PhD, is a highly respected lecturer at NBU with a long-standing commitment to the Department of Cinema, Advertising, and Show Business. She teaches a diverse array of courses, including Advertising, Advertising Festivals, Advertising Practices, Innovative Forms of Advertising, Advertising Management and Visual Branding, Product Placement, and Agency-Client Relationship Management, among others. Within NBU, she has played a pivotal role in the development of the "Advertising Academy," a unique educational platform that has, over its ten editions, become a bridge between students and the advertising industry, fostering both learning and professional opportunities. Additionally, she is one of the founders of several other influential training initiatives, such as the "Mentors at NBU" seminar series, the "Online Advertising Academy," the "Advertising Recess" program for high school students, and a range of annual workshops and masterclasses featuring leading experts from the communications field.

Chief Assistant Professor Kadiyska's impact on her students is profound, as evidenced by the overwhelmingly positive and heartfelt feedback she receives. Students express their admiration and gratitude in comments such as: "I am extremely glad to exist in a world where you exist," "You are a teacher, a person, and a friend to me," "My family and I respect you, support you, and will always stand by you. We love you!" "Dani is demanding, instilling discipline because she is passionate about what she knows and wants to pass it on to us," "She is a giving person and wants to teach us," "She brings people together in teams and makes them true friends," "You taught us not to give up and to strive to be better," "Thank you for being a friend, companion, and like-minded person," "You were my second mother during the important moments of my life," "Thank you for believing in us and supporting us," "Dani Kadiyska is on Earth to teach..." These sincere and unconditional expressions of love and respect, captured in a video where current and former students celebrate the publication of her book, "The Knights of American Advertising", underscore the rarity and depth of the bond she has cultivated with those she mentors.

#### **IV. Administrative and Public Activity**

Dr. Daniela Kadiyska is recognized not only as an active lecturer but also as a dedicated researcher specializing in product placement and its application across various entertainment contexts. She actively engages in numerous collaborative creative projects both in Bulgaria and internationally. Each year, she contributes to seminars as a guest lecturer, delivering a range of individual lectures and workshops. Dr. Kadiyska has forged lasting partnerships with numerous advertisers and advertising agencies, securing internships, practical training, and job opportunities for students within prestigious communication networks such as 121 Agency, Ogilvy Group Bulgaria, Saatchi & Saatchi, Noble Graphics, Publicis Sofia, and others.

Throughout her extensive teaching career, she has mentored student teams that have earned numerous prestigious awards in various international and national competitions, including the annual international student competition Adventure (an initiative of the European Institute for Commercial Communications Education – Edcom, of which NBU is a member), the annual national student competition BAAwards (an initiative of the Bulgarian Association of Advertisers), the annual student competition BULGARIA INNOVATION HACKATHON, and the Student Competition for Key Vision for BAR, among others.

Dr. Kadiyska is also the author of over 15 scientific articles and studies, published in respected journals and scientific collections. Since 2022, she has served as a member of the jury for Effie Bulgaria, representing NBU as the sole academic institution on the panel. Her creative endeavors extend to screenwriting for a documentary autobiographical film, co-authoring three feature films, and undertaking production and staging roles in a ballet performance.

#### **Conclusion:**

In academic circles, Daniela Kadiyska is recognized as a deeply committed educator who passionately invests in her students, consistently striving to impart the intricacies of advertising with both rigor and compassion. Her charisma as a lecturer, coupled with her ethical character, extensive knowledge, and genuine approachability, enables her to shape students into adaptable, creative, and critical thinkers capable of forming their own well-founded arguments based on the skills they acquire under her guidance.

A dedicated and inspiring figure, both as a researcher and lecturer, Daniela Kadiyska undoubtedly meets the high standards required for the academic position of "Associate Professor."

I wholeheartedly endorse her candidacy and recommend to the esteemed members of the academic jury that Daniela Metodieva Kadiyska be appointed to the position of ASSOCIATE PROFESSOR in the Department of "Cinema, Advertising, and Show Business" at NBU, in the field of 8.4. Theatre and Film Arts (Advertising).

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Prof. Martin Dimitrov, PhD