

OPINION

by **Assoc. prof. Dr. Toni Bogdanova Mihova - Technical University - Sofia, Plovdiv branch**

of a dissertation for awarding the educational and scientific degree " **doctor** "

by : area of higher education 3. Social, economic and legal sciences

professional direction 3.8. Economy

doctoral program Economics and Management (Industry)

Author : Megi Zdravkova Dakova

Subject : "Interaction of higher education and the industrial enterprise in the conditions of a competitive business environment"

Research supervisor : Associate Professor Angel Enchev Dimitrov, Plovdiv University "Paisiy Hilendarski"

1. General presentation of the procedure and the PhD student

I have been appointed as a member of the scientific jury by order No. PD-21-221/ 01.02.2023 of the Rector of Plovdiv University "Paisiy Hilendarski" (PU) to ensure a procedure for the defense of a dissertation on the topic "Interaction of higher education and industrial enterprise in the conditions of a competitive business environment" for the acquisition of the educational and scientific degree " doctor" in

Field of higher education: 3. Social, economic and legal sciences,

Professional direction: 3.8. Economy,

Doctoral program Economics and Management (industry) .

The author of the dissertation is Megi Zdravkova Dakova - full-time doctoral student form of education to the department "Management and Quantitative Methods in Economics", with scientific supervisor Assoc. Ph.D. Angel Enchev Dimitrov from PU "Paisiy Hilendarski".

Megi Zdravkova Dakova has a master's degree in Marketing and Human Resource Management. Since 2019, he has been a full-time doctoral student at Paisii Hilendarski Polytechnic. Since 2015, he has been an expert at the Scientific Project Activity at the mentioned university.

The set of materials presented by the doctoral student in paper and electronic media is in accordance with the requirements of ZRASRB and Article 36 (1) of the Regulations for the Development of the Academic Staff of the PU.

2. Actuality of the topic

The bilateral benefits for higher education (HE) and business determine the need for effective interaction between higher education (HE) and business organizations (BO). They are mainly expressed in: increasing the quality of education; adapting knowledge to the requirements of dynamically changing business; successful career realization; provision of highly qualified staff for business purposes; generating new ideas with specific practical applicability; use of scientific achievements and innovations. The stated benefits create the competitive advantages of both higher education institutions and industrial enterprises.

I summarize that the study of this logical connection determines the high significance and relevance of the problem developed in the dissertation in scientific and scientific-applied terms.

3. Knowing the problem

The detailed literature review, the skillful systematization of the main theoretical concepts and views on the issue under consideration, as well as the precisely selected bibliography prove the knowledge of the problem by the doctoral student. Based on the mentioned argument, as well as the experience of the doctoral student as an expert to Scientific Project Activity, I believe that the problem is known in the depth necessary for the development of a dissertation work .

4. Research methodology

The dissertation uses a combined research strategy that includes the application of both quantitative and qualitative methods. This allows the results of a given study to be checked and supplemented in order to solve the research tasks. The registration of primary data is realized by means of a survey and an in-depth interview. The survey card is implemented online through the platform of the Faculty of Economic and Social Sciences at PU "Paisiy Hilendarski" - fisn.uni-plovdiv/survey/, which is web-based.

In conclusion of this section, I summarize that the chosen research methodology allows achieving the set goal and obtaining an accurate answer to the tasks in the dissertation work.

5. Characterization and evaluation of the dissertation work and contributions

The presented dissertation includes 236 pages. The visualization of the information was done by means of 39 figures and 6 tables. 138 literary sources in Bulgarian, English and Internet sources are cited.

The dissertation consists of an introduction, three chapters, conclusion, appendices, bibliography, declarations.

In the first chapter, the key concepts for the dissertation - university, science, industrial enterprise, etc. are clarified in a theoretical aspect. The need for interaction between the university

and the industrial enterprise is substantiated . It is interesting to consider innovation as a means of bringing higher education, science and their relationship with business closer together. It ends with the formulation of conclusions on the considered problems.

The emphasis of the second chapter is the presented Conceptual Model on areas of interaction between the university and the industrial enterprise. The methodology of the research has been clarified.

The results of the research are presented and analyzed in the third chapter, which also contains the web-based platform developed by the doctoral student, offering the possibility of effective interaction between education (and science) and industrial enterprise (business organizations).

The conclusion shows the summary of the results of the conducted research and the concretization of the contributions to increase the effectiveness of the cooperation between the university and the industrial enterprise, considered through the prism of science.

The above is sufficient reason for my positive assessment of the originality of the approach in the step-by-step solution of the target tasks and the achievement of the main goal.

6. Evaluation of the publications and personal contribution of the doctoral student

The main research issues are published in six conference proceedings. Four publications are co-authored, with two having two co-authors, two having one co-author and two being independent. The proposed publications are proof of the good promotion of the results of the conducted research, as well as of the doctoral student's ability to work in a team, to assume responsibilities and to have a responsible position.

The doctoral student's contribution to the publications is indisputable. The number and quality of the publications meet the requirements of the Regulations for the terms and conditions for acquiring scientific degrees and for holding academic positions at the PU Paisiy Hilendarski".

7. Abstract

The abstract answers by volume and content on the requirements of ZRASRB and the Regulations of PU Paisiy Hilendarski". Reflects correctly, in a synthesized form, the main results of the research in the dissertation.

8. Recommendations for future use of dissertation contributions and results

Based on the fulfilled goal of the dissertation work and the expert experience of the doctoral student, I believe that she has the potential to implement the following recommendations:

- To initiate the holding of meetings, seminars, round tables with the participation of representatives of business and higher education in the city of Plovdiv, at which to popularize the good practice of the University of Plovdiv regarding the good

cooperation between them, as well as the author's web-based platform in the university space .

- To deepen the research of the problems related to new, modern mechanisms of interaction in order to improve the cooperation between education, science and business and publish their results in scientific publications with a high Impact Factor.

CONCLUSION

The dissertation *contains scientific, scientific-applied and applied results, which represent an original contribution to science* and **meet the** requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the Implementation of ZRASRB and the relevant Regulations of PU "Paisiy Hilendarski".

The dissertation shows that the doctoral student Megi Zdravkova Dakova **possesses** in-depth theoretical knowledge and professional skills in the scientific specialty Economics and Management (industry), **demonstrating** qualities and skills for independent conduct of scientific research.

Due to the above, I confidently give my *positive evaluation* of the conducted research presented by the above-reviewed dissertation work, abstract, achieved results and contributions, and *I offer to the honorable scientific jury* **Yes awarded the educational and scientific degree "doctor"** to Megi Zdravkova Dakovain the field of higher education: 3. Social, economic and legal sciences, professional direction 3.8. Economydoctoral program Economics and Management (Industry).

01.03.2023

Prepared the opinion :

/Assoc. prof. Dr. Toni Mihova/