

# OPINION

of

**Margarita Lyubenova Ruseva, PhD**

**Associate Professor at Plovdiv University Paisii Hilendarski,**

**Faculty of Economics and Social Sciences**

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

in: field of higher education **3. Social, economic, and legal sciences**

professional field **3.8. Economics**

PhD Programme *Economics and Management (Industry)*

**Author:** Megi Zdravkova Dakova

**Topic:** „*Interaction of higher education and the industrial enterprise in the conditions of a competitive business environment*“

**Research supervisor:** Associate Professor Angel Enchev Dimitrov, PhD

## **1. General presentation of the procedure and the PhD student**

On the grounds of order No. PD-21-221 dated 01.02.2023 of the Rector of Plovdiv University Paisii Hilendarski (PU), I have been appointed as a member of a scientific jury in connection with the provision of a procedure for the defence of a dissertation on the topic "*Interaction of higher education and the industrial enterprise in the conditions of a competitive business environment*" for the acquisition of the educational and scientific degree "**Doctor**" in the field of higher education 3. Social, economic and legal sciences, professional field 3.8. Economics, PhD programme of Economics and Management (Industry).

The author of the dissertation is Megi Zdravkova Dakova - full-time doctoral student at the Department of "Management and Quantitative Methods in Economics" with scientific supervisor Associate Professor Angel Enchev Dimitrov, PhD., from Plovdiv University Paisii Hilendarski.

The set of materials presented by Megi Dakova on paper and electronic media is in accordance with Article 36 (1) of the *Regulations for the Development of the Academic Staff of PU* and includes the following documents: (1) an application to the Rector of PU to open the procedure for the defence of dissertation work; (2) CV in European format; (3) protocol from the departmental council related to reporting the readiness to open the procedure and preliminary discussion of the dissertation work; (4) dissertation; (5) abstract in Bulgarian and English; (6) a list of scientific publications on the topic of the dissertation; (6) copies of scientific publications on the subject of the

dissertation; (7) official notes certifying participation in projects; (8) list of certificates and (9) declaration of originality and authenticity of the attached documents.

Megi Dakova has presented *six publications* (3 scientific reports and 3 articles), two of which are independent.

## **2. Relevance of the topic**

The concept of the knowledge triangle is successfully implemented and reaps its benefits where a favourable and sustainable environment is created and where there is a deeply felt need by the stakeholders. In the dissertation work "*Interaction of higher education and the industrial enterprise in the conditions of a competitive business environment*", doctoral student Megi Dakova offers an innovative approach to the study of the relationship between business organizations and universities in Bulgaria using the example of the South-Central region. The relevance of the topic of the dissertation research stems from the fact that nowadays the cooperation between higher schools and business organizations can increase the effectiveness of scientific research work, modernize and completely change business processes. It is clear from the content of the dissertation that the development of knowledge largely depends on the tools used by researchers and their ability to apply experimental methods in the cognitive process. In order to overcome the challenges and increase the efficiency of the ecosystem of interaction "education - science - business", the central role of universities is indicated and the need to build closer ties, strengthening trust, motivation and adaptability with opportunities for transfer of information, knowledge and technology. In accordance with this, the research strategy in the dissertation work is realized through the development of a web-based platform, through which it is sought to ensure a sustainable connection between education, science and business.

## **3. Knowing the problem**

In the main parts of the dissertation, the author presents theoretical and methodological issues that are linked in a good logical sequence. I believe that the problem under consideration is relevant, both in a scientific and in a scientific-applied sense. In her dissertation, Megi Dakova demonstrates an excellent degree of knowledge of the state of the problem and the existing literature on the subject.

## **4. Research methodology**

The chosen research methodology corresponds to the goals and objectives of the dissertation work. The presented analyses show the author's ability to compare different principles and approaches, to summarize and interpret data, to formulate conclusions. The methods and results described in the dissertation logically correspond to the originally planned work plan and have eviden-

tiary value in relation to the stated hypotheses. The author's contributions are based on the results and conclusions achieved by the theoretical and empirical research.

## **5. Characterization and evaluation of the dissertation and contributions**

The presented dissertation work "*Interaction of higher education and the industrial enterprise in the conditions of a competitive business environment*" has a volume of 235 pages, of which 182 pages are the main text, 13 pages are a bibliography, 4 pages contain a list of figures and the tables and 36 pages of appendices. The dissertation is structured according to generally accepted criteria and contains all the necessary sections - introduction, literature review, purpose, research tasks, hypotheses, methodology, limitations, results, discussion, conclusions, cited literature sources and contributions.

The main text consists of an introduction, an exposition in three chapters and a conclusion. The bibliography contains 138 titles, of which 36 are in Bulgarian, 42 in English and 60 Internet information sources.

The research object, the subject, the objectives, the hypotheses and the tasks are clearly structured and defined in the dissertation. The subject, the object, the scope and the goals of the dissertation are considered in the context of the modern and dynamically developing relations between the university and the industrial enterprise. The presentation of the dissertation is built logically and coherently, with a good relation between the individual parts and an appropriate structure in relation to the set goal, formulated hypotheses and tasks.

The purpose of the research is clearly formulated in the work, and in the process of its implementation, the specific tasks and hypotheses are specified in a logical sequence. The dissertation has an integrative character, which is a reason to look for its innovative value in several directions. The value of this research is that, through her work, Megi Dakova strives to analyse the current state of research and development activities in higher education institutions in Bulgaria, identifying the factors and specific opportunities for cooperation between them and industrial enterprises. A conceptual model for areas of higher education and research activity is proposed, the connections and dependencies between PU Paisii Hilendarski, research centres and business organizations in the South-Central Region for planning are investigated. A functioning web-based platform in the university space, providing a sustainable connection between education, science, and business, has been developed and tested in a well-grounded manner.

I accept the mentioned contributions in dissertation and consider that they are formulated accurately and meaningfully and build a very good perspective of the success of the author's experimental strategy. The fact that the achieved results are significant and are the result of many years of work on the topic of the dissertation is clearly highlighted. The specified contributions can be

evaluated as contributions of a theoretical-methodological nature and contributions of a scientific-applied nature.

## **6. Assessment of the PhD student's publications and personal contributions**

The dissertation and publications on the topic of the dissertation work presented by Megi Dakova fully meet the minimum national requirements (Article 2b, Paragraphs 2 and 3 of the Law on the Academic Staff Development in the Republic of Bulgaria) for the acquisition of an educational and scientific degree "Doctor" in the scientific field and professional field of the procedure. The ideas presented by the doctoral student in the publications directly correspond to the topic of the dissertation and prove the abilities and skills of the author to conduct scientific research. This expertise is also supported by the participation of the author of the dissertation work in a large number of scientific projects. I believe that the attached publications provide the necessary publicity for the results of the dissertation research in front of the scientific community in the country. I accept that the dissertation research was carried out entirely by the doctoral student, and the results obtained, and the conclusions and recommendations derived from them are her personal contribution.

## **7. Abstract**

The abstract comprehensively reflects the essence of the dissertation and the achieved results of the conducted research. All sections of the dissertation are presented correctly, and enough figures and tables have been selected to illustrate the main results.

## **8. Recommendations for future use of dissertation contributions and results**

My impression of the presented results in Megi Dakova's dissertation is that the researched problem has been mastered in detail and in essence. The presentation is coherent, structured and reasoned. I believe that the proposed dissertation allows for future scientific research on the topic towards enriching the methodological toolkit, as well as regarding the use of new effective approaches to improve cooperation between education, science, and business. To improve the communication between science and business and promote the exchange of ideas, I recommend that the presented web-based platform be further developed and upgraded in terms of its functionality, as well as be more popularized and tested among the interested participants in the interaction process. I recommend the author of the dissertation to present the results of her scientific research at international scientific forums, as well as to format them as publications for journals, referenced and indexed in the international databases Scopus and Web of Science.

## CONCLUSION

Having familiarized myself with the dissertation presented in the procedure and the accompanying scientific works and based on the analysis of their significance and the categorically contained scientific, scientific-applied and applied results in science, **I confirm** that the presented dissertation and the scientific publications to it, as well as the quality and originality of the results and achievements presented in them, **meet all the requirements** of the *Law on the Academic Staff Development in the Republic of Bulgaria (LASDRB)*, *the Regulations for the Implementation of LASDRB* and *the relevant Regulations of PU Paisii Hilendarski*.

The doctoral student Megi Dakova meets the minimum national requirements, and no plagiarism has been found in the scientific works presented in the competition.

The dissertation shows that its author has in-depth theoretical knowledge and practical skills in the field of the doctoral program *Economics and Management (Industry)* by demonstrating very good organizational qualities and skills for independent planning and conducting scientific research.

Based on the above, **I confidently give my positive assessment** of the conducted research, presented in the dissertation, the abstract, the achieved results, and contributions, **and I propose to the respected scientific jury to award the educational and scientific degree "Doctor"** to Megi Zdravkova Dakova in field of higher education 3. Social, economic and legal sciences; professional field 3.8. Economics; PhD programme "Economics and Management (Industry)".

03.03.2023

Opinion prepared by: .....  
(Associate Professor Margarita Lyubanova Ruseva, PhD)