

O P I N I O N

by **Corr. Member Lyubka Doukovska, DSc**

from the Institute of Information and Communication Technologies,

at the Bulgarian Academy of Sciences,

on the Thesis for awarding educational and scientific degree PhD,

under the Scientific Field: **4. Natural Sciences, Mathematics and Informatics,**

the Professional area: **4.6. Informatics and Computer Sciences,**

the Scientific PhD Specialty: „**Informatics**“

Author: Stanislav Minchev Dakov

Title: Tools for improved user interaction in electronic commerce

The scientific advisor: Assoc. Prof. Veselin Nikolaev Kyurkchiev, PhD

In accordance with Order No. RD-22-1033/19.05.2026 of the Rector of the Plovdiv University “Paisii Hilendarski”, I have been appointed as a member of the Scientific Jury regarding the PhD thesis of Stanislav Minchev Dakov for awarding the educational and scientific degree “Doctor of Philosophy” (PhD). The scientific advisor of the PhD thesis is Assoc. Prof. Veselin Nikolaev Kyurkchiev, PhD.

As a member of the Scientific Jury I have received:

1. Order No. RD-22-1033/19.05.2026 of the Rector of the Plovdiv University “Paisii Hilendarski”;
2. PhD thesis for the educational and scientific degree PhD;
3. Abstract of the PhD thesis for the educational and scientific degree PhD;
4. Copies of the publications included in the PhD thesis;
5. Accompanying documents according to the procedure for the defense of the PhD thesis.

In order to form the final evaluation of the PhD thesis, the requirements of the *Development of Academic Staff Act in the Republic of Bulgaria* are implemented the specific requirements in the Act's Institutional Regulation shall be taken into consideration, where the respective norms are:

1. Pursuant to Art. 6 (3) of the *Development of Academic Staff Act in the Republic of Bulgaria*, PhD thesis should contain scientific or scientific-applied results, which represent an original contribution in science. The PhD thesis must indicate that the candidate has in-depth theoretical knowledge of the relevant specialty and ability for independent research.

2. According to Art. 27 (2) of the specific requirements in the Act's Institutional Regulation, PhD thesis should be presented in a form and volume corresponding to the specific requirements of the primary unit. The PhD thesis should contain: a cover page; content; introduction; exhibition; conclusion - a summary of the results obtained with a declaration of originality; bibliography.

The PhD thesis consists of 179 pages, with a bibliography including 206 sources. Its structure includes an introduction, three chapters, a conclusion, a list of publications on the PhD thesis, noted citations, an approbation of the results, and literature.

The aim of the PhD thesis is “researching possibilities and developing prototypes of software tools for improving user interaction in e-commerce”.

To accomplish this aim, the following research tasks have been pursued:

1. To analyze existing tools and the main factors influencing the interaction between users and businesses in e-commerce.

2. To develop a model of innovative opportunities for improving user interaction in e-commerce.

3. To develop a prototype of an online platform with a set of tools satisfying the improvement of user interaction in e-commerce.

I find that the aim and the problems formulated reflect the topicality and significance of the presented PhD thesis, as well as the possibility to apply the results.

The presented list of publications on the PhD thesis includes six publications, of which one is independent and five are co-authored. Four of the publications are indexed and referenced in the global databases Web of Science and Scopus. A list of seven noted citations is presented. The data presented in this way give me reason to conclude that the research has been provided with the necessary publicity.

I accept that the contributions so formulated could be considered to have scientific and common application. This separation would allow detailing the results obtained in accordance with the specificity of their significance. Such defined contributions can be defined as enriching the existing scientific field with new knowledge.

The PhD abstract has a volume of 32 pages. It faithfully reflects the essence and content of the PhD thesis, including the purpose, subject, object and tasks of PhD thesis research and the ways of their realization.

In order to form the final evaluation of the PhD thesis, the requirements of the *Development of Academic Staff Act in the Republic of Bulgaria* and its Implementation Rules are to be taken into account, according to which I have the following remarks and recommendations:

1. Style errors are noted in the text of the PhD thesis.
2. The formulation of the PhD thesis contributions does not allow emphasizing the individual contribution of the PhD student.
3. The PhD student should direct his efforts to increase his contributions to reputable international publications.

In conclusion, I accept that the requirements of the Development of Academic Staff Act in the Republic of Bulgaria and the specific requirements in the Act's Institutional Regulations for its implementation, the Rules for the conditions and the order for acquiring academic degrees and the Rules for the specific conditions for acquisition of academic degrees and occupation of academic positions at the Plovdiv University "Paisii Hilendarski" are accomplished. After my introduction to the PhD thesis and its publications, an analysis of their significance and the contributions they make, I give my positive assessment and I recommend to the Honorable Jury to award the educational and scientific degree "Doctor of Philosophy" (PhD) to **Stanislav Minchev Dakov** in the Scientific Field **4. Natural Sciences, Mathematics and Informatics**, the Professional Area **4.6. Informatics and Computer Sciences**, the Scientific Specialty **Informatics**.

06.06.2026

Sofia

Signature:

/Corr. Member Lyubka Doukovska, DSc/