

## REVIEW REPORT

for awarding the educational and scientific degree "Doctor" (PhD)

This review is prepared on the basis of Order 315/ 11.05.2022 of the Rector of 'Dimitar A. Tsenov' Academy of Economics - Svishtov for appointing the scientific jury

**Review prepared by:** Assoc. Prof. Lyubomir Dimitrov Lyubenov - PhD,  
'Angel Kanchev' University of Ruse

**Author of the dissertation:** Pencho Malinov Malinov

**Topic of the dissertation:** "Achieving competitiveness by implementing innovative strategies (following the example of companies in the industrial sector)"

### I. General overview of the dissertation

The dissertation consists of a total of 169 pages comprising of a list of abbreviations, a list of figures, an introduction, three chapters, a conclusion, a bibliography and appendices. It contains 8 figures and 11 tables. The list of bibliographical sources consists of 100 titles - 54 in Cyrillic, 40 in Latin, and 6 electronic sources. The correct formulation of the object and subject of research, the research thesis, the purpose and the research tasks of the dissertation and its structure contribute to the analysis of competitiveness through the application of innovative strategies.

### II. Assessment of the form and content of the dissertation

Undoubtedly, the chosen topic of the dissertation and the results of the presented dissertation work determine the well-argued relevance and importance of innovative strategies for achieving competitiveness. The positive results of the research determine the approval in principle as having the necessary

qualities of a dissertation for obtaining an educational and scientific degree "Doctor", as well as the alignment between topic and content. The abstract of the thesis summarizes the main research results and gives the necessary idea of the theoretical and applied achievements of the author.

### **III. Scientific and scientific-and-applied contributions of the dissertation**

The detailed reading of the dissertation allows the formulation of specific positive results, the most important of which are:

- an algorithm has been designed to study competitiveness by applying innovation strategies.
- a situational analysis of real enterprises (Bio Fresh OOD, Bulltek OOD, Elplast EOOD) from the industrial sector in the context of competitiveness and innovation was carried out.
- the competitiveness achieved through the implementation of innovation strategies in these enterprises with the help of a survey was studied.
- the possibilities for increasing the competitiveness by applying innovative strategies in the researched enterprises are analyzed.

### **IV. Questions on the dissertation**

The achieved results and their characteristics, specificity and synthesis provoke conclusions, but also the following questions:

- What should be the minimum sample size for the purposes of the empirical survey conducted in each enterprise, under a normal probability distribution law?
- Are the research activities of interest for the researched enterprises to establish the functional characteristics and strengths of the links between innovation and competitiveness? What statistical methods can be used in this regard?

## **V. Overall assessment of the dissertation and conclusion**

The outlined positive results of the dissertation of Pencho Malinov Malinov titled "Achieving competitiveness through the implementation of innovation strategies (following the example of companies in the industrial sector)" provide sufficient grounds for an overall positive assessment of scientific potential and research opportunities. This allows me to vote positively for awarding the educational and scientific degree "Doctor" in professional field 3.7 "Administration and Management" to Pencho Malinov.

Date: 23.05.2022

Review prepared by: ..

(Assoc. Prof. L. Lyubenov, PhD)