

OPINION

in relation to the procedure for obtaining the educational and scientific degree "Doctor of philosophy (PhD)"

Opinion prepared by: Prof. Teodora Dimitrova, PhD, science major "Finance, Money Circulation, Credit and Insurance (Finance)", Academy of Economics "Dimitar A. Tsenov", member of the science committee, according to Order № 315 / 11.05.2022.

Author of the dissertation: Pencho Malinov Malinov, PhD student at the Dimitar A. Tsenov Academy of Economics, doctoral programme "Social Management"

Topic of the dissertation: "Achieving competitiveness through the implementation of innovation strategies (following the example of companies in the industrial sector)"

I. General presentation of the dissertation:

The dissertation has a volume of 168 pages, of which 158 represent the general thesis. In terms of composition, it consists of a list of abbreviations, a list of figures, an introduction, three chapters, a conclusion, a bibliography, appendices and a declaration of authenticity. The bibliographic reference covers 100 sources - 54 in Cyrillic, 40 in Latin and 6 electronic. The thesis includes 8 figures and 11 tables. The structure of the text is standard, well-balanced and logical, containing in-depth, complete and up-to-date scientific research.

The object of the study is the competitiveness of organizations.

The subject of the research is the competitiveness of organizations through the implementation of innovation strategies (following the example of companies in the industrial sector).

II. Assessment of the structure and content of the dissertation.

The chosen topic is characterized by relevance, significance and ability to fit into a dissertation research. The relevance of the research is grounded on the basis of the constantly growing role and importance of the theoretical and practical aspects of achieving competitiveness through the implementation of innovative strategies.

The main goal of the dissertation is to study the specific mechanisms by which competitiveness is achieved through the application of innovative strategies. In order to fulfill the main goal, the author formulates and implements tasks which has both strong theoretic-research and practical-applicability character.

The main research thesis that the author defends in the dissertation is that if business organizations working in the industrial sector do not implement innovative strategies, they cannot achieve high competitiveness.

The research methods applied in the dissertation are as follows: analysis and synthesis, content analysis, interviewing, observation, SWOT analysis, written survey method, induction and deduction, graphical and tabular representation of information.

The dissertation adopts certain limitations of the scope of the research, since they are bound by certain spatial and temporal boundaries. The main focus of the dissertation is on researching the achievement of competitiveness through the application of innovative strategies following the example of industrial companies in the Republic of Bulgaria, although the same issues are considered within the US, Russia, China and the European Union. The dissertation analyzes

and summarizes the achievement of competitiveness through the application of innovative strategies, more specifically within the XXI century, although some other historical retrospectives are made.

The used scientific reference literature is cited correctly. Specialized publications from Bulgaria and abroad have been thoroughly studied and analyzed.

The dissertation is characterized by a scientific style of expression, skillful handling of the terminology specific to the researched issues and reasoned generalizations.

The abstract corresponds to the content of the dissertation and gives a real idea of the scope of the research and the achieved results of the author.

III. Scientific and scientifically-applied achievements of the dissertation.

Thorough reading of the dissertation gives grounds for highlighting the following as scientific and scientifically-applied contributions:

1. The author proposes a comprehensive systematization of theoretical aspects in the field of competitiveness and innovation, based on the grounds of an in-depth review of the scientific literature on related issues. It formulates own definitions of the terms "competitiveness" and "innovation", by upgrading current understanding. The author presents innovation as a key factor for the competitiveness of the organization and its efficiency, and competitive advantages as a factor determining the success of the organization in view of their importance for its competitiveness and strategic development. Using an analytical approach to a representative part of the existing scientific views, the author studies the relation between innovation strategies and competitiveness, synthesizing the existing problems in its measurement.

2. The author distinguishes the specifics of innovation activity in the United States, Russia, China, the European Union and Bulgaria, using the tools of comparative analysis. The thesis outlines the similarities and differences in the applied innovation policy in order to achieve organizational competitiveness. The author defines the innovation potential and innovation strategies as a specific factor for increasing competitiveness in the long run.

3. Based on the methodological assessment of global innovation policies, the author presents his own vision of "good practices", highlighting the advantages and disadvantages of their implementation. As a consequence, the author offers own algorithm for fixing innovation strategies that contribute to increasing the organizational competitiveness of Bulgarian industrial enterprises.

4. After performing situational analysis and SWOT-analysis of the national industrial sector in the context of competitiveness and innovation, the proposed author's algorithm has been tested in real industrial business structures of the Bulgarian economy. Based on the obtained empirical results, optimization solutions have been formulated to increase competitiveness through the application of innovation strategies.

IV. Questions on the dissertation.

Define the potential risks for the Bulgarian industrial sector in the implementation of innovation strategies in order to increase competitiveness.

V. Summary assessment of the dissertation and conclusion.

The presented dissertation has the characteristics of a comprehensive, in-depth and complete research on a significant economic problem. I believe that the goals and objectives of the dissertation, set in the introduction, have been achieved in the course of the research. The scientific and scientifically-applied contributions formulated in the conclusion and the results of the conducted practical research can be defined as real achievements of the PhD student.

For the purposes of decision-making by the science committee for the award of educational and scientific degree "Doctor" in the doctoral programme "Social Management", I give a positive assessment of the dissertation on "Achieving competitiveness through the implementation of innovation strategies (following the example of industrial companies) ", author PhD student Pencho Malinov Malinov.

Date: 23.05.2022

Opinion prepared by:

(Prof. T. Dimitrova, PhD)