

## S U M M A R Y

### From

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**Regarding:** The teaching, research and administrative activities in the period after taking the position "assist. professor" (Aug. 2015 -).

**Reason for submitting the summary:** Participation in a competition announced in the Government Gazette No. 56/02.07.2024, for the occupation of **an academic position "associate professor"** in the prof. direction 3. Social, economic and legal sciences, **3.8. "Economics" (Marketing - Brand Management)**, according to Ordinance of the Rector of the NBU No. 3-RK-346/26.09.2024.

### 1. Education and development of expertise.

In addition to the master's degrees in "Law" (2006) and "Business Administration" (2009) already acquired, in 2021, I completed **the MA "Intellectual Property Management in Business and Industry"** at the Institute of Intellectual Property of the UWNE and I successfully defended a master thesis in the field of the protection of European trademarks in the context of unfair market practices. The aim was to enrich my knowledge and legal literacy in the field of trademark creation and management, including due to the fact that this topic is rarely covered in brand management training (types, registration, design, etc.) and I added my expertise as in lecture courses and as publications.

Also, during the period, I acquired **certificates** for completed trainings in the field of "Design Thinking", "Marketing Metrics", "Business Analysis for Decision-Making in Management", "Project Management" and others by various international professional learning platforms.

As **a consultant**, I had the opportunity to carry out research, training and development of strategies and tactics for companies from various industries in the country and abroad (construction, tobacco products, telecommunications, pharmaceuticals, gambling, cosmetics).

### 2. Evaluation of the monographic work.

I can define the monographic work "The Mobile Consumer" published in 2023 (by NBU) as an answer to the ever-present question of what new and really noteworthy things are happening in the business environment. It applies strongly enough to the marketing discipline in general - from teaching, research and, of course, practical application point of view, as well as seen specifically through the prism of the strong impulse that received the digital presence and consumption as a result of the pandemic, the entry of AI into many spheres of businesses and the principles of marketing of the end-user experience. Digitization, the intense two-way connection and the multiple possibilities for companies and their brands to improve and enrich their offers, to better measure the result of their efforts and to be "on" 24/7 are all topics that undoubtedly occupy a key place in the discourse of marketing activity. I have tried to a high degree to form a detailed picture of the problem, to indicate the reasons for reaching the current state, and the development trends. The in-house research carried out is useful with exported data on the local market compared to global parameters and naturally complements the other parts of the content, although it reflects as an original contribution a small part of the sub-topics concerned.

In addition, but of no less weight, I have committed to a list of sources, of their variety and quality. The selection of sub-topics, the type and usefulness of information coming from all over the world, and the practical case studies clearly demonstrate the great efforts made beforehand and the competences I have developed. As a rule, I am not content to focus only on consumer behavior or approaches to multichannel presence of companies, but I try to show a perspective on the subject of digitalization and expanding the presence of brand marketing and retail management, as well as a sociological view in the development of the economy. I am not willing to call the book categorically interdisciplinary, but the approach is definitely in the search for synergy from several points of view, and in the end, apart from an informative and interesting text to read, I can confidently conclude that I have contributed to the better understanding of the problem.

More specifically, in terms of contributions, I can point out the following:

1) **Theoretical contribution** - the theorizing of an important topic to follow such as consumer behavior under the influence of new technologies (and even more crucially - the possibilities they bring for doing business, for information and communication) is present in the development and in it I see a good enough addition of the knowledge available in the Bulgarian language. I see an additional value from the work in the familiarization with world trends, empirical data and practices, through which we can assess the state of the local context;

2) **The methodological contribution** - I make interesting connections (points of intersection) and flow through the individual perspectives on the issues to which the work is dedicated. Moreover, with the general effect of the content, I tried to show clearly enough that the complex topic should be studied with a complex methodology - sociological, technological, managerial, specifically marketing and in terms of (theory and models of) communication;

3) **Practical-applied contributions** - in most cases, academic works have not only a theoretical orientation, and such is the monograph commented here. Each layer of it can be accepted as useful and enriching the practice - from the presented concrete results of various studies through the many references to good practices in different parts of the world and industries to the guidelines and directions of action (in terms of omnipresence, micro-segmentation, engagement of consumers, interests and activities of local representatives of the young generation, etc.).



### **3. Evaluation of the contributions in the other attached publications made after the appointment of the academic position "assist. professor", incl. and evaluation of the requirement for peer review of publications.**

Based on a set of publications proposed and approved in connection with the announced academic position "docent" at NBU, I can present the following contributing points:

- *Theoretical and methodological contributions to the knowledge and practice of **marketing management*** – I have tried to demonstrate a high level of awareness of various issues in the field of modern marketing and sufficient competence to compile research projects, critically comment on foreign contributions and supplement the available knowledge base (theories, models, principles) in the field. The diversity of research approaches in my research activity is a testament to my inclination and ability to go beyond established frameworks and combine scientific observations in search of new, different and complementary results on topics central to marketing (the publications in Indicator 7). My publications are also valuable in the fact that they affect the present and future of the marketing profession in general.

- *Theoretical and scientific -applied contributions in the field of **brand management*** - the results of my work (based on Indicators 6 and 7) are important and necessary for understanding the matter of trademarks as reasons for their creation, conditions for development and factors determining their fate in an extremely dynamic and competitive environment. Given the fact that their role is growing, I purposefully offered output showing their multifacetedness and relationship with legislation, technology, social and cultural changes, good and bad market practices, globalization, etc. I define the articles and studies published by me as equally relevant and useful for students and professionals.

- *Theoretical and applied contributions in the field of **commercial communications*** - the practice of marketing is extremely related to advertising (commercial) communication and I have paid enough attention to this aspect. My work during the attestation period has contributed to enriching the understanding of the foundations and changes of brand and company communications in the course of unprecedented changes that require more and more attention to be paid to what, how and for what purpose is communicated. I also emphasize here that I have worked on case studies in various industries and have a wide base of knowledge and observations.

- *Theoretical contributions to the field of **consumer behavior*** - insofar as the work in the field of marketing cannot help but include the "consumer/use" factor, which is ultimately the mirror and corrective for whether and to what extent the invested efforts and means to achieve the strategic goals of companies and brands, in a greater part of the material I provide captures interest, analysis, and attempts to achieve a better understanding and theorization of consumer attitudes, engagement, and role in value creation in contemporary markets.

*I assess the contributions listed above as related to a sufficiently high degree with prof. direction 3.8 "Economics (Marketing)", and also correspond to my accumulated teaching and research activity at the NBU since the moment of my appointment to the position of "assis. professor" until the time of the competition for the position of "associate professor".*

### **4. Teaching activity and assessment of students .**

Between 2015 and 2024, I not only have **full annual employment**, but in most academic periods I have significantly exceeded the requirements of the NBU. Since 2015, I have been a teacher in the MP "Marketing Management", since 2018 - in the joint programs with the Universities of Sheffield and York (in both educational levels), and all the time I have also participated in courses in Distance and electronic learning.

Student opinions, monitored and provided as reference by the Center for Quality Assessment, indicate ratings for the courses I teach average **above 5**.

During the period in question, I participated both in the creation of programs (MP "Marketing Management" and MP "Brand Management in English"), as well as in the improvement of the BP Marketing programs and the double-degree one with the Un. of York.

### **5. Administrative activities.**

I estimate my contribution to the institutional development of NBU as above average, as, firstly, for four semesters I was a **program consultant** of BP "Marketing" and MP "Marketing Management" in full-time training, and, secondly, between April 2018 and February 2024, I held the position of **Deputy Rector for International Activities** of NBU. On the occasion of the latter, I personally and actively participated in the integration of the university into **European networks** through the formation of *the Alliance of European Reform Universities* in its initial phase (2020) and in its enlargement in 2023.

In the period I was a **member of the Academic and Rector's Council** (2018-2023), as well as **I chaired the Commission for the recognition of diplomas for higher education acquired abroad**.

Sofia, Oct. 20<sup>th</sup>, 2024

Dr. Dimitar Trendafilov