OPINION

by Prof. Rossen Kostadinov Stoyanov, Ph.D.

Professional direction 3.5. Public Communications and Information Sciences

New Bulgarian University

07.06.2024 year

A doctoral dissertation

of doctoral student Valentina Boyanova Dolmova, with the topic of a dissertation work "The "consumer-voter" analogy: factors in forming an impression towards market and political brands", Bulgarian Academy of Sciences, Institute for Population and Human Research, Department of Psychology.

Scientific supervisor: Prof. Ph.D. Antoineta Rusinova-Hristova.

The dissertation work has been discussed and directed for defence at the Scientific Seminar of the Department of Psychology at the Institute for Population and Human Research at the BAS.

The dissertation is 179 pages long and consists of: introduction, five chapters, conclusion, bibliography and 12 appendices. The bibliography includes 369 literary sources, 15 tables, 39 figures and 5 appendices.

Significance of the researched problem in scientific and scientific-applied terms.

The topicality of the topic is undoubted. Timeliness too.

Doctoral student Dolmova penetrates into the essence of the researched issues, and under the guidance of this scientific supervisor, the necessary academic style has been reached and the undoubtedly high requirements for doctoral work at the Institute for Population and Human Research at the BAS have been met.

Through theoretical arguments and analysis aimed at the main goal of this work - researching the presence of common factors that influence the formation of an impression of political and market brands in Bulgaria, through the prism of the conceptual analogy "consumer - voter", doctoral student Dolmova manages to introduce and defend yourself as a researcher.

Precisely formulated objectives and tasks of the dissertation.

I define the set goals and objectives as corresponding to the topic and the thesis.

A basic research question was posed - "...what are the deep cognitive structures determining the formation of impression and image in the user or voter".
Research methods and procedures are correctly described, detailed parameters of the analysed information are presented.
Particularly interesting and useful for me was the empirical part, set out in Chapter Three of the presented research, which presents in detail the purpose, tasks and hypotheses as well as the method, the sample of participants, the conducting procedure and the operationalization of a pilot study.
Last but not least, I put the conclusions drawn and the perspectives described, which should definitely be considered not only by scientists and researchers, but also by practitioners.

Degree of knowledge of the state of the problem and correspondence of the literature used.
The obvious effort, conscientiousness and even pedantry have led to the use of an impressive amount of thematic literature, especially relative to the total volume of the protected text.
There is correctness in citing the representative number of authors.

Correspondence of the chosen methodology and research methodology with the set goal and tasks of the dissertation work.
A substantiated and developed theoretical model of the study is available. I define the object, subject, methods and procedure of the research as punctually and correctly presented and observed.
I accept the limitations of the research as authoritative. The framework of the research model is correctly assumed.

Availability of own contribution in the collection and analysis of the empirical data.
The research is the author's, with undoubted points of contribution, correctly and accurately described in the provided abstract.

Description of Contributions.
I accept the stated contribution points of doctoral student Dolmova, both described in theoretical, research and applied terms. I highly value the credibility of the material on which the contributions of the dissertation work are built. The dissertation shows that the candidate

has the necessary level of theoretical knowledge in the relevant specialty and the ability for independent scientific research.
The abstract corresponds to the main points and contributions of the dissertation work.

Dissertation impacts on the external environment.
The 4 publications sufficient for the specific requirements of the procedure are presented, and the level of the editions in which they were published makes a good impression.

Personal qualities of the author (if the reviewer knows him).
I don't know the candidate personally.

Conclusion.
Dear members of the scientific jury, I hereby accept the proposed dissertation work of doctoral student Valentina Boyanova Dolmova, with the topic "The "consumer-voter" analogy: factors in forming an impression towards market and political brands", with supervisor: Prof. Ph.D. Antoineta Rusinova-Hristova, and I will definitely vote "YES" for doctoral student Dolmova to acquire the educational and scientific degree "doctor" by procedure at the Bulgarian Academy of Sciences, Institute for Population and Human Research, Department of Psychology.

06/07/2024

Sincerely:.....

Rossen Kostadinov Stoyanov

Digitally signed by Rossen Kostadinov Stoyanov
Date: 2024.06.07 17:18:44 +03'00'

Prof. Rossen K. Stoyanov, Ph.D.