

R E V I E W

By Prof. Dr. Magdalena Zlatkova Garvanova

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Regarding:

Dissertation for awarding the educational and scientific degree “Doctor” in Area of
study 3. Social, economic sciences and law, Field of study 3.8. Economics,
Doctoral programme “APPLICATION OF COMPUTING IN ECONOMICS”,
Department of Business Informatics, Faculty of Management and Marketing,
Academy of Economics “D. A. Tsenov” – Svishtov

Author:

Martin Olegov Alexandrov

Topic:

BUSINESS MODEL FOR COMPETITIVE OPEN SCIENCE

Scientific advisor:

Prof. Dr. Krasimir Shishmanov

Sofia, 2024

1. Description of the procedure

By Order No. 636 from 28.06.2024 signed by the Rector of the Academy of Economics “D. A. Tsenov” – Svishtov Assoc. Prof. Dr. Marin Marinov I was included in the scientific jury regarding the procedure for acquiring the educational and scientific degree “Doctor” in Field of study 3.8. “Economics” in the Doctoral programme “Application of Computing in Economics” by Martin Alexandrov with a Dissertation titled: “*Business Model for Competitive Open Science*”.

As a member of the scientific jury, I have received:

- PhD thesis;
- Abstract in Bulgarian and English;
- List of scientific publications on the topic of the dissertation;
- List of participation in scientific forums;
- Other documents related to the defense of the dissertation.

2. Relevance and significance of the research problem

The topic of the dissertation research is related to the need to build a successful business model for open science, provoked by the development of digital communications, the electronic environment for the implementation and popularization of modern scientific production, the visibility of scientific publications on the Internet, the imposition of globally valid scientometric indicators and standards from indexed databases with scientific information such as Scopus and Web of Science to determine the quality of scientific publications, etc., which is why it is characterized by undeniable relevance and significance. The purpose and tasks of the dissertation are aimed at developing a competitive strategy for adapting the business model of a scientific journal to the principles and requirements of the Open Science concept, which are successfully implemented during the analysis.

The dissertation carries out large-scale research through the application of a wide palette of methods, tools and approaches such as system analysis, comparative analysis, system approach, economic analysis, modeling method, visualization and prototyping, which provides depth and multi-layered analysis. There is a correctly defined conceptual apparatus, a coherent argumentation of ideas and a clear outline of the new knowledge, which indicates expert skills and high competence of the PhD student in the studied issue.

The dissertation is well-structured and fully complies with academic standards, consisting of an introduction, three chapters, a conclusion, a list of references, and appendices. The work has a total volume of 231 pages, appropriately illustrated with 8 tables, 24 figures, and 8 appendices. The list of references is compiled with 148 current and relevant information sources in Cyrillic and Latin alphabets (40 in Bulgarian and 108 in English).

The first chapter examines the principles of open science and the challenges to scientific activity in the context of global competition and a transforming economy. *The second chapter* focuses on the preparation and adaptation of a business model of a scientific journal, and *the third last chapter* proposes the development, approbation and successful implementation of the business model following the example of the *Business Management Journal*. The presence of conclusions after each chapter, which summarize the results obtained so far and logically related to the next parts of the dissertation research, makes a good impression.

3. Contributions

I accept all the contributions of the PhD student and I believe that they are of a markedly scientific and scientifically applied nature. Among the more important merits of the dissertation research I would highlight the author's definition of the concept of "business model", the analysis of the business models of scientific

editions in the context of globalization, the derivation of the principles of a business model for competitive open science, the study of modern software platforms in the publishing business, the development and approbation of a strategy for adaptation of the scientific journal “*Business Management*” to a web-based system with open source for the management of scientific OJS journals, development and successful implementation of a software prototype based on the unified proposed universal, functional model for establishing the success and applicability of the model, etc.

4. Abstract

The presented two versions of the abstract in Bulgarian and English faithfully reflect the content of the dissertation and meet the requirements of the Law for Development of the Academic Staff in the Republic of Bulgaria (LDASRB) and the Regulations for Implementation of LDASRB. From the attached declaration of originality of the presented results, as well as from the publications on the dissertation, it can be concluded that the obtained results are a personal work of the PhD student with the active assistance of the scientific advisor – Prof. Dr. Krasimir Shishmanov.

5. Assessment of compliance with minimum national requirements

On the topic of the dissertation, the PhD student has presented 4 publications – 2 independent and 2 co-authored with the scientific advisor, all of which have been published in foreign editions. According to the minimum national requirements for obtaining the PhD degree in Field of study 3.8. “Economics”, defined in the Regulations for Implementation of LDASRB, it is required to have at least 30 points in Group G. Publications on the dissertation form a total sum of points for the indicators from Group G equal to 30 points, which means that the required minimum has been met. I have not found plagiarism or other misuse of other academic ideas in the publications given for review.

6. Remarks and recommendations

I do not have critical remarks, but rather a recommendation that the PhD student continue to publish the more interesting and indicative results of his research in prestigious academic journals and forums, indexed in the world-renowned databases with scientific information such as Scopus, Web of Science, IEEE, ACM, etc., making his valuable contribution to increasing the prestige of Bulgarian science on a global scale.

7. Final evaluation

I believe that the presented dissertation fully meets the requirements of the LDASRB, the Regulations for Implementation of LDASRB, and the Regulations for the Development of the Academic Staff at the Academy of Economics “D. A. Tsenov” – Svishtov. The achieved scientific and scientific-applied contributions give me ground to vote *positively* with conviction and I recommend to the honorable scientific jury to award the educational and scientific degree “Doctor” to Martin Alexandrov in Field of study 3.8. “Economics” in Doctoral programme “Application of Computing in Economics”.

05.08.2024

Sofia

/Prof. Dr. Magdalena Garvanova/