

OPINION

on a thesis submitted for acquisition of the educational and scientific degree "Doctor" in the professional field 3.8. 'Economics', doctoral programme 'Application of Computing in Economics' at D. A. Tsenov Academy of Economics - Svishtov

Reviewer: Assoc. Prof. Natalia Stoyanova Marinova, PhD

Author of the doctoral thesis: Martin Olegov Aleksandrov, a PhD student in the Department of Business Informatics at The D. A. Tsenov Academy of Economics – Svishtov

Title of the doctoral thesis: Business Model for Competitive Open Science

I. General presentation of the dissertation.

The dissertation of PhD student Martin Aleksandrov explores *the adaptation of a scientific journal to Open Journal System (following the example of the "Business Management" journal)*. The study is a complete and in-depth scientific study with a **volume of 231 standard pages**, supported by graphic, tabular and empirical material.

The dissertation and its executive summary are distinguished by a **balanced structure** composed of a list of the abbreviations and notations used, a list of figures, a list of tables, an introduction, three chapters, a conclusion, a reference list and a declaration of originality and authenticity of the study. The material is illustrated by 8 tables, 23 figures, and 8 applications.

For the development of the topic, the PhD student has studied a significant amount of literature from **148 titles** - 40 Bulgarian and 108 foreign.

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

The topic of the dissertation is **relevant** and of interest from a scientific and applied point of view. It is driven by the constant strengthening of the role of informal scientific communication and the need for integration of scientific activity in Bulgarian universities into the world scientific space. The importance and nature of the problems in the chosen subject area provokes active scientific efforts towards seeking the right solutions, technologies and methodologies for adequate adaptation of academic journals to the requirements of the world scientometric databases Scopus and Web of Science. Therefore, I believe that the choice of the topic gives a wide scope for creative expression and analysis.

From the large volume of literary sources used and the explanation in the main text, it is clear that the author **knows** the current state of the problems of the process of integration of Bulgarian scientific publications into the world scientific and information space. On this basis, he correctly defined the aim and tasks in the dissertation work. Consistently and

substantiated, the PhD student also proves his main research **hypothesis** - that *Bulgarian scientific publications can be integrated into the world scientific and information space through an adaptive and open system that will help to improve the business processes related to the publication activity in a scientific journal. One of the approaches in this direction is the implementation of a web-based open source system for managing scientific journals (Open Journal System - OJS), developed by the Public Knowledge Project (PKP).*

A range of research approaches and methods has been used in the development of the dissertation, such as the system analysis, the comparative analysis, the system approach, the economic analysis, the modelling method, the methods and techniques of visualization and prototyping. PhD student Aleksandrov demonstrates skills for systematizing, analysing and summarizing a huge volume of theoretical material and for appropriate presentation of processed empirical data for the purposes of his research. The style used in thesis is scientifically sound and meets the requirements for the development of such scientific paperwork.

The dissertation is in standard volume and the sources used are quoted and described correctly. The structuring and content of the study are logically properly built, methodically sounded and supported by the application of appropriate analytical tools and means of expression.

The proposed executive summary fully and accurately reflects the content of the dissertation itself. It meets the requirements for the development of such kind of scientific research and contains all the required elements.

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

PhD student Aleksandrov's dissertation has conclusive evidence of scientific and applied results presented as solutions to the problems studied. The main contributions of his study can be outlined in the following guidelines:

First. Enriching existing knowledge about the problems of integrating academic publications into the world scientific and information space through the OJS technology.

Second. Proposing, systematizing and approbation of a strategy for adaptation of the scientific journal "Business Management" to OJS.

Third. Development of a software prototype of a universal and functional model for digitization of the process of implementation and use of an electronic open journal system in a scientific journal.

IV. Questions on the dissertation.

All questions and comments on the scientific manuscript submitted for review were addressed to the PhD student during the departmental discussions of the variants of the presented work and were promptly reflected by him. I have no other remarks on the final version of the dissertation.

V. Summarized evaluation of the dissertation and conclusion.

The dissertation work presented is of a complete appearance and contains the contributions reflected in three strands of this opinion. The author shows indisputable ways that he can formulate scientific goals, conduct research and know the existing practice on the dissertation problem. The dissertation is original in nature and is an up-to-date scientific and applied study in the field of implementation and use of electronic open journal systems in scientifically publishing practice.

On the basis of the above, I recommend to the scientific jury to **award** Martin Olegov Aleksandrov the educational and scientific degree "Doctor" in the scientific specialty **‘Application of Computing in Economics’**.

Date: 11.07.2024

Prepared by: ..

(Assoc. Prof. Natalia Marinova, PhD)