

REVIEW

by Prof. Rossen Kostadinov Stoyanov, Ph.D.

Professional field 3.5. Public Communications and Information Sciences

New Bulgarian University

By competition for associate professor in the field of higher education 3. Social, economic and legal sciences, professional field 3.5. Public communications and information sciences (Digital communications), announced in SG 69/16.08.2024.

Assessment of the monographic study.

The main text submitted for the competition is „Podcasts – the Voice of the Internet“, „Roi Communication“, 2022, First Edition, ISBN: 978-954-9335-50-7.

1. I find the monographic study to be up-to-date, with practical and applied value. I also accept the study as interdisciplinary in nature, which I also define as an advantage.
2. The issues of the monographic study correspond to the subject of the competition, as well as the needs of the Department of Media and Communications and the announced specificity of the competition – Digital Communications.
3. In the competition documents, a total of 15 publications by the candidate, Senior Assistant Professor Justine Thoms, Ph.D., are available and determined only for his needs, as well as a reference for a total of 41 citations of authorial or co-authored publications, which I assess as more than sufficient.

Assessment of the candidate's research/creative work.

Colleague Senior Assistant Professor Justine Thoms holds an educational and scientific degree of Doctor, based on a defended dissertation on the topic „Corporate communication with external audiences through own media (Corporate blogs in the conditions of social networks)“, dated 08.04.2021.

The candidate is lecturer, doctoral student, and subsequently Senior Assistant Professor in the Department of Media and Communication, New Bulgarian University.

Assessment of academic workload and teaching quality.

According to Art. 55 (1) and (2) of the Regulations for the Implementation of the ZRAS Decree of the Council of Ministers No. 202, dated 10.09.2010, Senior Assistant Professor

Justine Thoms has the necessary teaching workload for the academic position of Associate professor.

For the academic year 2023-2024, according to the report, the candidate's teaching workload is 18 classroom lectures and 3 extracurricular courses, which significantly exceeds the minimum requirements.

Assessment of the candidate's collaborative work with students and doctoral students.

For the period 2011-2021, Senior Assistant Professor Justine Thoms was the scientific supervisor of 2 bachelor's and 2 master's theses. She was also a reviewer of bachelor's and master's theses.

Assessment of the candidate's participation in research projects, membership in professional organizations in the scientific field, etc.

Senior Assistant Professor Justine Toms is a member of authoritative professional organizations in the relevant scientific field: Union of Bulgarian Journalists, Association of European Journalists, Bulgarian Association of CSR Specialists, Public Council to the National Council for Safer Internet.

Colleague Toms is a member of the board of IAB Bulgaria.

From 2018 to the present, he is the head of the Website of the Year competition, Foundation for Active Web Development.

Member of teams for organizing and conducting spring and autumn conferences of the Department of Media and Communications from 2019 to the present.

Conclusion.

Dear members of the scientific jury, I hereby accept the necessary documents, evidence and achievements proposed by the candidate for the competition, Senior Assistant Professor Justine Toms, Ph.D. and vote „YES“ for her to take up the position of Associate Professor in the field of higher education 3. Social, economic and legal sciences, professional field 3.5. Public communications and information sciences (Digital communications), announced in DV69/16.08.2024, for the needs of the Department of Media and Communications, New Bulgarian University.

03.12.2024 г.

Respectfully:

Prof. Rossen K. Stoyanov, Ph.D.