

ACADEMIC ASSESSMENT

by Prof. Dr. Boyan Lyubomirov Durankev, UNWE – Sofia, Department of Marketing and Strategic Planning,

Member of the Scientific Jury, in accordance with Protocol No. 27 of December 10, 2019 of the National Assembly of the EMU, pcs. 89 of 12.11.2019 in the Contest for occupation of the academic position of „Professor” in the field of higher education 2. „Humanities and Arts”, professional field 2.3 „Philosophy and Ethics”, scientific specialty „Philosophy” for the needs of the section „Social theories, strategies and forecasts”

By the Order of the Director of the IRS RD-09-773 of 18.12.2019 for approval of the Scientific Jury for the selection of „Professor”, I was appointed as a member of the Scientific Jury. Furthermore, by a decision made on the first meeting from the Scientific Jury I am obliged to prepare the academic assessment.

In preparation of the academic assessment I have strictly complied with the required structure for assessment under Art. 45 of the Rules of the Institute of Philosophy and Sociology - BAS on the conditions and the procedure for acquiring academic degrees and for occupying academic positions.

1. General description of the presented materials

The submitted **documentation** is in the required volume and meets the conditions and procedure for acquiring scientific degrees and academic positions presented by the Law on Academic Staff Development and Regulations and of the Institute for Philosophy and Sociology – BAS. The documentation is well prepared and presented, which greatly facilitates the work of the reviewers.

One candidate has submitted documents for the announced contest – **Associate Professor PhD Borislav Nikolov Gradinarov.**

2. General characteristics of the applicant’s scientific, applied and pedagogical activity

Associate Professor PhD Borislav Gradinarov was born on 21.02.1960.

After finalizing his secondary education, he studies „Philosophy” shortly after, in 1985, he becomes a **Master of Philosophy** in Sofia University „St. Cl. Ohridski”, and in 1999 he became **Master of Law**, again in Sofia University „St. Cl. Ohridski”. I emphasize this connection to his higher education, which enables him to enter freely and competently in the general and frontier fields of humanities such as social philosophy, philosophy of politics, law and economics, general theory of state and law, political economy, political science, ethics, administrative law, European Union law, media and communication law, etc.

He defended his **doctoral thesis** in 1989 at the Institute of Philosophy – BAS with the topic: „Dialectical law – nature, specificity, functions”. He became **PhD** in 2019 at the Institute for the Study of Societies and Knowledge – BAS, with a dissertation entitled „The Social Systemic Factor (Systemic Genesis of Uncertainty in Society)”.

In 2006, Higher Attestation Commission awarded Borislav Gradinarov with the academic rank „**Senior Fellow II degree**” (equivalent to Associate Professor) with scientific specialty „Philosophy of culture, politics, law and economics”.

The candidate for „professor” has long been known as a **specialist** in law, philosophy, politics, ethics, economics, etc. Interestingly, not only where he is a researcher or lecturer, but also in other universities and academic forums in Bulgaria.

The professional development of the candidate for the academic position of „professor” marks different (in ascending) steps. During the period from starting work as a researcher at the Bulgarian Academy of Sciences and a lecturer at other universities till date he has been involved in various specialized academic activities and research projects, as well as various research teams. This is an appealing solid professional (scientific and practical) career.

Moreover, associate professor PhD Borislav Gradinarov has acquired an **additional qualification**, defined as professional skills and competences – he has established expertise and consultancy activity: he was a legal consultant at the Electronic Media Council (2001-2003, 2007-2010), he was invited to review academic degrees and positions, he was Chairman of the Scientific Jury. And in the period 2008-2013 he is a member of the Managing Board of BAS. It is remarkable that he was entrusted with the extremely responsible editorial work and compilation of five collective monographs. It is these achievements that help to establish the conviction that he is a valuable representative of the Bulgarian academic community.

3. Educational activity of the applicant from the beginning of his career: lectures, work groups, textbooks and teaching aids, guidance of doctoral students, graduate students and alumna

As an associate professor PhD Borislav Gradinarov specializes mainly in philosophy, law, political science and ethics. He has been a lecturer since 1996. He is highly valued by the academic community, which is why he has been voted the confidence to express himself and teach in various higher education institutions such as Slavic University, Veliko Turnovo University, UNWE (since 2007), BFU. In the reference the 61 university courses conducted are illustrated, but focus on his particular interests, such as „Introduction to Political Science”, „Methodology of Political Analysis”, „Local Government and Governance”, „Legal Ethics”, „Media Law”, „Philosophy and Sociology of the Digital Society”, etc. – classic and modern topics. They are interconnected and in a clear logical sequence. The feedback on his performances as a persuasive lecturer in both places where I teach (UNWE and BFU) are impressive and he is valued in our academic community. This feedback is based on information from authoritative colleagues and excellent students, who I have known since decades and without doubt they are the topmost.

In this order, I would like to add that command of high-level **Russian, English and French languages**, which (besides his extraordinary versatile curiosity) has given him the opportunity to engage freely in a significant number of specialized scientific literature on teaching subjects, part of which is indicated and critically analyzed in his publications.

Students are certainly using some of his monographs as **textbooks**, namely „Media Law” (2010) and „Legal Ethics” (2011), and some of his articles are ~~likely to be~~ complementary to Masters.

The candidate has been a **supervisor** of two doctoral students who have been entitled defend and four Masters students.

He has participated in some **special scientific projects** reflected in the enclosed publications.

4. A thorough analysis of the applicant’s scientific achievements, a clear description of the scientific contributions: novelty in science (new theories, hypotheses, methods, etc.); enrichment of existing knowledge; application of scientific achievements in practice and realized economic impact

4. 1. Quantitative assessment of the regulatory criteria and indicators

According to the adopted „Law for the Development of the Academic Staff in the Republic of Bulgaria”, the candidates for the occupation of the academic position „Professor” are evaluated by a set of criteria and indicators. They are stated imperatively both in the **Law on the Development of the Academic Staff of the Republic of Bulgaria**, as well as in the related requirements, adopted in the **Regulations for the implementation of the law for the development of the academic staff of BAS**.

Response to the basic regulations and additional requirements of the Law:

Art. 76. (1) (Amended – 20.10.2014) Applicants for the occupation of the academic position of „Professor” must meet the following conditions:

1. have obtained the educational and scientific degree „Doctor” – **he has obtained;**
2. have held the academic position of „Assistant Professor” at University or other higher education institution or scientific organization for at least five academic years – **he has more than 13 years of experience as Assistant Professor;**

or

3....;

4. (as amended 20.06.2011) have submitted a published monographic work and / or equivalent publications in specialized scientific publications (including their citations) or evidence of relevant artistic achievements in the field of arts – **he has submitted monographs;**

5. (as amended 20.06.2011) have submitted other original research works, publications, inventions and other scientific and applied scientific works or artistic achievements that are evaluated in their totality – **he has submitted scientific works and publications;**

Response to the basic legal requirements and additional requirements of the Rules:

4. a candidate for the academic position of „professor” must have the educational and scientific degree of „doctor” and the scientific „doctor of sciences”, as well as have the required in ZRASRB internship and meet the minimum requirements of BAS for the respective field of higher education, or professional field as well as the requirements set by the National Assembly of IFS – BAS. **He holds a degree „Doctor of Science”.**

5. a list of scientific articles with complete bibliographic data, which must be submitted to the competition, and one of the following criteria must be fulfilled:

a) for applicants who are associate professors and PhDs, at least one published monograph other than the dissertation for the associate professor and PhD for obtaining the academic post of Assistant Professor; **He has.**

b) for applicants who are associate professors and PhDs – at least 15 scientific articles and studies in specialized scientific editions, of which at least 3 publications in refereed foreign or international editions which do not repeat the ones submitted for the acquisition of „doctor” and „PhD” and the occupation of the academic position of „Assistant Professor”; participation in at least 2 externally funded research projects and at least 5 scientific reports in national or international forums; **He has.**

Associate Professor PhD Borislav Gradinarov is known as the **author of a number of valuable publications**. Especially for his participation in this competition he has presented: 2 monographs, 33 studies and articles in scientific journals. The total volume of publications of the candidate for „professor” is over 1,000 standard pages. They are not included in the list of publications for the degree of „doctor” and „associate professor”. Joint contributions are properly reflected.

It can be concluded that in terms of normative criteria and indicators for assessment of academic and research work, the applicant **not only covers, but quantitatively exceeds the minimum requirements**. These facts are reflected in the study of the applicant’s work.

4.2. Qualitative evaluation of the criteria and indicators for scientific research

According to the adopted Law and Regulations, the candidates for the occupation of the academic position „Professor” are evaluated based on a set of criteria and indicators for research activity. I accept not only academic courage, but also scientific manifestation of **the applicant’s publications**, which are rated by the reviewers as valuable (with added value!).

I will focus my analysis on the two monographs presented.

The first **monograph on the topic „Risk and precautionary strategies”** (2020) is the closest in nature to some of my research. However, the fact that it is pre-reviewed by four highly competent reviewers, indicated in the book, cannot be unnoticed. The topic of the monograph can be categorically characterized as pioneering and original – it is the first academic research on this issue in our country, it is very relevant and extremely important in terms of significance. But not only is the topic interesting and original, the most valuable, in my opinion, is the approach to the topic: systematic and multidisciplinary. It is through the best practices and advantages of the

systematic approach that the author examines the systems and the risks in front of them, which allows the conclusions to sound valuable and original. In his turn, the multidisciplinary approach has allowed to be examined from a different angle each of the relevant risks and lead to the synthesis of the conclusions and evaluations. Finally, the author has illustrated his high academic scholarship not only by covering the most significant of the previous researchers, but also by displaying his own interpretation towards their conclusions. The purpose of the author of the monograph is very ambitious, namely to bring these current problems of risk to the forefront by defining and interpreting its various manifestations. The four interconnected parts allow for broad and deep review of the ideas of risk. The first part (pp. 21-66) examines the evolution of understanding the nature of risk and approaches to its conception and use. It is concluded that risk is a subjectively assessed possibility of the occurrence of unwanted changes, losses or consequences for the individual or the group (community), and more broadly: the socially deterministic attitude of the subject (individual, group or corporate) towards a certain a class of future, uncertain but probable events or circumstances that may adversely affect and endanger its existence, the satisfaction of its important needs or the preservation of its key values. The second part (pp. 67-117) proposes a new authentic interpretation of risk and derives from it a classification along two intersecting axes on which two dimensions of risk are designed – its transitivity (transition) and /or (distribution) distributivism. It is concluded that risks, as much as diverse they may appear in their origin, nature, intensity, location, duration, etc., are quite possible to be classified on the basis of two indicators - transitivity (transition) and (distribution) distributivism. I find this section very valuable and meaningful, creating prerequisites for developing ideas about the desired and possible risk forecasts and their corresponding behavior. It is on this basis in the third part (pp. 118-205) to emerge and reveal the capabilities of precautionary strategies. More precisely expressed regarding the economic risk (e.g. in insurance) and risks to the national socio-economic system without/with membership of the European Union. Logically, in the fourth part (pp. 206-250) the possibilities for risk prediction as an element and an important stage in the development and implementation of anti-risk strategies are assessed. I accept the conclusion at the end (p. 251-260) not only as a summary but also as a starting point for future research.

Scientific contributions in the monograph „Risk and precautionary strategies“: (1) The definition of risk is formulated and developed in a convincing way that bind it not just with unfavorable dimensions of the future, but also with its valuable-measured conditions; (2) The new

risk classification scheme has been developed and substantiated; (3) Proposed are possible precautionary strategies, the composition of which falls together with the cultivation of social capital; (4) Re-evaluation of Bulgaria's membership in the European Union has been made precautionary strategy, as well as the dynamics of its sovereignty; (5) The idea of predicting the future, and in particular of the risks, was originally developed, outlining the limits of objective possibilities and subjective desires for such prognosis.

The other monograph is on „Media Law” (2016). I will start with two preliminary notes. On the one hand, I will not hide that for a non-specialist, reading this book is both a pleasure and an occasion for reflection. It is written in a concise but understandable language and in original style. On the other hand, it forces the reader to recall some ideas from the book of risk, especially in the seventh – twelfth parts (and especially in the last). It can also serve as a textbook for law masters, but also for other similar studies. But I claim that it is an in-depth scientific study by a professional. I will not burden my review with a summary of the parts, I will focus on the contributing moments.

Scientific contributions to the monograph „Media Law”: (1) In this pioneering study, an original and comprehensive definition of media regulation has been presented; (2) a complete and substantiated classification of commercial communications has been developed in accordance with the provisions of domestic and international media legislation; not only is the modern media law not overlooked, but the relationship between the global communications network (Internet) and the global information network (World Wild Web) is competently and thoroughly characterized in terms of the specific ways for each of these networks to organize and regulate; (3) summarized are the conditions and barriers to implement the basic communication rights of citizens by outlining the mechanism of distortion of authenticity and manipulation of consumer media services; (4) a thorough analysis of „media and security” , not in isolation but in the context of national security.

I accept all other submissions as **directly or indirectly related to the „professor” competition for the** following reasons: they demonstrate a very high level of knowledge of the methodology and methods of research in the area of application ~~—organization and management of production—~~; they are based on personal research (library, scientific or practical) that can be used directly in the applicant's teaching activity; publications attest and are an illustration of the evolution of the academic growth of Associate Professor PhD Borislav Gradinarov, which has led

to publications in specialized publishers and publications, which in itself is a guarantee for a sufficiently high scientific level; in the monographs, studies and articles are developed new views about the theory and practice of the organization and management of production, especially in the part on marketing leadership. Scholarly publications include original author achievements that determine the place of Associate Professor PhD Borislav Gradinarov in the academic circles; they are the author's personal product, having all submitted works being reviewed.

Scientific interests, or **scientific contributions**, expressed in his personal and collective publications, can be subdivided into the following important areas:

1. *Further development and refinement of the theory of:* application of the systematic approach in the study of society and economy, of science and non-production services (mainly: information and media); identifying and assessing risk as well as developing desirable and possible risk strategies; media law and media regulation in a capitalist market economy and a democratic society.

2. *Summarized are the theoretical models of basic processes in society and the economy, which pose a risk, but require its management, as they are reviewed, rationalized and modified by the terms of use of the system approach.*

3. *Proposed and grounded with adequate scientific evidence is the probated applicability of prognosis of risk both from the perspective of the demand to minimize it and from the standpoint of the objective prognosis.*

4. *The relevance, logic and functionality of key issues from the development and application of the systematic approach for sustainable development of modern society, the economy, modern politics, ecology, global processes, the future of capitalism, etc.*

5. *Analyzes and syntheses in the applicant's scientific publications are not only an academic attempt to make sense of the past and present, of the settled and unresolved issues of society, economy and science, but also the starting point of projections for the future, of what needs to be done from now on, to make this future not just an extrapolation of trends, but a future of sustainable development. This is a significant additional contribution to the vast majority of his publications.*

The applicant's publications can **serve the learning process across a range of disciplines.**

In summary, **the scientific accomplishments** of Associate Professor PhD Borislav Gradinarov can be assigned to the group of „substantial rethinking and enrichment of existing

knowledge” and „application of new scientific achievements in practice”, as well as obtaining new data and facts about studied social and economic objects.

What I have said so far gives me reason to conclude that the submitted work by the candidate for the academic position of „Professor” in content and quantity are **sufficient to fill that position**. In addition, it should be kept in mind that the chosen scientific profile meets the need for research and teaching in the specified scientific specialty. The submitted scientific works and teaching activity of the applicant cover the profile of the announced competition.

As outlined above, Associate Professor PhD Borislav Gradinarov **covers the required quantitative and qualitative indicators and answers the prerequisites for participation in the competition by ZRASRB, PPZRASRB, PPZRASRB BAS and PPNSZAD-IFS-BAS minimum national requirements.**

5. In case of collective publications - determination of the candidate’s contribution

All 35 publications are the author’s own work.

6. Reflection of the scientific publications of the candidate in our and foreign literature (according to his data): numerical indicators (number of citations, impact factors), type of citations

Associate Professor PhD Borislav Gradinarov is a well-known name in the academic circles, both for his accurate coverage of scientific topics, as well as with the competent analysis and clear presentation of scientific language. He has indisputable analytical skills and is able to work effectively in a team. He is known for being a highly **competent specialist who is distinguished for his scientific dignity and professional modesty.**

It is for these reasons that the candidate is a **popular name and respectable colleague**, both with his in-depth knowledge, ideas and interpretations of scientific ideas, as well as with his public appearances in various academic forums. To illustrate: he is **quoted** in monographs and collective volumes of scientific peer review for the period 2000-2019 as follows: 11 times, and in non-peer reviewed with scientific review 8 times - respectable statistics (these citations are attached as proof to cover the minimum national requirements in the NACID table). Otherwise, the quotations are much higher - including in foreign languages. Some of them are listed in the CV. A total of **53 citations** were noted, which is evidence of the highest level of popularity.

Certainly my colleague Borislav Gradinarov **holds even more citations**, at least I have found a few more via:

https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=%D0%91+%D0%93%D1%80%D0% B0% D0% B4% D0% B8% D0% BD% D0% B0% D1% 80% D0% BE% D0% B2 & btnG
=.

7. Critical notes of the reviewer on the submitted work, including the applicant's literary awareness

Any candidate for „Professor” can be challenged to further evolve his or hers views and scientific ideas. The temptations of one reviewer can be overwhelming, especially if the reviewer wants to „shine” in front of the other members of the Scientific Jury. I have witnessed similar temptations by various „authorities”. I will add a few sentences, not as comments, not as questions, but really as **recommendations**. They come from good collegiate feelings, from the idea that through them the candidate can (and should) think both about his future and the future of science, which he will continue to develop in their academic pursuits:

7.1. For this reason, it is desirable that the candidate's work for „Professor” is made even more accessible and even more public. From this perspective, it is advisable to promote his creativity even more representative and more convincing by displaying **new scientific publications (articles, including popular-science) and involvement in new controversy in academic forums at home and abroad**. The candidate has enviable scientific backgrounds and a sharp pen, and should use them in even more interesting discussions. In this way both society, economy, and even science do not stand abstractly in the air, but manifest themselves in various variations and forms in the conditions of **capitalism**. This fact is being explored by the great authorities of the world, I suggest to be explored also by my colleague Gradinarov, who has great potential. This note of mine should be seen as a collegiate „recommendation” and „encouragement” to the candidate for „professorship” regarding his forthcoming national and international scientific events. This note is not such as to challenge the applicant's contributions to the academic position of „professor”.

7.2. I find it very productive to **write textbooks in other disciplines**, especially if they are represented debatable, as he can accomplish.

If I can be of support in endorsing research, I opt for it.

8. The reviewer's personal impressions of the applicant and other information not mentioned in the preceding paragraphs

I should also mention here that I observe, **directly** (through his articles and as rapporteur at various conferences) and **indirectly** (mainly through the opinion of colleagues and students) the personal, intellectual and in particular the scientific and teaching evolution of the candidate for „professor”, and I also know in detail some of his most important scientific products (and I am one of the first to become familiar with his dissertation „The Power of the System Factor”).

He is highly regarded as a humble, thorough, competent, conscientious, accurate, broad-minded academic researcher and teacher.

I have no relationship with the candidate. We do not have joint publications.

CONCLUSION

Associate Professor PhD Borislav Gradinarov in his capacity as a candidate for the academic position of „Professor” meets the accepted recommended scientific and scientometric formal requirements. **The applicant’s scientific output** contains results representing scientific and applied scientific contributions; is aimed at improving science and in particular philosophical aspects of systems theory and risk.

Associate Professor PhD Borislav Gradinarov is a **recognized researcher and respected scholar** in the field of philosophy and especially in the field of systems theory and risk.

Based on familiarization with the scientific papers submitted, their significance contained therein scientific and applied contributions, I find sufficient grounds to suggest **Associate Professor PhD Borislav Nikolov Gradinarov to be elected to the academic position of „Professor” in Higher Education 2. „Humanities and Arts”, Professional Degree 2.3 „Philosophy and Ethics”, scientific specialty „Philosophy” for the needs of the section „Social Theories, Strategies and forecasts” of BAS.** I am convinced that the occupation of the academic position of „professor” will be fully deserved and will provide new opportunities for his future scientific work and presence as a lecturer.

Member of the Scientific Jury:

(Prof. Dr. Boyan Lyubomirov Durankev)

Thursday, February 27, 2020