

REVIEW

**by Violeta Dimitrova Tzakova,
Professor of UNWE, Doctor of Economics**

of dissertation for awarding the educational and scientific degree "**Doctor**" in the field of higher education 3. "Social, economic and legal sciences", professional field 3.8. "Economy"

Author: Panar Erdinch Kyazim

Subject: "Intellectual Property Financial Management System"

Grounds for the opinion

By order № 90 / 05.04.2022 of the Rector of the Higher School of Insurance and Finance I was appointed a member of the scientific jury in the procedure for the defense of a dissertation on "Intellectual Property Financial Management System" for acquisition of educational and scientific degree "Doctor" in the field of higher education 3. "Social, economic and legal sciences", professional field 3.8. "Economics".

The author of the dissertation is Panar Erdinch Kazim, Ph.D. student in self-study at the Department of Marketing and Management at VUZF.

Details for the candidate

I know the student Panar Kyazim as my Bachelor's and Master's degree student, majoring in Intellectual Property Economics. She graduated with an excellent thesis, which was later published by the Academic Publishing House of the Bulgarian Academy of Sciences.

In the process of her education, Panar Kyazim showed high interest in the field of intellectual property, in-depth mastery of knowledge, and the constant and systematic expansion of proficiency. Indicative of Panar Kyazim's lasting and deepening interest in intellectual property and especially in the new aspects of its theory and research are the numerous training courses of specialized international organizations, which she has successfully completed.

Characteristics and evaluation of the dissertation

The dissertation is written in the classical structure for this type of scientific research. It consists of an introduction, three chapters, a conclusion, and appendices.

The introduction presents clearly and unambiguously the parameters of the research in the context of their purpose and their interrelation, which shows that the student can correctly procedure independent research.

Chapter one "Theoretical foundations of the system of financial management of intellectual property" provides a good theoretical and methodological basis for the study. Targeted research, analysis, and interpretation of the legal, financial, accounting, and management aspects of the intellectual property financial management system have been conducted. Impressive is the good knowledge and disclosure, albeit in different depths, of the selected aspects. This, in addition to the basic knowledge of the acquired specialty, we give to the systematic preparation of the student in the training courses of WIPO, EUIPO and EPO on various issues of intellectual property and its business management.

In general, the first chapter of the dissertation shows good knowledge and understanding of the nature of the studied subject, and completely solves the first and largely the second task of the research.

Chapter two "Functional aspect of intellectual property financial management system" presents the elements of this system according to the model designed by the student. Consequently, in their mutual connection and conditionality, the essence and application of the derived elements of the system are considered, namely - audit, analysis, and evaluation of the intellectual property, with their contribution to its functioning. The analytical aspect of this part of the dissertation is strengthened by the development of options for strategies for the financial management of intellectual property, depending on the results of the due diligence of the intellectual property objects.

Chapter two of the dissertation is focused mainly on solving the third task of the research. In general, it shows the student's ability for independent in-depth research, based on a targeted selection of information from the theory and the good practices of the studied problem. It is clearly noticeable the ability of critical thinking, the capability to achieve the goals and objectives of the research and prove the hypothesis.

Chapter three "Approbation of the system for the financial management of intellectual property" is a good demonstration of the applicability of the methodology proposed by the student for the operation of the intellectual property financial management system. Despite the objectively imposed restrictions for the implementation of the system model in full, its efficiency is shown. This mainly reflects in the proposed strategies for financial management identified by the audit and classified by the analysis of intellectual property from the portfolio of the surveyed company.

With this the student proves that the proposed system can be used by different business organizations, with different sizes of intellectual property portfolio, covering different intellectual products, under different conditions and restrictions, which makes it flexible and adaptable.

Chapter three of the dissertation solves the fourth task of the research. In general, it shows the ability of the student to accomplish her theoretical and methodological knowledge and research skills in useful applied results.

The formulation of conclusions to each chapter can be assessed positively in the work of the student, which shows purposefulness in the work at each stage of the research, logical sequence, and upgrades the obtained results.

It can be concluded that the dissertation and accompanying materials are the personal work of the student. References to academic and other sources of information are correct and in accordance with the citation rules.

Contributions and significance to scientific and practical development

The management of intellectual property, and especially its financial management, is a major challenge for researchers. In this sense, every scientific development on the problems has the potential to generate new scientific and/or applied knowledge, such as the dissertation of Panar Kyazim.

In principle, I accept the contributions formulated by the student, with a certain reduction and with the stipulation for better systematization and greater specificity.

In the context of understanding the contributions to a dissertation, I can point out, but not exhaustively, the following:

- on the basis of an in-depth three-dimensional analysis of the complex phenomenon of intellectual property, the complex nature of this property has been revealed, respectively the need to use a specific model and various tools of influence for its management is justified;
- the essence and possibilities of different mechanisms for influence in the process of financial management of intellectual property are revealed;
- some management tools have been identified, which applied to the intellectual property of any business unit, and have a capacity to make positive impact on its financial performance and competitiveness;
- a conceptual model for intellectual property financial management system has been developed, based on analyzed management tools, with a positive financial effect in their use.

Evaluation of dissertation publications

The publications of the student can be structured in two groups. The first includes four articles published in referenced and indexed or with scientific review Bulgarian and foreign periodicals. The subjects of these articles concern the issues of the dissertation, and the readership of the journals is a guarantee for their wide distribution and active attitude of the interested specialists. The second group of publications includes twelve popular science articles in a

specialized site presenting current or discussion issues in the field of intellectual property, which provokes interest in it and raises awareness of the users.

Assessment of compliance with the minimum national requirements

Based on the materials provided to me on the defense and my expert assessment of them, I believe that the applicant fully meets the minimum national requirements for obtaining the educational and scientific degree "Doctor", according to Art. 6, para. 3 of ZRASRB and Art. 27, para. 1 of the regulations for its application.

Abstract

The abstract of the dissertation reflects, albeit succinctly, the content of the dissertation and the main results of the research conducted with it.

Notes and recommendations

At different stages of the process of developing the dissertation, I have made my notes, which the student has already reflected correctly.

I have the following recommendations for the doctoral student:


- to continue and expand the research on the issue, covering other aspects of it (some of which are mentioned in the restrictions), in order to expand the knowledge of financial management of intellectual property and develop the model of the system for this management in relation to completeness and complexity;
- to intensify her appearances at scientific forums as an immediate and fastest form for sharing and discussing with experts on current scientific results.

CONCLUSION

Based on the stated in the review, I conclude that the dissertation contains scientific and applied results that represent an original contribution to science, and the student has in-depth theoretical knowledge and abilities for independent research. On this basis and in accordance with the requirements of applicable law and the rules for its implementation, I give my positive assessment of the research conducted by the student and invite the esteemed scientific jury to award the educational and scientific degree "Doctor" to Panar Erdinch Kyazim for her dissertation "Intellectual Property Financial Management System".

18.05.2022

Opinion prepared from:


Prof. Dr. Violeta Tsakova