

OPINION

by Prof. Dr. Julia Georgieva Dobрева

On dissertation for awarding the educational and scientific degree "Doctor"
in the field of higher education 3. Social, economic and law sciences
Professional field 3.8. Economics

Author: Panar Kazim

**Topic: SYSTEM FOR FINANCIAL MANAGEMENT OF INTELLECTUAL
PROPERTY**

1. General description of the submitted materials

Example:

By order № 90 of 05.04.2022 of the Rector of the Higher School of Insurance and Finance Prof. Dr.L.Sc. Boris Velchev I have been appointed a member of the scientific jury to provide a procedure for the defence of a dissertation on "System for financial management of intellectual property" for obtaining the educational and scientific degree "Doctor" in Higher Education 3. Social, economic, and law sciences, Professional field 3.8. Economics. The author of the dissertation is Panar Kazim - PhD student on independent preparation at the Department of Management and Marketing.

The materials submitted by Panar Kazim include documents according to the following list:

1. Summaries of publications in Bulgarian and English
2. Abstract in Bulgarian and English
3. Dissertation
4. Reference to national minimum requirements
5. CV
6. The publications with which she participates in the procedure

The doctoral student has attached 4 publications on the topic of the dissertation. All submitted documents meet the legal requirements.

2. Brief biographical data about the candidate

Panar Kazim was born on January 15, 1985. She graduated from the University of National and World Economy (UNWE) with a master's degree in Marketing in 2010 and Economics of Intellectual Property in 2008. She has a bachelor's degree in Economics of Intellectual Property, which she acquired at the same university in 2007. She speaks 7 languages. She has worked as a specialist in copyright and intellectual property, and is currently a manager at NAR Ltd. During the period 09.2008 - 01.0211 she was a part-time lecturer in the discipline "Intellectual Property" at the University of National and World Economy. She holds a large number of certificates for training in the field of copyright and intellectual property.

3. Characteristics and evaluation of the dissertation

The dissertation consists of 206 pages of main text and 11 pages of appendices. It is structured in the following order: an introduction, three chapters, a conclusion, scientific contributions, used literature and appendices. In addition, 12 figures, 2 tables, 3 graphs are presented. The list of information sources includes 164 sources in different languages. For the needs of the scientific research a total of 63 certification trainings and scientific conferences were taken part.

The dissertation is appropriately structured in three chapters.

The first chapter synthesizes the theoretical basis on which the construction of the system for financial management of intellectual property is constructed. The three interrelated aspects of this system are analysed in a logical sequence: legal, financial-accounting, and managerial. At the end of the chapter, conclusions are formed, which synthesize the author's scientific contributions and serve as a justification for developing the research in the following chapters.

The second chapter presents the functional aspect of the financial management of intellectual property. The practical and applied dimensions of the system are considered. At the beginning of the chapter, a critical literature analysis is made, in which the two main points of view regarding the management of intellectual property are presented. The first is related to the derivation of the purely financial aspect and application of financial theory on intellectual property objects, and the second point of view presents the management of intellectual property as a function of regulations and considers the legal nature of objects. **The author's vision for the management of intellectual property stands out as a particularly important contribution in this chapter, according to which it should be financial and consider at the same time the legal, accounting, financial and managerial aspects of the process, as well as within a system. Another important contribution of the dissertation is the proposed structure on which the system for financial management of intellectual property can be effectively built and implemented.** Basic guidelines for starting, conducting, and completing a comprehensive, effective, and quality financial management are given.

In the third chapter the approbation of the system for financial management of intellectual property on a real Bulgarian company operating in the food sector is tested. The

chapter includes audit of the owned intellectual property objects, SWOT analysis based on the audit results, analysis of the applicable strategies for generating a positive financial result from the sites, potential risks and threats, recommendations regarding the strategies applicable to the sites.

4. Contributions and significance of the development for science and practice

The research hypothesis was proved in the course of the analysis. I accept the following scientific and scientific-applied contributions in the dissertation as correctly derived:

1. The theoretical basis on which the system for financial management of intellectual property is based and which serves as a regulatory basis for all instruments that make up the system together and separately.

2. An innovative structure for financial management of intellectual property is presented, which includes three interrelated aspects of management, namely legal, financial-accounting, and managerial.

3. A model of a system for financial management of intellectual property has been developed, based on the existing tools for exploitation of intellectual property objects, from which specific instruments with which the system is built are derived and presented in sequence.

4. Various strategies for financial management of intellectual property are systematized, which can be implemented within the system for financial management of intellectual property.

5. The approbation of the system for financial management of the intellectual property has been made, in proof of the statement that the appropriate model can optimize the financial flows.

5. Evaluation of the publications on the dissertation

4 scientific publications on the topic of the dissertation are presented, all of them are individual (not co-authored) and have been published in scientific, peer-reviewed journals.

6. Assessment of compliance with the minimum national requirements

The candidate Panar Kazim meets the minimum national requirements for obtaining the educational and scientific degree "Doctor" in the professional field 3.8. Economics - a total of 40 points from publications with a required minimum of 30 points.

7. Abstract

In terms of content, the abstract is appropriately structured, prepared according to the requirements and reflects the main results achieved in the dissertation.

8. Critical remarks and recommendations

The study could include more companies by applying a comparative analysis of the observed results of the application of the model.

I recommend to the author to deepen her research on the topic and to publish a book on the applicability of the system of financial management of intellectual property in enterprises in a particular industry.

CONCLUSION

The dissertation contains scientific, scientific-applied, and applied results, which represent an original contribution to science and meet all the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria (ZRASRB) and the Regulations for the implementation of ZRASRB. The presented materials and dissertation results fully comply with the specific requirements of the Regulations for admission and training of doctoral students at the Higher School of Insurance and Finance.

The dissertation shows that the candidate Panar Kazim has in-depth theoretical knowledge and professional skills in Professional field 3. 8. Economics, demonstrating qualities and skills for independent research.

Due to the above, I confidently give my positive assessment of the research presented by the peer-reviewed dissertation, abstract, results and contributions, and I recommend to the esteemed scientific jury to award the educational and scientific degree "Doctor" of Panar Kazim in Field of higher education 3. Social, economic and legal sciences; Professional field 3. 8. Economics.

01.05. 2022

Reviewer:

Prof. Dr. Julia Dobreva