

OPINION

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Of a dissertation for awarding the educational and scientific degree "doctor" in Higher Education Area 3. Social, economic and legal sciences Professional direction 3.8. Economy Doctoral Program "Finance, Insurance and Assurance"

Author: Kristian Krasimirov Ivanov

Topic: Financial, economic, social and legal-ethical aspects of the gambling business

Scientific supervisor: Prof. Dr. Boyan Durankev

1. General description of the presented materials

By order No. 432 of 19.12.2022 of the Rector of the Higher School of Insurance and Finance Prof. Doctor of Law Boris Velchev, I have been appointed as a member of the scientific jury to ensure a procedure for the defense of a dissertation on the topic "Financial, Economic, social and legal and ethical aspects of the gambling business" for the acquisition of the educational and scientific degree "doctor" in the Higher Education Department 3. Social, economic and legal sciences, Professional direction 3.8. Economics, PhD program "Finance, Insurance and Assurance". The author of the dissertation is Kristiyan Krasimirov Ivanov - a doctoral student of independent training at the Department of "Finance and Insurance" with scientific supervisor Prof. Dr. Boyan Durankev.

The topic of the PhD student's dissertation is entitled "Financial, Economic, Social and Legal-Ethical Aspects of the Gambling Business". By decision of the scientific jury dated 05.01.2023, I have been appointed to present an opinion on the scientific work of Kristian Krasimirov Ivanov.

The submitted documents include the following materials:

1. brief biographical data;
2. dissertation work;
3. abstract of the dissertation work in Bulgarian and English;
4. list of publications on the subject of the dissertation;

5. publications on the topic of the dissertation;
6. reference on the fulfillment of the minimum national requirements for acquiring the ONS "doctor" in the professional field 3.8. "Economics";
7. summaries of publications on the subject of the dissertation in Bulgarian and English;
8. declaration of originality.

2. Characterization and evaluation of the dissertation work

The dissertation offers a classic structure, containing an introduction, an exposition in three chapters, a conclusion and is in the volume of 303 standard pages. 173 literary sources were used, of which 121 were in English, 51 in Bulgarian and 1 in Russian. The text includes 18 tables, 37 figures, 11 graphs and 1 illustration. The topic of the dissertation, besides being interestingly written, resp. exposed, is relevant in the dual order of public life in Bulgaria. At the same time, it has been insufficiently studied in scientific circles.

The object of research in the dissertation is the financial and marketing applications of gambling on the population, business and the state. The subject of the research is both the gambling business itself, as well as the influence and function of the state on the gambling sector and increase (or growth) of financial efficiency from its role on the population, business and state. The main hypothesis of the dissertation research is: it is possible to achieve responsible growth of the gambling sector in Bulgaria, based on a regulatory framework that adequately covers and protects the interests of consumers, businesses and the state at the same time, and which is tailored to the specifics of consumer behavior and financial literacy of the average Bulgarian.

The main goal of the dissertation is to research and analyze the financial, behavioral and marketing implications of gambling on all direct and indirect participants in it, considering the relevance and increasing the effectiveness of the current regulatory framework in Bulgaria.

To achieve the goal of the research, eight tasks are set, which were successfully solved in the course of the scientific work, namely:

1. Analysis of the development of the gambling business from its inception until now.
2. Assessment of the existing regulatory framework of gambling in Bulgaria. Analysis of working and "good" practices in Europe, America and Asia.
3. Determination of the main five gambling operators in Bulgaria and their affiliates (if any), as well as the main five operators in the European, American and Asian markets.

4. Establishing the main characteristics of direct domestic and foreign investments in gambling in Bulgaria, the participants and the phases when making an investment decision. Analysis of the importance of local investments in gambling for the Bulgarian economy. Analysis of the importance of foreign investments for the Bulgarian economy.

5. Sectoral analysis of the business climate in Bulgaria, highlighting their main advantages and disadvantages.

6. Analysis of the importance of the main five online foreign operators on the territory of Bulgaria, highlighting their main advantages and disadvantages.

7. Review of the media coverage of the gambling sector in Bulgaria and the world; marketing presentation of this part of the entertainment business along the lines of money - morality - legality.

8. Preparation of specific recommendations, as a consequence of the considered advantages, deficits, dangers and opportunities.

The main research approach, which was used in the implementation of the dissertation research, is the system approach in its three constituent parts - as systemic thinking, as a view from all possible points of view on the researched object, as a faithfully established interrelationship between dependent and independent variables.

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

Doctoral student Kristian Krasimirov Ivanov has formulated 7 contributions, dutifully stating them as "requested contributions". In this sense, I accept the following as contributing moments in the scientific development:

1. An in-depth study of the specialized scientific literature was carried out, evaluating and summarizing the theoretical statements related to the specifics of gambling as a business sector, the evolution in thinking in terms of economic and financial benefits, on the one hand, and moral-ethical and social harms, on the other hand, as well as the different concepts of its development and management.

2. An independent study of the attitude to the gambling business was conducted through two surveys and in-depth interviews in several directions: first, from the positions of the state-regulator; secondly, by the bookmakers; third, from the point of view of the active players; fourth, from the citizens who did not practice gambling.

3. Recommendations have been developed and proposed for possible management strategies and policies to be used in the state management of the gambling business in Bulgaria in order to overcome some of the proven problems.

4. Evaluation of publications on the dissertation work

The PhD student has presented eight scientific publications. They are distributed as follows: six of the articles are in Bulgarian publications, two of the articles are in foreign publications. Two of the articles are in English, six are in Bulgarian. The doctoral student's publications are entirely in the field of the issues investigated in the dissertation work.

The publications fulfill the requirements for the awarding of the ONS "Doctor", enshrined in the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB) and the Regulations for its implementation.

My personal belief is that all publications, including the dissertation work, are the personal work of the doctoral student.

5. Abstract

The thesis is accompanied by an abstract in Bulgarian and in English, with a volume of 41 pages and extremely well structured.

I believe that the content and quality of the abstract fully meets the requirements for similar materials and fully reflects the main results achieved in the dissertation work.

6. Critical remarks and recommendations

I have no critical remarks or recommendations for the scientific work. The current dissertation represents a conscientious study of a problem that is painful for society, not investigated in depth until now and, last but not least, presented in an interesting way, with its inherent scientific charge.

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 the 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 in the Higher School of Insurance and Finance.

The dissertation work shows that the doctoral student Kristiyan Krasimirov Ivanov has the qualities and skills to independently conduct scientific research.

Due to the above, I confidently give my positive assessment of the conducted research, presented by the above-reviewed dissertation work, abstract, achieved results and contributions, and I propose to the honorable scientific jury to award the educational and scientific degree "doctor" to Kristiyan Krasimirov Ivanov in the District of higher education 3. Social, economic and legal sciences; Professional direction 3. 8. Economics; PhD program in Finance, Insurance and Assurance.

12.02. 2023 г.

Reviewer:

Prof. DSc. Krassimir Todorov