


Letter of Appraisal

For Doctoral Awards

**URGENT - DEADLINE MATERIAL
MUST BE RETURNED TO THE
APPLICANT IN A SEALED ENVELOPE BY:**

Note: Also available as a form-fillable PDF file at www.sshrc.ca.

Name of applicant Alexander Ivanov		Telephone 604 454 9162
Address Line 1: 608-6455 Willingdon Ave Line 2: Line 3: City/Municipality: Burnaby		Line 4: Postal/Zip: V5H 4E4 Country: Canada
Prov/State: BC		
Referees: Note that under the provisions of the <i>Privacy Act</i> , the contents of appraisals are accessible to applicants on request. Although the names of the referees will not be disclosed, the <i>full text</i> of the appraisals will be made accessible to the applicant, with the exception of any comments made regarding other applicants and their identities. The information you supply is for adjudication purposes; it is subsequently retained in the applicant's file and protected by the <i>Privacy Act</i> .		
I have <input checked="" type="radio"/> read <input type="radio"/> not read the applicant's program of study.		
Comments Dear SSRHC Committee Members: I am exceedingly proud to endorse Alex Ivanov's candidacy for Canada's most prestigious doctoral fellowship. After having taught at four colleges and universities for more than 30 years, I rank Alex in the top 2% in terms of background preparation, research ability, originality of thought, and communication skills. I met Alex in 1994 when I taught at the American University in Bulgaria on my first Fulbright grant. Alex took my Media Issues and Advertising Campaign courses, and came to my office daily. We discussed notable, pressing topics, themes, issues, and trends concerning communication and technology. Of the many students I taught and counseled that year, Alex was in a league of his own. I knew I had to assist him in any way possible; thus, I supported his application for entry into The University of Texas at Austin Master of Arts in Advertising program and helped him with his ensuing research. Since that time, Alex has accomplished much, including his remarkable progress at Simon Fraser University (SFU). I have closely followed Alex's professional endeavors. He is among a handful of former students who have held positions in most facets of advertising. He has participated in and led brainstorming sessions in three countries and from multiple perspectives: as academic researcher, research supplier, creative director, and brand manager, among others. His broad range of special experiences gives him a truly multidisciplinary perspective on his chosen domain for research. I cannot imagine a more suitable aspiring scholar to explore the field of group creativity and collaboration than Alex. Nor can I think of a better environment to pursue this kind of trans-disciplinary research than at SFU. Alex's theoretical framework aptly combines the social with the cognitive, and practical application with theory validation. I firmly believe that Alex is targeted in terms of focus and fully capable of developing research outcomes that will be of significant, long-term value to both practitioner and academic communities. Please do not hesitate to contact me should you require additional information on this most worthy candidate. I would be honored to do so. <u>Dr. Michael H. McBride, Professor Emeritus</u> I have known the applicant in my capacity as <u>Professor and Advisor</u> for <u>12</u> years.		
Name of referee (print) Dr. Michael H. McBride		
Subject field Advertising	Department/Division Mass Communication	
Academic rank Professor Emeritus	Organization Texas State University	
E-mail nesdravy@cox.net		
Telephone number 512-863-3380	Date October 31, 2006	Signature 

Personal information will be stored in the Personal Information Bank for the appropriate program.

Doctoral Award (PDF 2006)



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