



НОВ БЪЛГАРСКИ УНИВЕРСИТЕТ

ДЕПАРТАМЕНТ

"ИКОНОМИКА"

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Получено на <u>28.10.</u> 20 <u>20</u>	

OPINION

on a dissertation for obtaining the scientific degree "Doctor of Science" in: field of higher education 3.0. " Social, economic and legal sciences ", professional field 3.8. "Economics", scientific specialty - "Organization and management of production"

Author of the dissertation: Assoc. Prof. Dr. Petar Borisov Borisov
Associate Professor in the Department of Management and Marketing at the Agricultural University, Plovdiv

Topic of the dissertation: Strategic planning of the competitiveness of the wine sector

Prepared the opinion: Assoc. Prof. Dr. Ivan Yochev Boevsky - New Bulgarian University, Sofia, 3.0. "Social, economic and legal sciences", 3.8. "Economics" appointed a member of the scientific jury by order № RD-16-798 from 08.10.2020 by the Rector of AU.

1. Relevance of the problem.

Using the approach of strategic planning, the author of the dissertation manages to determine the main factors for the competitive development of the wine sector in the future. Although the strategic planning approach has long been imposed in the management of business processes in the business organization, it is still perceived as fundamental in creating and controlling competitive advantage. That is why I believe that the choice of this approach by Assoc. Prof. Dr. Petar Borisov is relevant and reliable in the complex conditions that build the business environment of the wine sector.

2. Purpose, tasks, hypotheses and research methods.

The aim of the dissertation is to analyze the competitiveness of the wine sector and to determine its strategic orientation in the process of increasing sectoral competitiveness. The aim of the author of the research is to identify the main factors - part of the business environment, determining the competitiveness of all participants in the sector and their impact in the future.

The aim of the research is decomposed into the following sub-objectives:

- Clarification of the role of strategic planning in the process of managing the competitiveness of the wine sector;
- Identification of the factors of the business environment (process drivers), which have a bifurcation influence (threshold change) on the competitiveness of the wine sector;
- Defining the strategic goals and measures ensuring the development of the competitiveness of the wine sector.

The main thesis that is put forward for verification is that strategic planning is a working (reliable) approach that ensures the achievement and development of the competitiveness of the wine sector.

The examination of the scientific hypotheses in the dissertation is done through two requisites of research, namely similarity and difference. The initial hypothesis of the analysis is that the sum between the similarities and the differences forms the specifics of the object of study. On this basis, the author of the study realizes two relatively independent, and at the same time complementary logics - inductive and deductive. Using this logical framework of research, the candidate for the acquisition of the NS "Doctor of Science" manages to defend the main thesis in his dissertation.

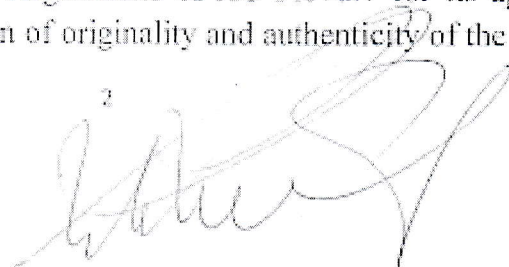
3. Visualization and presentation of the obtained results.

The dissertation is presented in an introduction, six chapters and a conclusion, located on 346 pages, used literature and appendices. The study is illustrated with 82 figures and 67 tables. 233 literary sources were used and cited in the dissertation.

The volume and structure of the dissertation work allows to achieve the goal and tasks of the research. The structure is subordinated to the logical framework "validation and proof / rejection" of the main thesis of the dissertation. The main text allows easy review by the reviewer (reader) of the evidence presented, supporting the scientific hypotheses raised for verification. The methods used make it possible to interpret the information obtained from the field research and on the basis of this interpretation to formulate objective findings and conclusions.

The presented abstract corresponds to the content and structure of the text in the dissertation. The requisites that contain the abstract and the dissertation are available according to the requirements set in the Law for development of the academic staff of the Republic of Bulgaria, the National regulations for application of the law and the Regulations of AU-Plovdiv for its application. There is also a signed declaration of originality and authenticity of the submitted

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dissertation and abstract.

4. Discussion of the results and used literature.

The dissertation is developed using: scientific publications and works of Bulgarian and foreign authors; newsletters of international organizations - OIV, EUROSTAT, FAO, EIB; reports and bulletins of the Ministry of Agriculture, Food and Forestry of the Republic of Bulgaria, Customs Agency of the Republic of Bulgaria, reports of the National Vine and Wine Chamber - Sofia, reports of the Executive Agency for Vine and Wine, as well as a number of regulations. Empirical information for the purposes of the research is also provided by sample surveys and in-depth interviews conducted at the enterprise level on questionnaires prepared by Assoc. Prof. Dr. P. Borisov, as well as by the financial and accounting reports of the enterprises. Through this integrated approach to research information services,

The author's interest in the study of competitiveness is proved by the presented statements of research on this problem using the principle of multifacetedness. In the dissertation the holistic approach is used as the main approach for studying competitiveness. Competitiveness is perceived as a process that is determined by changes in the business environment. Through the method of scientific abstraction, the author of the dissertation seeks to abstract from the specific features or manifestations of the processes that determine competitiveness and to understand its deep essence. The chosen research approach, the information collected from the field research, the effective interpretation of the obtained data through the application of statistical methods make it possible to formulate objective conclusions in the analytical part of the dissertation. Based on the findings, Assoc. Prof. Dr. P. Borisov points out the main problems that need to be addressed in order to increase the competitiveness of the sector. The author of the dissertation gives specific proposals and solutions for increasing sectoral competitiveness. These solutions are logical, arising from the analysis of competitiveness and are presented in detail in the last two chapters of the dissertation - namely the proposed models of change management and financial-innovation system, which need to be addressed in order to increase the competitiveness of the sector. The author of the dissertation gives specific proposals and solutions for increasing sectoral competitiveness. These solutions are logical, arising from the analysis of competitiveness and are presented in detail in the last two chapters of the dissertation - namely the proposed models of change management and financial-innovation system, which

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5. Contributions to the dissertation.

The author of the dissertation formulates a total of 9 scientific and scientific-applied contributions, which I consider to be original and arising from the scientific work of the candidate and the performed in-depth dissertation research. I believe that the literature review on the topic of the dissertation, the formulated and tested methodology and research methodology, the conducted field research, the formulated conclusions and recommendations, as well as the proposed solutions for solving the formulated problems, can be recognized as scientific and applied contributions. .

6. Critical remarks and questions.

I do not know personally Assoc. Prof. Dr. Petar Borisov, who is a candidate for acquiring the National Assembly "Doctor of Science" at the University of Plovdiv. From the documents submitted by the candidate for participation in public defense for obtaining a scientific degree, it is clear to me that Assoc. Prof. Borisov is motivated and works in depth on the organization and management of the competitiveness of wine companies. I have no critical remarks about his work!

7. Published articles and citations.

As a member of the scientific jury I received a list of publications related to the topic of the dissertation consisting of a total of 20 titles, which are sufficient to cover the minimum scientometric indicators for obtaining the degree of "Doctor of Science" defined by the Academic Staff Development Act. The Republic of Bulgaria, the National Regulations for Application of the Law and the Regulations of AU-Plovdiv for its application. The presented list of scientific publications related to the topic of the dissertation testifies to a very good knowledge of the problems in the management of competitiveness and clearly emphasizes the interest of Assoc. Prof. Dr. Petar Borisov to study this problem.

The presented list of citations of publications related to the topic of the dissertation shows that Assoc. Prof. Dr. Petar Borisov fulfills the minimum

scientometric indicators for obtaining the scientific degree "Doctor of Science", defined by the Law on the Development of the Academic Staff of the Republic of Bulgaria , The National Regulations for application of the law and the Regulations of AU-Plovdiv for its application.

All this gives me reason to conclude that Assoc. Prof. Dr. Petar Borisov has the ability to successfully defend his dissertation before the selected scientific jury.

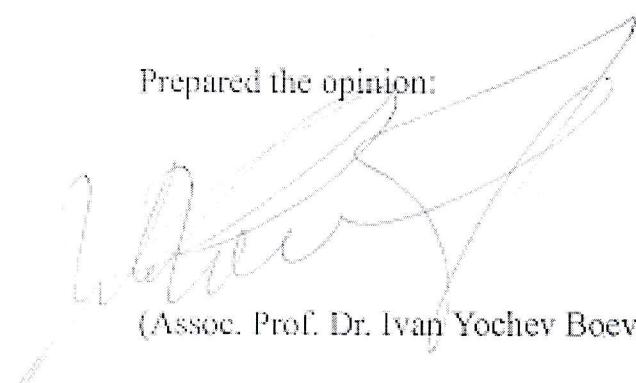
CONCLUSION:

Based on the different research methods learned and applied by the candidate, the correctly performed experiments, the summaries and conclusions made, I believe that the presented dissertation meets the requirements of ZRASRB and the Rules of the Agricultural University for its application, which gives me reason to evaluate it. POSITIVE.

I allow myself to suggest to the Honorable Scientific Jury that it also vote in favor and award Assoc. Prof. Dr. Petar Borisov **Borisov** scientific degree "Doctor of Science" in the scientific specialty "Organization and management of production"

Date: 23.10.2020, Sofia

Prepared the opinion:

A large, stylized handwritten signature in dark ink, likely belonging to Ivan Yochev Boevsky, is written over the text of the opinion preparation.

(Assoc. Prof. Dr. Ivan Yochev Boevsky)