



## OPINION

on a dissertation for obtaining the scientific degree "Doctor of Sciences" in the 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 at 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. Violeta Dinkova Dirimanova**, Agricultural University, Plovdiv, field of higher education: 3. Social, economic and legal sciences, Professional field 3.7 Administration and management, Scientific specialty: Organization and management of production. Assoc. Prof. Dr. Dirimanova is appointed as a member of the scientific jury with order № RD-16-798/08.10.2020 by the Rector of the Agricultural University, Plovdiv.

### 1. **Brief introduction of the candidate.**

Assoc. Prof. Dr. Petar Borisov was born on March 17, 1980. In 2003, he completed his higher education in Agricultural Economics at the Agricultural University, Plovdiv, and in 2008 he received the educational and qualification degree of Doctor. For a short time, he worked and taught at a private professional college "Omega", and then continued his professional development at the Agricultural University, Plovdiv. In 2014, he became an associate professor in the Department of Management and Marketing.

Assoc. Prof. Borisov lectures at the department in the following disciplines: "Fundamentals of Business Management", "Organization and Management of Agricultural Production", "Agricultural Management", "Strategic Business Planning", "Competitiveness Management", "Innovation Management", "Conflict Management" and has participated in various national and international projects. In his work on international projects, he has shown an excellent command of English.

In his career development, he has offered consultations and advisory services commissioned by the MES, MAF, the National Agricultural Advisory Service, LAG "Karnobat", LAG "Tervel-Krushari", IZK "Maritsa" - Plovdiv, European Investment Bank and others.

I have known the candidate for "Doctor of Science" since he was a student at the Agricultural University, and later as my colleague in the Department of Management and Marketing. Petar Borisov has always been very responsible, precise and purposeful in his work. My work with him has always been a pleasure

because of his correctness, dedication and determination.

## **2. Relevance of the problem.**

The topic of the dissertation is related to the strategic planning of the competitiveness of the wine sector. The author's aim 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 achievement and development of sustainable competitiveness of the wine sector, according to the author, creates primary and secondary effects on social the economic development of the regions as well as their ecological condition. Achieving competitive production in viticulture directly affects employment, profitability and the development of related industries. Secondary effects can be sought on the reduction of migration flows, leading to the depopulation of rural areas, attracting investment, development and valuation of the cultural and historical heritage of individual regions in the production and trade of wine.

## **3. 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 author identifies the main factors - part of the business environment, determining the competitiveness of all participants in the sector and their impact in the future. The dissertation considers the following sub-objectives: (1) clarification of the role of strategic planning in the process of managing the competitiveness of the wine sector; (2) identification of the factors of the business environment that have a bifurcation impact on the competitiveness of the wine sector; and (3) defining the strategic objectives and measures ensuring the development of the competitiveness of the wine sector.

This topic is important for the development of viticulture, which integrates the productivity and competitiveness of production with the requirements of environmental protection and social responsibility. Six hypotheses have been identified to prove the main thesis related to strategic planning, which is a reliable approach to ensure the achievement and development of competitiveness of the wine sector, both at micro and macro level.

In the dissertation the object of research are wine-growing enterprises, which are the main participants in the chain of values in the wine-growing sector. There are 155 vineyards, who took part in the survey. The main approach to competitiveness research is the holistic approach. The choice of this approach, according to the author, is necessitated by the fact that competitiveness is a multi-layered socio-economic category and as such, its study requires to be carried out through the prism of multifacetedness.

## **4. Visualization and presentation of the obtained results.**

The doctoral student has used various means to illustrate and summarize the obtained results through figures, tables and diagrams, which allow him to correctly systematize and objectively present the obtained results.

## **5. Discussion of the results and used literature.**

In his dissertation, the author has studied much of the modern specialized scientific literature in connection with the theory of strategic planning and management, competitiveness and identification of the factors of the business environment influencing the competitiveness of the wine sector. In the dissertation are used: scientific publications and works of Bulgarian and foreign authors; newsletters of international organizations - EUROSTAT, FAO; reports and bulletins of the Ministry of Agriculture and Food of the Republic of Bulgaria, Customs Agency of the Republic of Bulgaria, reports of the National Vine and Wine Chamber - Sofia, reports and database of the Executive Agency for Vine and Wine, as well as a number of regulations. References used include 233 sources, which are mainly with English titles.

In the dissertation the doctoral student thoroughly examines the need for energy production for heating, and the ways of treatment of different types of biomass for this type of production, as well as the consequences of this production for the whole economy.

## **6. Contributions to the dissertation.**

The dissertation "Strategic planning of the competitiveness of the wine sector" contains the following major contributions, ideas and solutions:

### ***Scientific contributions***

- Clarifies the essence of strategic planning as an approach to managing the competitiveness of the wine sector;
- Clarifies the nature of the socio-economic category "competitiveness" of the wine enterprise;
- Development and validation of a conceptual framework for diagnosis and assessment of the main factors determining the competitiveness of the wine sector - at micro and macro level.

### ***Scientific and applied contributions***

- Diagnosis and assessment of the competitiveness of the wine sector in the country;
- Establishing the influence of the main factors determining the level of competitiveness of wine enterprises;
- Establishing, the needs of wine enterprises regarding their competitive development in strategic terms;
- Proposes an approach for analysis and change management to achieve a higher level of competitiveness of wine companies; and
- Proposes a model of financial-innovation system for increasing the competitiveness of the wine sector.

## **7. Critical remarks and questions.**

The methodological part is very well argued in the study itself. The literature is extensive, and well analyzed and illustrated in the theoretical part. Each chapter

is well designed and researched. It would be good for each chapter to have at the end conclusions. This would help to develop more easily the final part of the dissertation. Notwithstanding the above comment, the dissertation has its merits.

#### **8. Published articles and citations.**

He is a doctoral student on the topic of the dissertation presented 20 articles.


The presented abstract objectively reflects the structure and content of the dissertation.

#### **CONCLUSION:**

On the basis of the various methods of research learned and applied by the doctoral candidate, the correctly performed experiments, the summaries made and the conclusions drawn, I believe that the dissertation submitted meets the requirements of the Application of the Act for the Development of the Academic Staff in the Republic of Bulgaria, and the Rules of the Agricultural University for its application, which gives me a reason to rate it **POSITIVE**.

I allow myself to propose to the esteemed Scientific Jury to vote positively and to award Assoc. Prof. Dr. Petar Borisov Borisov the scientific degree "**Doctor of Science**" in the scientific specialty: "Organization and Management of Production".

**Date:** 20.10.2020  
Plovdiv

**Reviewer:** .....  
(Assoc. Prof. Dr. Violeta Dirimanova)