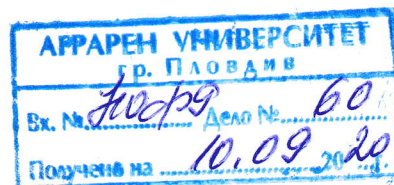


REVIEW



on a dissertation work for the acquisition of the educational and scientific degree "doctor" (PhD), Field of higher education: 3. Social, economic and legal sciences, Professional field: 3.8. Economics, Scientific specialty "**Organization and management (agriculture and sub-sectors)**"

Author of the dissertation: Goran Lapčević
part-time doctoral student at the Department of Management and Marketing
at the Agricultural University - Plovdiv

Topic of the PhD thesis:
**VALUE CHAIN IN GRAPE GROWING AND WINE PRODUCTION IN
SERBIAN WINERIES**

Member of the Scientific Jury:
Assoc. Prof. Ekaterina Dimitrova Kyuskieva-Arabska, Ph.D.
University of agribusiness and rural development – Plovdiv, Bulgaria
Висше училище по агробизнес и развитие на регионите – Пловдив
Field of higher education: 3. Social, economic and legal sciences,
Professional field: 3.7. Administration and management
Assoc. Prof. in Scientific specialty "Social Management"
PhD: 1) Organization and management in production (industry);
2) Organization and management outside the field of material production
(security and defense)

appointed a member of the scientific jury with
Order № RD-16-559 / 01.07.2020 by the Rector of the Agricultural university

1. Topicality of the problem

The dissertation raises the problem of increasing the competitiveness in the modern business environment, characterized by the processes of globalization and instability / "turbulence", of the economic entities in the agricultural sector engaged in the production of grapes and wine. The example of the Republic of Serbia is suitable for conducting such a research, including the application of the Porter value chain as a business management concept. On the other hand, the issues raised become particularly relevant in connection with the development of the sector in the context of climate change and new challenges imposed by the priorities for sustainable development, incl. sustainable production and consumption.

2. Purpose, tasks, hypotheses and research methods

The purpose of the study is related to the analysis of value chains in the wine business and proposals for improving the interactions between the participants to achieve higher sectoral competitiveness. To achieve this goal, five research tasks have been formulated and solved.

In the course of the study, the general hypothesis (H0) of the doctoral thesis was confirmed - that the application of the value chain analysis, in the way it is done, can enable the strengthening and renewal of the wine sector, and therefore represents a potential for increasing the competitiveness of the Serbian economy, especially in its rural areas. Of the special hypotheses (six in total), only the first, related to the importance of varietal structure and competitiveness, has been partially confirmed, and the rest - in full, i.e. it has been proven that the rationing and management of the costs of the operational activities of the actors in the chain, state support, local infrastructure and institutional support, improved coordination and wine clusters can have a positive impact on the competitiveness of the sector.

The methods used are described in detail and correctly (value chain, systematic, situational, comparative and diagnostic analysis), and their skillful application ensures the successful completion of the tasks.

3. Visualization and presentation of the obtained results

The dissertation contains 19 tables, 16 figures and 62 charts (presented in separate lists), which present the results of the research in sufficient detail and clarity. There is also an informative application in two parts.

4. Visualization and presentation of the obtained results

The list of literature contains 78 sources, incl. internet resources. The sources used are up-to-date and directly related to the conducted research.

The structure of the dissertation is flexible and in a relevant way presents the approaches applied in the research and its results. The volume is completely sufficient to present the study. The style is emphatically scientific, with correct reference to sources and citations.

During the discussions, the author's skills for analysis and synthesis stand out very clearly. The rich factology, the free handling of a large amount of information, literary sources and terminology make a special impression. Last but not least, in addition to working with quantitative and objective indicators, a successful attempt at qualitative assessments has been made.

The focus on competitiveness and strategies to achieve competitive advantage in the context of value chain analysis and current challenges to the wine sector (global, environmental, methodological, financial, economic, market, etc., including scientific research and capacity) presents the original approach of the author and his mentor in conducting the research.

An indisputable positive feature is the coverage of primary and secondary production, which is also a prerequisite for creating a model for a value chain in wine production.

5. Contributions of the PhD thesis

I accept the contributions formulated in the abstract as authentic and personal work of the author, allowing myself to reformulate them and supplement as follows:

Scientific contributions

1. An analysis of the approaches for analysis and evaluation based on the value chain and the possibilities for their application in the wine business has been performed.
2. A methodology for research, analysis and evaluation of the chain of values in grape growing and wine production has been developed.

Scientific and applied contributions

3. The chain of values in the wine sector in the Republic of Serbia has been diagnosed and the problem points have been identified.
4. Guidelines for improving the problem issues in the value chain in the studied sector are proposed.
5. A model of value chain in the wine business has been developed.

6. Critical remarks and questions

There are no special critical remarks and questions, but I have a recommendation to the author to continue his scientific work in the researched sector.

7. Published articles and citations

The presented list of four publications in the abstract covers the scientometric indicators for the acquisition of the PhD degree.

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

CONCLUSION:

Based on the different research methods learned and applied by the doctoral student, the correctly performed experiments, the summaries and conclusions made, I believe that the presented dissertation meets the requirements of Law for development of the academic staff in the Republic of Bulgaria and the Rules of the Agricultural University for its application, which gives me reason to evaluate it **POSITIVELY**.

I take the liberty of proposing to the esteemed Scientific Jury that it also vote in favor and award **Goran Lapčević** the educational and scientific degree "**Doctor**" in the scientific specialty "Organization and Management (Agriculture and Sub-sectors)".

Date: 24.07.2020
Plovdiv

Reviewer: EA
(Assoc. Prof. E. Arabska, PhD)