SCIENTIFIC OPINION

On dissertation for obtain the Educational and Scientific Degree 'Doctor' in Higher Education: 3. Social, Business and Legal Sciences, Professional Field: 3.8 Economics, Scientific Specialty: "Economics and Management of Production" (Agriculture and Sub-sectors).

Автор на дисертационния труд: Goran (Zoran) Lapčević, PhD student (part-time) at the Department of Economics and Management at the Agricultural University, Plovdiv.

Doctoral thesis topic: VALUE CHAIN IN GRAPE GROWING AND WINE PRODUCTION IN SERBIAN WINERIES.

Reviewer: Assoc. Prof. Snezhinka **Konstantinova** Stoyanova, PhD, University of Food Technologies – Plovdiv, 3. Social, Business and Legal Sciences, Professional Field: 3.8 Economics, Scientific Specialty: 'Economics and Management', appointed as a member of the Scientific Jury by order No. RD-16-559 / 01.07.2020 from the Rector of the Agricultural University, Plovdiv.

1. Relevance of the problem.

Value chain is a business model that describes full range of activities needed to create product or service. For companies that produce products and services, value chain involve all steps which include the introduction of a product – from concept to distribution and all intermediate activities in the technological process, such as provision of raw materials, production functions, marketing activities and others. Businesses analyse value chain, assessing in detail the procedures included in company's production process at each stage of the technological process. The purpose of value chain analysis is to increase production efficiency so that a company can provide maximum value at the lowest possible cost.

The competitive advantage of companies cannot be determined if company is considered as a whole. Competitiveness stems from the many individual activities that the company performs in the design, manufacture, marketing, supply and maintenance of its product.

The topic of the presented dissertation is of current importance, both in terms of the researched region and in terms of the researched problem.

2. Purpose, tasks, hypotheses and methods of research.

Purpose, tasks, hypotheses and research methods are presented consistently.

The aim of the dissertation research is to analyse the value chains in wine business and to propose guidelines for improving interaction of the participants in these chains to achieve higher sectoral competitiveness.

To achieve this goal, the following research tasks are solved:
- Analysis of existing approaches for analysis and evaluation of sectors, clusters and industries presented as a chain of values;
- Adapting the methods for research, analysis and assessment of the chain of values grape growing and winemaking in Serbia;

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- Diagnosis of the chain of values in the sector and identification of problem units;
- Collection, structuring and synthesis of empirical information about the units in the value chain;
- Develop approaches to improve problematic points in in the value chain in the researched sector.

The general hypothesis (H0) of the dissertation research is to strengthen the existing value chains in the wine sector and to support the formation of new ones is an opportunity to increase the competitiveness of the Serbian economy in rural areas. Six specific hypotheses are derived in a logical sequence, which are defined by the general hypothesis (H0).

The methods used in conducting the research are: value chain, system analysis, situation analysis, comparative analysis and diagnostic analysis.

3. Visualization and presentation of the results obtained.

Dissertation has a volume of 172 pages and consists of a title page, introduction, four sections, conclusion, references and appendices.

Results of the dissertation research are reflected in 19 tables, 16 figures, 62 graphs and 2 applications.

4. Discussion of the results and the references.

The bibliography includes 78 sources in Serbian and English. It makes a good impression that the doctoral student uses and cites three research papers of his supervisor.

5. Contributions to the Dissertation.

The following contributions stand out in the presented dissertation:

Scientific contributions

5.1 The existing approaches for analysis and evaluation of the sectors, clusters and industries presented as a chain of values in the organization of the wine business in Serbia are analysed;

5.2 The methodology for research, analysis and evaluation of value chains in grape growing and wine production in Serbia has been adapted and applied;

5.3 Diagnosis of value chains in the sector has been performed and the problem units have been identified;

5.4 Empirical data for the units in the value chain are synthesized and analysed;

5.5 Approaches have been developed to improve the problem units in the value chain in the studied sector.

6. Critical notes and questions.

I do not have the critical remarks and questions to the doctoral student.

7. Published articles and citations.

10 publications are presented, and the 4 publications related to the dissertation – 2 individual and 2 co-authored, for the period 2018-2020.

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

CONCLUSION:

Based on the dissertation research and its scientific contributions, I think that the dissertation work meets the requirements of the Application of the Act for the Development of the Academic Staff of 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 venerable Scientific Jury also to vote and to awards to Goran (Zoran) Lapčević the Educational and Scientific Degree **'Doctor'** in the Scientigic Specialty: of Production" (Agriculture and Sub-sectors).

Data: 31.08.2020
Plovdiv

SCIENTIFIC OPINION BY:
(Assoc. Prof. Sn. **Konstantinova**, PhD)