

OPINION



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

Author of the dissertation: *Goran Zoran Lapcevic* PhD student (part-time) at the Department of Management and Marketing at the Agricultural University, Plovdiv

Topic of the dissertation: The value chain in grape growing and wine production in Serbian wineries

Reviewer: Assoc. Prof. Dr. Teodor Radev, Agricultural University of Plovdiv, Social, economic and legal sciences appointed a member of the scientific jury by order № RD-16-559 / 01.07.2020. by the Rector of AU.

1. Brief introduction of the candidate.

Goran Lapcevic holds a master's degree in Business Economics and Entrepreneurship in Belgrade, Serbia. He is currently a lecturer at the Higher School of Business Economics and Entrepreneurship in Belgrade, Serbia. His professional interests are in the field of business organization and management.

2. Relevance of the problem.

The topic of the dissertation is relevant, as the Serbian wine sector is an important part of the country's agricultural sector and increasing its contribution to rural areas is an important task of national policy. The wine sector of the Republic of Serbia has been expanding in recent years thanks to good market positions and active state support for its development. Analyzing the value chain in the sector is important for improving state support in the sector and strengthening the market position of Serbian wine.

3. Purpose, tasks, hypotheses and research methods.

The purpose of the dissertation is clearly formulated and refers to the identification of the factors that improve the functioning of the wine sector in Serbia. To achieve this goal, 3 research questions have been identified, which are logically linked and allow the work to be completed. The doctoral student has formulated three working hypotheses that taking into account the contribution of the participants in the chain of values in the conditions of increasing competition is a prerequisite for improving the functioning of the entire marketing chain. This is achieved by increasing the interaction between the elements of the business system (cluster) and designing activities that are consistent with the interests of those involved in the cluster.

Appropriate methods of analysis were used in the study, which were correctly selected and applied. Methods for situational analysis, diagnostic analysis and prognostic analysis were used in the study of the issue. The analysis methods use a rich database of empirical data collected through field research.

4. Visualization and presentation of the obtained results.

The doctoral student has used a wide range of tools to illustrate and summarize the results in tables, graphs and charts, which allow him to correctly systematize and objectively present the results. The reliability of the results was checked for normality by the Kolmogorov-Smirnov test. The research hypotheses were tested by multiple linear correlations and regression. The survey sample has the necessary representativeness.

5. Discussion of the results and used literature.

In his dissertation work, the doctoral student has studied a major part of the modern specialized scientific literature in connection with management theory and the possibilities of applying the Value Chain approach. Opinions of famous authors are commented and presented, and on their basis the author's understanding of the researched problem is formed.

The doctoral student defines and uses the terms correctly. Goran Lapcevic successfully summarizes the state and problems of local production structures in the Republic of Serbia. This enables him to formulate concrete conclusions for the management of the sector and to structure a working approach for its improvement. The author finds that the process of interaction between business structures must be sufficiently transparent, and activities are coordinated to achieve synergies

6. Contributions to the dissertation.

The dissertation "The chain of values in grape growing and wine production in Serbian wineries" Contains the following more significant contributing ideas and solutions.

Scientific contributions

1. A methodological framework for the application of the Chain of Values approach in the wine sector of Serbia has been developed.
2. The existing management strategies and approaches in theory and practice have been adapted to the specifics of the wine sector in Serbia, which is a prerequisite for their successful implementation.

Scientific and applied contributions

1. The main risks that accompany farmers in participating in marketing chains

have been identified.

2. Good relationship management practices are analyzed.
3. Proposals have been made to improve the value chain in the wine sector in the Republic of Serbia.

7. Critical remarks and questions.

I have no critical remarks or questions.

I have recommended to the doctoral student to carry out a comparative study of the wine sectors within several Balkan countries.

8. Published articles and citations.

On the topic of the dissertation the doctoral student has published two articles, which is the required minimum for obtaining the educational qualification degree of doctor. The doctoral student has participated in international conferences and has presented reports on issues related to the topic of the dissertation. The doctoral student meets the minimum national requirements for acquiring the ONS Doctor.

The presented abstract objectively reflects the structure and 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 ZRASRB and the Regulations of the Agricultural University for its application, which gives me reason to evaluate it. POSITIVE.

I take the liberty of proposing to the Honorable Scientific Jury that it also vote in favor and award **Goran Lapcevic** the educational and scientific degree "Doctor" in the scientific specialty Organisation and Management.

Date: 10.IX.2020

REVIEWER: 