



REVIEW

On a dissertation for obtaining an educational and scientific degree of Doctor in:

Field of higher education: 3. Social, economic and legal sciences

Professional field: 3.8. Economics

Scientific specialty: Organization and management of production (agriculture and sub-sectors)

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

Dissertation topic: The value chain in grape growing and wine production in Serbian wineries

Reviewer: Prof. Dimitar Ivanov Kostov 3. Social, economic and legal sciences, 3.8. Economy, by VUSI Plovdiv, appointed a member of the scientific jury by Order № RD-16-559 of 01.07.2020 of the Rector of Plovdiv University and at a meeting of the scientific jury.

1. Brief introduction of the candidate

Goran Lapcevic was born on March 17, 1970 in Serbia. He holds a master's degree from the University of Belgrade. He also completed a second master's degree at the same university. He has 18 years of professional experience in the field of providing services for economic development of business. He is a lecturer at the College of Professional Business in Kruševac. He was the director of the regional center for development of small and medium enterprises. He is the chairman of the assembly of the association of regional development agencies of Serbia. Goran Lapcevic also holds other management positions in various state and international institutions. He has been and continues to be the leader of many national and international projects. There are a large number of publications. He speaks English and Slovenian.

2. Relevance of the problem

Grape growing and wine production is an important sub-sector of Serbian agriculture. Serbia is in a favorable zone for grape growing and wine production. There are a large number of wineries in the country and their production depends entirely on the production of grapes. The efficiency of grape and wine production is very closely related to the modern conditions of economic business.

In this regard, the current research and dissertation is not only relevant but also important in practice for Serbia.

3. Purpose, tasks, hypotheses and research methods

The subject of the dissertation is a study of the competitiveness of wine production in wineries in Serbia.

It can definitely be said that the competitiveness factor is very important for this agricultural sub-sector, because although Serbia has a long tradition in wine production, there is a lot of competition in this part of Europe. This shows that the subject of the dissertation research is very precisely defined.

The subject of the study are 21 wineries in Serbia. The wine-growing regions and districts are defined in the development depending on their production of grapes with a certain sugar content. This is an important issue because it is closely linked to the quality of grapes and wine and its competitiveness on the market.

The aim of the dissertation is to analyze the value chains in the wine business and propose measures to improve the competitiveness in the subsector.

I believe that the goal is very clear, precise and concise. It fully corresponds to the title of the dissertation.

The research tasks are also precisely defined and arranged in an order that allows to achieve the set goal. This order allows to provide information from the previous to the next research tasks.

The hypotheses of the dissertation are defined by the general hypothesis. They are related to the problems that have to be solved in the subsector and which of them occupy which place in the general hypothesis.

The methods used in the research are traditional and make it possible to make a complete and good analysis of the object and its structures. They allow the conclusions to be reliable and achieve the purpose of the study.

4. Visualization and presentation of the obtained results

The dissertation is 180 pages long and includes four parts, covering the theoretical statements, analysis of the objects, recommendations and conclusions. The materials are presented in tables and figures that reflect the analysis and condition of the studied object.

The visualization and presentation of the researched object and the results are well formed and reflect the essence of the research.

5. Discussion of the results and used literature

In the theoretical part, a detailed analysis of the zoning of viticulture in Serbia by regions, districts and localities is made. After this analysis, the condition of the wineries is indicated in general.

In this part, which is theoretical, the laws and other normative documents of Serbia related to the production of grapes and wine are discussed in detail. The author of the dissertation pays great attention to the prospects for the development of winemaking in Serbia. I believe that this is one of the doctoral student's contributions, which is of great practical importance.

The questions of the theoretical bases and the analysis of the chains of values in the production of grapes and wine are considered by the doctoral student in the second chapter of the dissertation. Here he pays great attention to the competitiveness of this sub-sector. The discussion is done at regional and production site levels. The author makes an analysis of the literary sources from the point of view of economic theory. The factors related to competitiveness are considered in detail. In this part of the review of the literature on the problem the doctoral student presents his views, which is also a contribution to the dissertation.

The author of the study makes a good analysis and discussion of the publications related to the strategies for achieving competitive advantage. In this part of the analysis, he cites the most famous authors of recent years in this field. He pays special attention to Porter and his model related to the company's strategies.

The doctoral student has given a special place to the publications related to the analysis of the value chain. This is correct because these materials relate to the problem of dissertation work. He draws concrete conclusions about the most important factors influencing the value chain. It pays particular attention to technological, informational and environmental factors.

In this part of the development, the author very well defines the costs of the main activities related to the value chain. It is quite correct to arrange, which makes as elements of the value chain and their order of importance, namely - incoming logistics, operations, outgoing logistics and support activities.

The doctoral student also presented very well the costs of supporting producers. It presents not only the costs in total terms, but also in structure.

The personal contribution of the doctoral student in this part of the dissertation is the way of considering the competitiveness in terms of costs. It also determines how to increase it in relation to individual groups of wineries. The author's

contribution to the dissertation is his study of the attitudes and opinions of winemakers.

Based on this in-depth analysis, the doctoral student makes recommendations that are also the author's contribution. All information is a personal file of the doctoral student, through questionnaire collection, according to the methodology. As a result, the doctoral student offers a model of creating a value chain for wineries. This is the author's contribution and an important part of the project part of the dissertation. Here are the conclusions that outline the main problems of grape growers such as: very small plots, poor rural structure, outdated machinery, expensive bank loans and lack of state interest in support. These conclusions allow the author to make certain recommendations, which are also a contribution to the dissertation.

In this part of the dissertation the results of the analysis of the value chain of the wine producers are presented. Here the types of costs and their structure are analyzed in great detail. Author's contribution is the problems he identifies for wine producers, grouping them as: lack of financial resources, lack of information about possible state support and demand for wine as a very important problem. In this regard, the author makes certain recommendations.

Contributions to the dissertation are the presented new challenges for the value chain of wine. Here are the stages of the value chain of wine and their characteristics.

In this part of the development the author's contribution is the predictions for future research, which according to him are: global environmental costs, methodological challenges, financial challenges, economic and market challenges, clusters. The PhD student examines each of these challenges in great detail.

At the end of the dissertation is presented a detailed conclusion and report on the implementation of the hypotheses.

The used literature is sufficient both in volume and in titles and includes new, modern publications.

6. Contributions to the dissertation

The author points out five main contributions to the dissertation. Since they are not divided into scientific and scientifically applied, I allow myself to divide them into these two groups.

I. Scientific contributions

1. A methodology for research, analysis and evaluation of the value chain in grape growing and wine production in Serbia has been adapted and applied.
2. Empirical data for the units in the value chain are analyzed and synthesized.
3. Approaches have been developed for improving the problem units in the value chain for the researched sector.

II. Scientific and applied contributions

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 analyzed.
2. Diagnosis of the chain of values in the sector has been performed and the problem units have been identified.

7. Critical remarks and questions

1. There is no list of abbreviations.

8. Published articles and citations

I accept the number of publications as completely sufficient. They are directly related to the topic of the dissertation.

The abstract fully corresponds to the materials included in the dissertation.

CONCLUSION

Based on the different research methods learned and applied by the doctoral student, the correctly conducted research, 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 .

I would like to suggest to the esteemed scientific jury to vote positively and to award Goran (Zoran) Lapcevic the educational and scientific degree DOCTOR in the scientific specialty: Organization and management of production (agriculture and sub-sectors).

30.07.2020

REVIEWER:


Prof. Dimitar Kostov