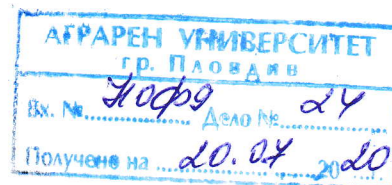


OPINION



on a dissertation for obtaining the educational and scientific degree "Doctor" in: 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: Vladan (Dushan) Tsogolevich, part-time doctoral student at the Department of Management and Marketing at the Agricultural University, Plovdiv

Dissertation topic: "Influence of personal sales strategy on the development of agribusiness in Serbia"

Reviewer: Assoc. Prof. Dr. Toni Bogdanova Mihova, Technical University - Sofia, Plovdiv branch

field of higher education: 3. Social, business and legal sciences, professional field: 3.8 Economics, scientific specialty: Economics and Management

appointed a member of the scientific jury by order № RD-16-462 / 11.06.2020 by the Rector of AU.

1. Relevance of the problem.

The urgency of the problem stems globally from the forecasts for the annual growth of world consumption of agricultural and food products until 2050. This reflects on the importance of the agricultural sector and the food industry, respectively on research for their development.

At the national level, the urgency of the problem stems from the importance of agriculture and the food industry for the national economy of Serbia, as they represent one of the generators of the economic development of the Republic of Serbia.

In this regard, I believe that the issues related to the study of the impact of the strategy of personal sales on the development of agribusiness in Serbia is relevant in scientific and applied science.

2. Purpose, tasks, hypotheses and research methods.

The scientific aim of the study is to determine from an economic point of view the place, role, scope and importance of agriculture and the food industry in the Serbian economy and to establish patterns of impact of the strategy of personal sales of farmers in the Serbian agriculture and food industry. on its development.

The socio-economic goal of the research is aimed at identifying appropriate factors that from a marketing point of view can improve the business of companies from the sectors in question in Serbia.

One general and six special hypotheses are formulated.

The main methods used are empirical research methods, methods of mathematical statistics, methods of analysis, comparative analysis and synthesis, descriptive method and method of analogy.

The methodological tools are appropriately selected in accordance with the set goals.

3. Visualization and presentation of the obtained results.

The dissertation is properly structured and consists of 8 sections - introduction, four chapters, conclusion, literature and appendices. Contains 149 pages, used literature and appendices.

The results of the study are presented and illustrated with 13 figures, 54 diagrams and 20 tables.

4. Discussion of the results and used literature.

The introduction discusses the subject of research, purpose, hypotheses (general and special), as well as research methodology and structure of the thesis.

The second part is dedicated to the historical development of agriculture and the food industry in Serbia. The situation of the two sectors in Serbia is analyzed and the results of the study of the key economic indicators of agriculture and food industry in Serbia are presented.

The third part focuses on the marketing aspect of the researched problem. For this purpose, the essence and characteristics of the key concepts "strategy", "strategic management" and "marketing mix" are considered. The specifics of the marketing communication system and the marketing mix in the function of the sales strategy of the economic entities from the indicated sectors are clarified. Guidelines have been formulated in which businesses should focus their future marketing and sales efforts.

The fourth part explains the nature of personal sales to businesses, as well as modern ways of communication (digital marketing), including ways to promote personal sales.

The fifth part develops an impact model to establish the link between a personal sales strategy on the one hand and the development of Serbia's agricultural and food industries on the other.

The conclusion summarizes the results of the research, gives the author's assessment of the scientific contribution of the dissertation, as well as opportunities for additional research in this field.

The literature review covers 96 scientific publications and works of authors, as well as electronic sources.

5. Contributions to the dissertation.

I accept the attached reference for the contributing ideas and solutions in the dissertation work with scientific and applied character. I appreciate the essential importance of the following:

- a conceptual framework has been developed for assessing the impact of personal sales strategies on the development of the agricultural and food sector in the Republic of Serbia;

- The impact of personal sales strategies in agriculture and the food sector in the Republic of Serbia has been analyzed and assessed, on the basis of which

guidelines have been formulated for improving the implementation of personal sales strategies in agriculture and the food sector.

6. Critical remarks and questions.

The doctoral student has achieved the goal of the dissertation, which is a reason to define it as a completed research. Critical remarks are of a recommendatory nature and in no way diminish the scientific value of the development. They are the following:

1. The formulation of a research thesis and tasks would contribute to greater clarity in the research.
2. Monitoring the economic development of agriculture and the food industry in the world, Europe and Serbia is recommended to be followed by comments or a summary by the author.
3. There is no logical connection between the second and the third part, which could be overcome by addressing the problems from a managerial point of view and by indicating the development strategies of the two sectors in Serbia.
4. The formulation of conclusions after the main four chapters, with a pronounced position of the doctoral student would contribute to greater certainty and clarity of the statements in the study.

Published articles and citations.

Seven scientific publications on the topic of the dissertation are presented. Six of them are co-authored and one is independent.

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 allow myself to suggest to the esteemed Scientific Jury also to vote **positively and to award Vladan (Dushan) Tsogolevich** the educational and scientific degree "Doctor" in the scientific specialty Organization and Management (Agriculture and Subsectors).

Date: 15.07.2020
Plovdiv

PRODUCED
BY:

(Assoc. Prof. Dr. Toni Mihova)