

## 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: Economics and Management (Agriculture).

**Author of the dissertation:** Mirko Milan Milanovic, part-time doctoral student at the Department of Economics at the Agricultural University, Plovdiv

**The topic of the dissertation:** "Innovation Management in Agricultural Holdings of the Republic of Serbia"

**Reviewer:** Assoc. Prof. Toni Bogdanova Mihova, PhD, Technical University - Sofia, Plovdiv branch, field of higher education: 3. Social, economic and legal sciences, professional field: 3.8 Economics, scientific specialty: Economics and Management, appointed as a member of the scientific jury by order № RD-16-1078 / 25.11.2020 of the Rector of Agricultural University.

### **1. Relevance of the problem.**

The urgency of the problem is determined by the importance of agriculture for the national economy of Serbia, arising from the large share that this sector occupies in GDP, national income, exports and employment. Agriculture is one of the key economic activities of the Republic of Serbia. In this regard, the Strategy for Agriculture and Rural Development of the Republic of Serbia for the period 2014-2024 sets a new approach to its development. The competitiveness of Serbian agriculture is an extremely important issue for achieving higher quality agri-food products in modern conditions, in order to meet consumer requirements. This necessitates the need for farms to be innovative and creative.

In this regard, I believe that the researched problem related to the management of innovation in the Republic of Serbia is relevant in theoretical and scientific-applied aspect.

### **2. Purpose, tasks, hypotheses and research methods.**

The main goal of the dissertation is to research, analyze and present current results in the field of innovation and quality of agricultural products, as a prerequisite for sustainable development of family farms. Five research tasks have been identified for its implementation, and five hypotheses have been formulated. The doctoral student uses various research methods - economic, statistical, mathematical, descriptive, comparative, monographic, graphic method, survey and others.

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

### **3. Visualization and presentation of the obtained results.**

The dissertation is properly structured and consists of an introduction, theoretical part, methodological framework, empirical research, conclusions and recommendations, used literature and applications.

The results of the study are presented and illustrated with 31 figures, 35 diagrams and 209 tables.

#### **4. Discussion of the results and used literature.**

The first chapter of the dissertation substantiates the importance of the research, based on statistical information about the importance of agriculture for the Republic of Serbia. The subject, object, purpose of research, research tasks and hypotheses are defined.

The theoretical foundations of the study are discussed in the second part, which clarifies the role and importance of innovation. The emphasis in this part is on innovations in agriculture and the analysis of the state of agricultural holdings in the Republic of Serbia.

The research methodology is included in the third part of the dissertation, in which a questionnaire was developed, in order to determine the priority questions for the subsequent research.

The fourth part presents the empirical study and the results obtained. An analysis of the profile of the respondents was performed. The reliability of the elements of the given system model is established and the benefits and justification of the research, the factor analysis of the model and the correlation and regression analysis are calculated.

The results of the research are indicated in the fifth part of the dissertation, and the conclusions, recommendations and guidelines for future research are formulated in the sixth part of the dissertation.

The literature review covers 58 scientific publications and works of authors; newsletters, reports of ministries in the Republic of Serbia, as well as a number of normative acts and laws of the Republic of Serbia.

#### **5. Contributions to the dissertation.**

I accept the scientific-theoretical and practical-applied contributions formulated by the doctoral student in the abstract. I appreciate the essential importance of the following contributions:

- an adapted model that correlates innovation and sustainable development of agricultural production systems;
- developed methodology for research and analysis of innovations and their impact on the sustainable development of agricultural holdings in the Republic of Serbia;
- they are argued specific recommendations for improving the sustainable development of agricultural holdings in the Republic of Serbia, based on innovations and improving the quality of their products.

#### **6. Critical remarks and questions.**

The aim of the dissertation is realized, 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 research. They are the following:

1. It is necessary to specify the purpose and research tasks, in accordance with the wording of the topic of the dissertation.
2. In the theoretical part, it is advisable to consider the issues related to the



- management of innovations in the agricultural holdings of the Republic of Serbia, and not only to explain the nature of innovations, the types and factors that stimulate them.
3. The managerial aspect of the issue is poorly represented in the analytical part of the dissertation.
  4. The formulation of conclusions after the main chapters, with a pronounced position of the doctoral student would contribute to greater certainty and clarity of the statements in the study.

#### **7. Published articles and citations.**

Five scientific publications on the topic of the dissertation are presented. Three of them are co-authored and two are independent.

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

#### **CONCLUSION:**

Based on the learned and applied by the doctoral student, different research methods, correctly performed experiments, summaries and conclusions, I believe that the presented dissertation meets the requirements of ZRASRB and the Rules 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 Mirko Milan Milanovic the educational and scientific degree "**Doctor**" in the scientific specialty Economics and Management (Agriculture).

**Date:** 08.01.2021  
Plovdiv

**PRODUCED BY:**  .....

(Assoc. Prof. Toni Mihova, PhD)