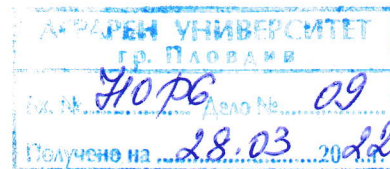


REVIEW



on a dissertation thesis for obtaining the educational and scientific degree '**Doctor**'
in: field of higher education 3.0 'Social, business and legal sciences',
professional field 3.8 'Economic',
scientific specialty: 'Organization and management of production'

Author of the dissertation thesis:

HAIK TAKVOR GARABEDIAN, a PhD student at the Department of Management and Marketing in the Agricultural University, city of Plovdiv.

Dissertation topic: "THE IMPACT OF THE COMMON AGRICULTURAL POLICY FOR THE MANAGEMENT AND DEVELOPMENT OF THE BEEKEEPING SECTOR IN BULGARIA"

Reviewer:

Associate professor Dr. Teodora Orfeeva Parisheva-Stoeva, 3.0. 'Social, business and legal sciences', 3.7 'Administration and Management', Organization and management of production, appointed as a member of the scientific jury by order № ПД-16-99/11.02.2022 of the Rector of the Agricultural University.

1. Relevance of the issue.

The dissertation thesis presented for review provides a detailed study of a number of theoretical and practical issues related to the management and development of the beekeeping sector, as well as the impact of the Common Agricultural Policy (CAP) on achieving sectoral competitiveness.

2. Purpose, tasks, hypotheses and methods of research

The main goal of the dissertation research is to analyze the role of the CAP in the management and development of the beekeeping sector.

The following research tasks are addressed in order to achieve the main purpose:

- Clarification of the nature of beekeeping as an object of influence by the CAP;
- Clarification of the financial instruments of the CAP to support beekeeping as a business model for the implementation of investments;
- Establishing the state and trends of the beekeeping sector in the context of the CAP;
- Evaluation and analysis of the sector before and after the CAP programs for the period 2007-2020;
- Defining recommendations for improving the CAP for the new programming period.

The following methods are used to prove the conceptual thesis in the research process: systematic analysis; index method; statistical methods - descriptive statistics, t-test, one-way analysis of variance, chi-square analysis and the method of multiple comparisons.

Empirical information about the research is also provided by sample surveys and in-depth interviews conducted at the enterprise level on the basis of questionnaires prepared by the author. The specialized software product SPSS and statistical package of MS Excel were used in the processing of the empirical information.

3. Visualization and presentation of the results obtained

The dissertation consists of an introduction, six chapters and a conclusion, and it is comprised of 131 pages, bibliography and applications. It contains 38 figures and 2 tables. The work is well structured and includes all the necessary elements.

The dissertation meets the requirements of the *Law on Scientific Degrees and Scientific Titles*, in terms of volume, structure, bibliography and empirical applications.

4. Discussion of the results and bibliography

In the present study, the realization of opportunities is based on the strengths of beekeeping farms. However, it is pertinent to point out that the imposition of one's own brand, the conversion of production into organic creates business activities that require large investments, which are accompanied by high risk. The weak influence of small producers on the purchase price, the high production costs determined by the rapid growth of prices of veterinary medicines and services and the reluctance to cooperate among these circles make significant organic for the future development of beekeeping farms.

That is why the number of these farms will remain large in the future and the decisions for their survival are difficult to make. One of the opportunities for development on farms in the field of organic production of bee products is the so-called joint investments, which are provided for in the new rural development program.

The results of the expert assessment also show that the most significant opportunities for beekeeping farms are:

- The trend of increasing demand for organic products on the market;
- Establishment of local brands of bee products;
- The financial support of the state for the development of the sector;

5. Dissertation Contributions:

The following contributions of a scientific and applied nature can be highlighted in the dissertation:

- The essence of beekeeping in the context of the Common Agricultural Policy (CAP) has been clarified;
- The essence of the CAP support for the development of the beekeeping sector has been clarified;
- An objective methodology for analysis and assessment of the impact of the CAP on the development of beekeeping farms has been developed
- The influence of the CAP on the development of beekeeping farms as well as on the sector has been established;
- The needs of beekeeping farms in the conditions of the CAP have been identified.

6. Critical comments and questions

I have no critical comments to the dissertation work of the PhD student.

7. Published articles and references

HAIK TAKVOR GARABEDIAN is a co-author of four /4 / articles.

1. Borisov, P., **H. Garabedian** (2020). THE IMPACT OF THE PRODUCT STRATEGY ON THE MARKET SHARE. THE CASE OF BULGARIAN WINERIES. Journal of Bio-Based Marketing, vol.2/2020, 42-51, ISSN 2683-0825
2. Borisov, P., **H. Garabedian** (2020). EFFECTS OF THE APPLICATION OF THE CAP ON THE DEVELOPMENT OF BEE FARMS AND PROFILING OF THEIR NEEDS IN THE FUTURE. Journal of Bio-Based Marketing, vol. 3.2/2020, 39-51, ISSN 2683-0825
3. **Garabedian, H.** (2020). MARKET ANALYSIS OF HONEY PRODUCTION - BEFORE AND AFTER THE ACCESSION OF BULGARIA TO THE EU. Journal of Bio-Based Marketing, vol. 3.2/2020, 5-14, ISSN 2683-0825
4. **Garabedian, H.** (2021). IDENTIFICATION OF STRENGTHS AND WEAKNESSES, OPPORTUNITIES AND THREATS FOR THE DEVELOPMENT OF BEEKEEPING IN BULGARIA. Journal of Bio-Based Marketing, vol. 1/2021, 67-76, ISSN 2683-0825

The materials presented correspond to the topic of the dissertation thesis. The abstract of the PhD thesis objectively reflects the structure and content of dissertation work.

CONCLUSION:

I think that the presented dissertation work meets the requirements of the Act on Development of the Academic Staff in the Republic of Bulgaria, and the Regulations of the Agricultural University regarding its implementation and I therefore confidently give it a **POSITIVE** assessment.

I venture to suggest to the Honorable scientific jury to give their positive vote as well and to award to **HAIK TAKVOR GARABEDIAN** the educational and scientific degree 'DOCTOR' in Organization and management of production.

Date: 15/03/2022
city of Plovdiv

THE REVIEW IS PREPARED BY:

Assoc. prof. Dr. Teodora Stoeva

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