



REVIEW

on a dissertation work for the acquisition of the educational and scientific degree "doctor" (PhD), 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: NORA HAJRULLAH SEJDIU

doctoral student at the Department of Management and Marketing
at the Agricultural University - Plovdiv

Topic of the PhD thesis:

***ECONOMIC ASPECTS OF THE MANAGEMENT OF THE FRANCHISE IN
KOSOVO WITH THE OVERVIEW OF AGROBUSINESS IN KOSOVO***

Member of the Scientific Jury:

Assoc. Prof. Ekaterina Dimitrova Kyuskieva-Arabska, Ph.D.

appointed a member of the scientific jury with

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1. Topicality of the problem

The dissertation raises the issue of the development of the agricultural sector in Kosovo in the light of new opportunities for the application of franchising as a business model for the development of agricultural enterprises. Refracted through the prism of current trends in economic development related to globalization and sustainable development, the studies offer a new perspective and solutions to current problems in the application of business models in the agricultural sector, following the example of Kosovo, which can be successfully expanded and derived as good practices with wider application. Addressing the topic of franchising in this context is an original and innovative solution, especially when it comes to untapped resources and potential, incl. of organic production, in connection with the need for new solutions for the sustainable development of agribusiness at national and regional level.

2. Purpose, tasks, hypotheses and research methods

The main goal of the dissertation research is to analyze the factors that determine the implementation and use of franchising as a business model for competitive agricultural production in Kosovo. In connection with it, the following research tasks have been set and performed: the essence of franchising and its role in achieving and developing the competitiveness of agriculture in Kosovo has been clarified; a methodology for analysis and evaluation of business processes within the franchise in the agricultural enterprise has been developed; the factors determining the motivation of the enterprises to switch to franchising management of the activities are analyzed; recommendations and measures are proposed to encourage companies to move to a franchise business model.

The dissertation presents one main hypothesis and six sub-hypotheses, confirmed in the course of the research.

The methodology used corresponds to the set goals and objectives, including theoretical and practical studies. Historical and comparative methods, analytical and statistical methods, etc. are applied. Constraints have been formulated and a well-planned empirical study has been performed.

Particular importance should be given to the recommendations and the opportunities for continuing and expanding research on the subject.

3. Visualization and presentation of the obtained results

The dissertation is characterized by a non-traditional, "more flexible structure", containing the necessary elements in both substantive and logical aspects. The applied approach is consistent with the nature of the research and shows a desire for better presentation of the results. Tables and figures in some places need additional layout formatting and translation for greater clarity.

4. Visualization and presentation of the obtained results

The used literature sources, incl. Internet resources, meet the topic of research. More could be sought in recent years, especially when continuing the work according to the opportunities presented in the dissertation. In some places, greater correctness in citations can be sought, especially in relation to previous studies, incl. more precise translation and layout work.

Among the positive features are the analyzes related to the specifics of agribusiness and the application of franchising in the agricultural sector with its advantages and disadvantages, incl. its importance in crisis situations and in the context of the Common Agricultural Policy. The detailed consideration of franchising as a business model, and the relationship with the management of

agriculture in Kosovo, provides an opportunity to formulate conclusions for future development and specific recommendations for capacity building, standardization, partnerships and networking, creation and implementation of specific policies and legislation and others.

The potentials of organic production and the development of new sectoral policies can also be examined more broadly in future research and continuing research on the subject.

The author of the dissertation shows that she is well acquainted with the topic of franchising and agricultural development, especially in relation to economic and financial aspects, which allows her to carry out the presented research and even identify guidelines for continuation both theoretically and practically.

5. Contributions of the PhD thesis

I accept the contributions formulated in the abstract as authentic and personal work of the author, allowing myself to reformulate them and supplement as follows:

Scientific contributions

1. Clarification and theoretical enrichment of the concepts and the essence of franchising and its derivation as an element of economic development of agriculture.

2. Development of a conceptual framework for assessing the impact of franchising on agricultural development, following the example of Kosovo, which can be applied in other countries.

Scientific and applied contributions

3. Analysis and assessment of the impact of agricultural franchising in the Republic of Kosovo has been carried out.

4. The key factors for the introduction of franchising in rural areas have been identified.

5. Recommendations have been made to improve the implementation of franchising in agriculture in the Republic of Kosovo.

6. Critical remarks and questions

The main recommendations are related to questions of a purely technical nature - formatting of the dissertation, more correct translations in places, more attention to the layout of figures and tables, citations, etc.

I recommend the author to continue her scientific work in the field of the presented topics and to look for new solutions for the application of franchising in agribusiness.

7. Published articles and citations

The presented list of three publications in the abstract covers the scientometric indicators for the acquisition of the PhD degree.

I recommend more publications on the topic of the dissertation, for which sufficient research and results are available, incl. participation in scientific and practical forums for their promotion.

The presented abstract reflects the structure and the 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 Law for development of the academic staff in the Republic of Bulgaria and the Rules of the Agricultural University for its application, which gives me reason to evaluate it **POSITIVELY**.

I take the liberty of proposing to the esteemed Scientific Jury that it also vote in favor and award **NORA HAJRULLAH SEJDIU** the educational and scientific degree **"Doctor"** in the scientific specialty "Organization and Management of Production (Agriculture and Sub-sectors)".

Date: 06.06.2022
Plovdiv

Reviewer: 
(Assoc. Prof. E. Arabska, PhD)