

## POSITION

on a dissertation for obtaining the educational and scientific degree "Doctor" in: field of higher education 3.0 Social, economic and legal sciences professional field 3.8 Economics, scientific specialty Organization and Management

**Author of the dissertation: *Nora Hajrullah Sejdiu***

PhD student (independent preparation) at the Department of Management and Marketing at the Agricultural University, Plovdiv

**Topic of the dissertation: *ECONOMIC ASPECTS OF THE MANAGEMENT OF THE FRANCHISE IN KOSOVO WITH THE OVERVIEW OF AGROBUSINESS IN KOSOVO***

**Reviewer: Assoc. Prof. Dr. Teodor Nikolaev Radev**, field of HE 3.0 Social, economic and legal sciences, PN 3.7 Administration and management, scientific specialty Organization and management  
appointed a member of the scientific jury by order № RD-16-482 of 05.05.2022 by the Rector of AU.

### **1. Brief introduction of the candidate.**

Nora Khairulah Sejdiu is from the Republic of Kosovo and works as a CFO in a business services company. She has a master's degree in economics and her research interests are in the field of strategic management.

### **2. Relevance of the problem.**

The topic of the dissertation is relevant, as agriculture is an important sector of the national economy of the Republic of Kosovo. The importance of the sector is determined by the large share it occupies in GDP, national income, exports and employment. The application of franchising as a strategy for the development of agribusiness is a means to quickly overcome the difficulties and problems in agriculture, as well as to achieve effective consolidation of existing farms in strategic terms.

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

The purpose of the dissertation is clearly stated and refers to the analysis of the factors that determine the implementation and use of franchising as a business model for competitive agricultural production in the Republic of Kosovo.

To achieve the goal, 4 tasks are defined, the solution of which gives the work a finished look.

The formulated working hypotheses are proved by using systematic analysis, situation analysis, diagnostic analysis.

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

The doctoral student has used a wide range of tools to illustrate and summarize the results in tables, graphs and charts, which allow him to correctly systematize and objectively present the results.

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

In his dissertation work, the doctoral student has studied a major part of the modern specialized scientific literature in connection with strategic management and the possibilities of applying franchising for the development of economic structures. Opinions of famous authors are commented and presented, and on their basis the author's understanding of the researched problem is formed.

The doctoral student defines and uses the terms correctly. Nora Sejdiu successfully summarizes the state and problems of the applied approaches in the management of agriculture in the Republic of Kosovo. This gives her the opportunity to formulate specific conclusions to improve the applicability of franchising in the management of agricultural structures.

#### **6. Contributions to the dissertation.**

The dissertation "Economic aspects of the management of the franchise in Kosovo with the overview of agribusiness in Kosovo" contains the following contributing ideas and solutions.

##### **Scientific contributions**

The essence of franchising as an element for economic development of agriculture is clarified;

A conceptual framework for assessing the impact of franchising on agricultural development in the Republic of Kosovo has been developed;

##### **Scientific and applied contributions**

The impact of nafranchising in agriculture in the Republic of Kosovo has been analyzed and assessed;

The key factors for the introduction of franchising in the rural population have been identified;

Recommendations have been formulated to improve the implementation of the agricultural franchise in the Republic of Kosovo.

#### **7. Critical remarks and questions.**

I have no critical remarks or questions.



## 8. Published articles and citations.

On the topic of the dissertation the doctoral student has published three articles, which covers the required minimum for obtaining the educational qualification degree of doctor. The publications also provide coverage of national minimum requirements.

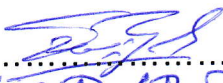
The presented abstract objectively reflects the structure and content of the dissertation.

## CONCLUSION:

Based on the different research methods learned and applied by the doctoral student, 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 take the liberty of proposing to the Honorable Scientific Jury that it also vote in favor and award **Nora Hajrullah Sejdiu** the educational and scientific degree "Doctor" in the scientific specialty "Organisation and Management"

Date: 31.08.2022  
Plovdiv city

REVIEWER:   
(Prof. Dr. T. Zaykov)