



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 of
production (agriculture).

Author of the dissertation: Nora Khairulah Sejdiu - PhD student in self-study at
the Department of Management and Marketing at the Agricultural University,
Plovdiv.

Dissertation topic: Economic aspects of franchising management, on the
example of the agricultural sector in Kosovo.

Prepared the opinion: Prof. Dr. Ivanka Milkova Kostova, Plovdiv University
"Paisii Hilendarski", field of higher education: 3. Social, economic and legal
sciences; professional field: 3.8. Economics; scientific specialty: Economics and
Management.

Appointed a member of the scientific jury by order № RD-16-482 from
05.05.2022 by the Rector of AU.

1. Relevance of the problem.

The relevance of the dissertation is indisputable. Kosovo has untapped
agricultural resources that represent significant economic potential for the further
development of the whole economy. The chances for the development of
Kosovo's agricultural sector are favorable agri-environmental conditions and the
relatively good availability of natural resources: above all, agricultural land.

In recent years, the agricultural sector has shown interest in franchising as a
business model for the development of agricultural enterprises. A small number
of these companies operate directly as the main producers and suppliers of large
hypermarkets in Pristina and other major regional cities. Franchising is one of the
main models for business development of the supply of fertilizers, RH -
preparations, mechanized services necessary for the development of agriculture.

2. Purpose, tasks, hypotheses and research methods.

Thesis thesis. The dissertation defends the thesis that franchising is a reliable and
attractive business model for the development of agricultural enterprises and their
suppliers of the necessary production resources.

Subject and object of research. The subject of research is franchising as a business model of agricultural enterprises. The object of the study are the enterprises that produce agricultural products and resources for organizing agricultural production in the Republic of Kosovo.

The correctly formulated object and subject of the research directly correspond to the thesis defended in the dissertation.

Purpose and tasks of research. 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 the Republic of Kosovo.

In order to achieve the main goal, the following research tasks are solved:

- Clarifies the nature of franchising as well as its role in achieving and developing the competitiveness of agriculture in Kosovo;
- A methodology for analysis and evaluation of business processes within the franchise in the business model of the agricultural enterprise is being developed;
- The factors determining the motivation of enterprises to switch to franchising management of their activities are analyzed;
- Based on the analysis to define measures to encourage companies to move to a franchise business model.

3. Visualization and presentation of the obtained results.

The structure of the dissertation is logically structured, well balanced in chapters and paragraphs.

The content of the dissertation testifies that the doctoral student has carried out in-depth research.

The results of the analysis confirm the formulated research goal and objectives.

My assessment of the structure and content of the dissertation is positive. It includes and combines scientific knowledge and practical approaches to solving problems. There is evidence that the doctoral student can conduct independent research, draw conclusions and justify proposals for solving problems.

4. Discussion of the results and used literature.

The total volume of the work is 138 pages, of which 131 pages of main text, 3 pages of references and 4 pages of appendices. The literature sources are 63 and 18 sites.

The analysis of the dissertation work, of the means for scientific research used in it forms the belief that in the dissertation work there is enough evidence for scientific and applied contributions.

I believe that the contributions mentioned in the Report on Contributions of the dissertation reflect the achievements in it.

5. Contributions to the dissertation.

The following contributions can be found in the dissertation:

- 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;
- The impact of agricultural franchising in the Republic of Kosovo has been analyzed and assessed;
- The key factors for the introduction of franchising in agriculture have been identified;
- Recommendations have been formulated to improve the implementation of the agricultural franchise in the Republic of Kosovo.

6. Critical remarks and questions.

I recommend the PhD student to continue working on the outlined guidelines for future research.

7. Published articles and citations.

The three presented publications of the doctoral student are a reflection of the results of theoretical and empirical research in the dissertation.

The conducted dissertation research, the obtained results, the publications on the dissertation and the formulated contributions are a personal merit of the doctoral student.

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 Regulations of the Agricultural University for its application, which gives me reason to evaluate it. POSITIVE.

I would like to suggest to the esteemed Scientific Jury also to vote in favor and award Nora Khairulah Sejdiu the educational and scientific degree of "Doctor" in the scientific specialty Organization and Management of Production (Agriculture).

Date: 05.06.2022

PREPARED OPINION:

(Prof. Dr. Ivanka Kostova)