

| | |
|------------------------|-----------|
| АГРАРИН УНИВЕРСИТЕТ | |
| гр. ПЛОВДИВ | |
| Вх. № 4076 | Дело № 43 |
| Получено на 15.04.2022 | |

OPINION

dissertation for the degree of **Doctor of Education** 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 : **Tihomira Yordanova Radeva** PhD student at the Department of Management and Marketing, Agrarian University, Sofia, Bulgaria. Plovdiv Dissertation topic: joint marketing activities for the management of production and marketing of vegetables

Dissertation topic : JOINT MARKETING ACTIVITIES TO MANAGE THE PRODUCTION AND SALE OF VEGETABLES

Reviewer: **Assoc. Prof. Dr. Kamen Dimitrov Petrov** , field of study 3.0 Social, economic and legal sciences, PH 3.7 Administration and management, scientific specialty Geo-economics and regional development - appointed member of the scientific jury by Order RD - 16-780/ 05.07.2022 of the Rector of AU

1. Brief introduction of the candidate.

Tihomira Yordanova Radeva was born on 16 January 1985 in the town of. She graduated from the University of Chirpan on 18 May Sofia. She graduated with a Master's degree from the Agrarian University. Currently she holds the position of assistant professor of management at the University. Her teaching activity is related to giving lectures and exercises in the disciplines of project management, investment policy, agricultural policy.

2. Relevance of the problem.

The topic of the dissertation is topical because the vegetable production sector has the changed economic environment for farms, while vegetable growers do not have the resources to neutralize the impact of natural and climatic conditions, to resist competitive pressure and market conditions. In this context, the sectoral policy should be given special attention and opportunities for effective management of impacts should be explored. The need to apply the principles of strategic thinking and a market-oriented approach to management is also conditioned by the specific nature of the sector, which requires a lot of resources that are difficult to provide in today's socio-economic conditions. The specificity of the agricultural sector requires the application of management approaches that take into account the peculiarities of the market environment and improve the process of interaction between market actors. PhD student Radeva focuses on the examination of the nature and specifics of the management of production and marketing of vegetables, in the context of the marketing approach.

3. Aim, objectives, hypotheses and methods of the study.

The main content of the dissertation consists of an introduction, an exposition in three sections, a conclusion, and a list of the literature used - a total of 174 standard typewritten pages. The aim that is defined in the dissertation is to establish the impact of joint marketing activities in the management of the production and marketing of vegetables.

The focus of the thesis is determined through the prism of identifying the factors and processes influencing vegetable production. The object of the research are agricultural farms growing vegetables in the territory of Southern Bulgaria. The object of the scientific research are the management (marketing) activities in planning, implementation and control of the economic activity of agricultural farms.

Doctoral student Radeva accepts the relevant limiting conditions and constraints of the research, focusing mainly on the economic activity of farmers. This is achieved by conducting a regional analysis of the business environment and an analysis of the impact of policy on production decisions in this sub-sector.

Appropriate methods of analysis have been used in the study and have been correctly selected and applied. The systematic approach, retrospective analysis, situational analysis, comparative analysis, statistical methods, diagnostic analysis, predictive analysis, etc. have been applied in conducting the study.

4. Illustration and presentation of the results.

PhD student Radeva has used a wide range of means to illustrate and summarize the results obtained in tables, graphs and charts, which allow him to correctly systematize and objectively present the results obtained. A methodological framework has been developed for the study of the management of marketing activities to manage the production and marketing of vegetables. Measures and suggestions are developed to encourage stakeholders to apply marketing approaches to build capacity in solving current problems in vegetable production.

5. Discussion of results and literature used.

During her work on the dissertation, PhD student Radeva has purposefully studied a major part of the contemporary specialized scientific literature in relation to landscape management and the possibilities of deriving theoretical and methodological formulations within the problems of vegetable production. The opinions of well-known authors are commented and presented, and the author's understanding of the research problem is formed on their basis.

Doctoral student Radeva defined and correctly used the terms and theoretical techniques, at the same time she made an attempt to promote the evidence for the research response in the specialized literature.

6. Contributions of the dissertation.

The dissertation "**Collaborative Marketing Activities for Vegetable Production and Marketing Management**" contains the following major contributions and solutions.

Scientific contributions

Based on an analysis of farmers' organisational behaviour, the main factors influencing the potential for cooperation between farmers are identified. Existing marketing strategies and approaches in theory and practice are adapted to the specifics of the agricultural sector, which is a prerequisite for their successful application.

Scientific and applied contributions

A methodological framework for the implementation of joint marketing activities in the management of vegetable production and supply has been developed. The main risks that accompany the implementation of joint marketing activities and their benefits for **farmers** are identified. I accept the contributions formulated by the PhD student Tihomira Radeva. They are correct and reflect the results achieved in the dissertation.

7. Critical comments and questions.

I have no substantive criticisms or questions, but I do have one recommendation. In this direction, I have a recommendation to PhD student Radeva to bring out the main guidelines, recommendations and proposals in an independent study to assist the legislator and experts in practice to support the development of vegetable production in Bulgaria.

8. Published articles and citations.

The PhD student has published three articles on the topic of the dissertation, which is the required minimum for the degree of doctor. Also, the total number of publications ensures that the national minimum requirements are met.

The abstract correctly reflects the content of the dissertation and contains the necessary logical sequence. It includes the general characteristics of the development, the structure and content and a brief outline of the dissertation, the contributions and publications on the topic of the dissertation.

CONCLUSIONS:


On the basis of the various research methods learned and applied by the PhD student, the correctly derived experiments, the generalizations and conclusions drawn,

I consider that the presented dissertation meets the requirements of the Agricultural University Regulations for its application, which gives me reason to evaluate it **POSITIVE**.

The dissertation of ***Tihomira Yordanova Radeva*** is an independent research of a topical problem, developed in depth and containing all the necessary contributions for the required degree. The doctoral candidate shows in-depth knowledge and demonstrates the possibilities of conducting independent qualitative scientific research. The dissertation meets the requirements of the Law on the Organization and Conduct of Competitions for the Acquisition of Scientific Degrees and Academic Positions at the Agrarian University.

On the basis of the above, I evaluate positively the development and I propose to the distinguished members of the Scientific Jury to take a decision to award the degree of Doctor of Education and Science to ***Tihomira Yordanova Radeva***.

Date: 12.07.2022
Plovdiv

MADE BY: 
(Assoc. Prof. Kamen Petrov)