



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: *Tihomira Yordanova Radeva* PhD student (full-time) at the Department of Management and Marketing at the Agricultural University, Plovdiv

Topic of the dissertation: JOINT MARKETING ACTIVITIES TO MANAGE THE PRODUCTION AND SALE OF VEGETABLES

Reviewer: Prof. Dr. Ivan Yochev Boevski, field of HE 3.0 Social, economic and legal sciences, PN 3.8 Economics, scientific specialty: Business marketing and business management appointed a member of the scientific jury by order №RD-16-780 / 05.07.2022 year from the Rector of AI.

1. Brief introduction of the candidate.

Tihomira Yordanova Radeva has obtained a bachelor's degree and a master's degree from the Agricultural University of Plovdiv. She has professional experience in food marketing gained from her work experience. He is currently an assistant professor at the University. She has participated in projects aimed at improving the competitiveness of farmers by developing marketing strategies.

2. Relevance of the problem.

The topic of the dissertation is relevant, as the production of vegetables in Bulgaria is developing in a dynamic market environment and its impact on farmers creates difficulties in the functioning of agricultural holdings. Bulgarian vegetable producers need to build a strong market image of their products, which will give them an advantage over competitive imports. In this context, marketing as a management concept can have a positive impact on the development of production and sale of Bulgarian vegetables and to preserve Bulgarian vegetable production. In this regard, special attention should be paid to the specific features of this production and the possibilities for effective management of market interaction should be explored.

In addition, the relevance of the chosen topic is woven into the overall development and is the connecting link of its individual parts.

3. Purpose, tasks, hypotheses and research methods.

The purpose of the dissertation is clearly formulated and refers to the establishment of the impact of joint marketing activities in the management of production and sale of vegetables. To achieve the goal, 7 tasks are defined, which are logically connected and allow the work to have a finished look.

The doctoral student has formulated a working hypothesis that the implementation of joint marketing activities in modern market conditions and increasing competition is a prerequisite for the development of agricultural holdings engaged in the production and sale of vegetables. This is achieved by adopting a marketing approach in the management of production and sale of vegetables and seeking opportunities to improve the financial results of economic activity.

Appropriate methods of analysis were used in the study, which are: systematic analysis, situational analysis, comparative analysis, diagnostic analysis. They are correctly selected and adequately implemented.

4. Visualization and presentation of the obtained results.

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

In addition, properly selected, sufficient and adequately used visualization allows the doctoral student to present more clearly and accurately the abstract scientific statements used in the dissertation.

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 production management and the ability of farmers to add value to their products. 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. Tihomira Radeva successfully summarizes the state and problems of management practices of Bulgarian vegetable producers and this gives her the opportunity to formulate specific conclusions to improve their marketing.

6. Contributions to the dissertation.

The dissertation "Joint marketing activities for the management of production and sale of vegetables" contains the following more significant ideas and solutions.

6.1 Scientific contributions

The essence of the behavior of agricultural producers is clarified and the factors for cooperation between them are determined.

A conceptual framework has been developed to assess the cooperation between farmers in serving the target markets.

The advantages and risks of performing joint marketing activities by farmers have been identified.

6.2 Scientific and applied contributions

Specific productions are analyzed and their economic results are evaluated in two models of service on the target market.

Proposals have been made to improve the management capacity in applying a marketing approach in the activities of vegetable producers.

A model for organization and implementation of joint marketing activities by vegetable producers has been developed.

I appreciate them and accept them completely.

7. Critical remarks and questions.

Ms. Radeva uses precise, understandable and accurate scientific language, clearly defines the important concepts for work and structures logically and consistently the doctorate. Therefore, I believe that this is quite enough for the requirements of a doctoral program. In this regard, I believe that it is not necessary to make critical remarks or ask questions, although the scientific process is continuous and there are always elements that could be improved, refined, improved, supplemented and / or further developed.

In this sense, I would only recommend the candidate to continue his research and try to publish and promote his results in world-famous journals.

8. Published articles and citations.

In connection with the dissertation, the doctoral student has published three articles, which is the required minimum for obtaining the educational-scientific degree of doctor. Also, the total number of publications ensures that the national minimum requirements are met. The doctoral student has participated in international conferences and has given reports on issues related to the topic of the dissertation.

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

CONCLUSION AND PROPOSAL

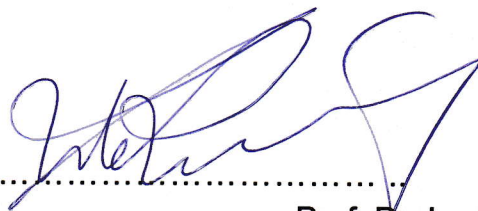
Based on the different research methods learned and applied by the doctoral student, correctly performed experiments, summaries and conclusions, I believe that the presented dissertation meets the requirements of ZRASRB and the Rules of the Agrarian University for its application, which gives me reason to evaluate it POSITIVE.

I take the liberty of proposing to the Honorable Scientific Jury that it also vote in favor

and award **Tihomira Yordanova Radevat** the educational and scientific degree "Doctor" in the scientific specialty "Organisation and Management".

Date: 15.04.2022

REVIEWER:



Prof. Dr. Ivan Boevski

