



REVIEW

on a dissertation work for obtaining an educational and scientific degree "doctor" in the field of university education 3.0 Social, economic and legal sciences; professional direction 3.8 Economics; scientific specialty Production organization and management (agriculture and subsectors).

Author of the dissertation work: Tihomira Yordanova Radeva, full-time PHD student at the Department of "Management and Marketing" at the Agricultural University, Plovdiv.

Topic of the dissertation work: Joint marketing activities to manage the production and sale of vegetables

Reviewer: Prof. Dr. Plamena Georgieva Jovchevska, field of university education 3.0 Social, economic and legal sciences, professional direction 3.8 Economics, scientific specialty Economics and management (agriculture), appointed as a member of the scientific jury by order No. RD-16-780/05.07.2022 by Prof. Dr. Hristina Yancheva, Rector of AU, Plovdiv.

1. Brief introduction of the candidate.

Tihomira Yordanova Radeva was born on January 16, 1985. She holds an "economist" qualification, "master's" level, acquired at the Agricultural University, Plovdiv. In the course of education and training, PhD student Radeva acquired professional skills in the field of project management, investment policy and agrarian policy. Tihomira Radeva's work experience and what she learned in the course of education complement each other. Expand and upgrade her competencies in the professional direction in connection with the open procedure for acquiring the ESD "Doctor". PHD student Radeva since 2015 has been working as a sales manager at ELIT 95 Ltd., Plovdiv. Applies knowledge of microeconomics and management of business structures when working with clients. Since 2000, Tihomira Radeva holds an academic position assistant professor at the Agricultural University of Plovdiv. The teaching and research activities expand the theoretical knowledge and imply a deepening of the doctoral student's analytical skills when deriving the dissertation thesis.

2. Relevance of the problem

The proposed research paper "Joint marketing activities for managing the production and sale of vegetables" by PHD student Tihomira Radeva is dedicated to economic and marketing activities in the "Vegetables" sector. During the last decade, processes of decline in the value created have been observed in this production, which is intensive in nature, and which need a thorough scientific analysis. The Bulgarian natural and climatic conditions provide monopoly qualities for growing vegetables, but the creation of goods in the economic system of the "Vegetables" sector is decreasing. After the country's accession to the common European market, this production was classified under the so-called vulnerable/sensitive sectors. Therefore, its potential is not fully exploited to create value at national, regional and local levels. The dissertation research is located in the problem field of joint marketing activities oriented to the management of the production and sale of vegetables, which focuses the undeniable relevance of the topic.

3. Aim, tasks, hypotheses and research methods

The dissertation research is carried out with the aim of establishing the influence of joint marketing activities in managing the production and sale of vegetables. The author diligently formulates seven tasks, organized along the axis of organizational behavior - management of business entities - joint marketing activities - management of production and realization - methodology for the influence of joint marketing activities on business activity - factors determining production activity - potential for joint activities - recommendations for management when implementing joint marketing activities - model for marketing strategy. Some of the tasks are functionally close and could be combined without deteriorating the analytical quality of the research.

The main research thesis is correctly formulated: "Joint marketing activities in modern market conditions and increased competition is a prerequisite for the development of agricultural farms engaged in the production and sale of vegetables." The PHD student applies in the research subtheses focused on marketing activities as a management process determined by the organizational form of the business entity, production support, market

potential, and coordination of joint marketing activities to increase financial results and expand market share in production and realization in "Vegetables" sector. Given the object, the subject, the goal, the tasks, the thesis, the set of methods chosen by the author is correctly applicable to the dissertation thesis. This implies objective results for the state of the researched scientific question in the research period defined by the author, as well as delineating trends for future development.

4. Visualize and presentation of the obtained results.

The PHD student skilfully applies appropriate means of presenting the results obtained in the course of the research. The choice of a classic three-chapter structure helps the author to fully develop the dissertation and build a structure that proves the skills of PhD student Radeva to successfully apply the knowledge gained while studying at the ESD "Doctor". As an author, he visualizes the process of developing the dissertation and summarizing the staged results/studies with appropriate tabular material, with adapted and author's/own schemes, skilfully applies the graphic method, which allows correct systematization and objective presentation of the obtained results. The use of this visuality is an element of professional dialogue with the scientific community and is a request/mark of authorship. The visualization and presentation of the obtained results is an important condition for conducting an objective analysis, forming correct conclusions and achieving working scientific and applicable contributions by the author of the dissertation research.

5. Discussion of results and used bibliography.

PHD student Radeva possesses good skill and demonstrates confidence in the selection of literary sources, which she presents in the theoretical first part of the dissertation research. Scrupulously studies authors from a number of schools and approves theories relevant to the thematic field of the author's work being developed. This allows PhD student Radeva to define the understanding that "joint marketing activities are a means of maintaining a long-term fit between the dynamic external environment and the internal company environment, by building and exploiting competitive advantages" (p. 27). The knowledge

of the theories of world authorities is synthesized into applicability of approaches for joint marketing activities by vegetable growers. I allow myself to single out the good knowledge and use of methodological tools by authoritative Bulgarian scientists, who are perceived as a kind of "classic" in the theory and practice of empirical research and marketing not only in our country, but also abroad (Iv. Saykova, V. Manov). The PHD student skilfully applies qualitative methods in the analysis and search for dependencies, thereby approaching the objectification of the results of the field work and the survey of 47 questions distributed among 92 registered agricultural producers from the Plovdiv region. This skill of the PHD student should also be evaluated on merit, given the complex Bulgarian circumstances making it difficult to conduct representative research.

The analytical part of the dissertation presents the joint marketing activities, the production and sale of vegetables. Factors with an objective relationship on the indicator-result are revealed. The results of a statistical test for the existence of a relationship between the implemented marketing activities and the characteristics of the agricultural producers are used by the PHD student to form profile characteristics of the agricultural producer for participation in joint marketing activities. In the case of the "income" factor, a statistically significant relationship is ascertained with the largest number of marketing activities. The author's analysis confirms the research thesis that vegetable producers have the potential to carry out joint marketing activities taking into account the specific characteristics of their farms. The results of research on the strength of the relationship between the implemented marketing activities and the indicators-factors reveal a high degree of innovation among registered producers from the Plovdiv region. Probably the high values of Kramer's coefficient are a creative challenge for the author for future in-depth analyzes and search for relations between marketing activities innovation-communications based on the close values of some of the indicators-factor.

Improving marketing in vegetable farms is for the author an activity with future potential synergistic effects. As a result of the conducted analysis, PhD student Radeva suggests improving the information environment in the farm, which would improve the strategic perspective of the farm. Documentary samples are submitted for this purpose. Forms can

be data carriers and provide valuable information about the current state and prospects for the business entity. The proposed model for organizing and conducting joint marketing activities is a successful attempt by the author to present individual activities in separate stages, based on internal logic, completeness of procedures and continuity of decisions. The PHD student defines in the model her generalized idea of correct use of the results of the dissertation research in favor of the improved application of marketing in farms engaged in vegetable production.

6. Contributions of the dissertation work.

The dissertation work of PHD student Tihomira Radeva "Joint marketing activities for managing the production and sale of vegetables" is the bearer of the following contributing scientific and applied achievements.

- Critical and adapted reading of the specialized bibliography marketing strategies, with a view to their application in the agricultural sector at the level of the "Vegetables" subsector.
- Skillfully building an appropriate methodical approach for carrying out the field work and objectifying the analysis based on the results obtained.
- Well-grounded proposal for improving the strategic prospects for agricultural farms.
- The proposed model has a high scientific and applied value for organizing and conducting joint marketing activities in vegetable farms.

7. Critical Notes and Questions.

I have no critical notes.

I have questions for the PhD student, with potential for future discussions and scientific analyses. Based on the conducted fieldwork, what is assistant professor Radeva's expert assessment of the importance that agricultural producers place on production and the realization of agricultural production as two sides of economic activity? And whether the answer to this question can be sought in the economic value indicator gross margin..., or in the attitudes of consumers towards a new consumer culture for preferences for locally

produced, fresh vitamin-rich vegetables, with a balanced mineral composition and organoleptic qualities, purchased from short chains of deliveries...

8. Published articles and citations.

On the topic of the dissertation, the PHD student has presented three articles on the topic of the research, published in a journal registered in WoS, which exceeds three times the national minimum requirements for obtaining the educational-scientific degree "doctor". The PHD student also participated in international conferences at which he reported research results related to the topic of the dissertation work.

The author's PHD thesis abstract has been prepared according to the requirements of the Regulations for DASRB and presents the structure and content of the dissertation work and the contributions formulated by the author.

Conclusions

The presented dissertation research proves the knowledge acquired by Tikhomira Yordanova Radeva during her studies at the ESD "Doctor", as well as the ability of the scientific supervisor Assoc. Professor Dr. Teodor Radev to prepare the PHD student to apply what he has learned through the application of appropriate methods in the course of the research, at obtaining the results, summarizing them, analyzing and forming conclusions, recommendations and contributions. The reviewed dissertation fully meets the requirements of LDASRB and the Regulations of the Agricultural University Plovdiv for its application, which gives me reason to evaluate it **positively**.

This gives me grounds to propose to the honorable Scientific Jury to give a positive assessment of the dissertation research and to award Tihomira Yordanova Radeva the educational and scientific degree "Doctor" in the field of higher education 3.0 Social, economic and legal sciences; professional direction 3.8 Economics; scientific specialty Production organization and management (agriculture and subsectors).

14 July 2022

Sofia

Reviewer:

Prof. Dr. Plamena Yovchevska