



REVIEW

on a dissertation for acquiring of the educational and scientific degree “**doctor**” in area of higher education **3.0 Social, economic and legal sciences**, professional field **3.8. Economics**, PhD Program “**Organization and Management of production (Agriculture and subsectors)**”.

Author of the PhD thesis: **ATDHE SHYQERI KABASHI**, PhD student at the Department of Management and marketing, Agricultural University, Plovdiv

Scientific supervisor: **Assoc. Prof. Dr. Keranka Nedeva**

Title of the PhD thesis: **THE ROLE OF MARKETING FOR AGRICULTURAL DEVELOPMENT**

Reviewer: Assoc. Prof. Dr. **Dimo Atanasov Atanasov**, Agricultural University – Plovdiv, Department of Economics, area of higher education: 3. Social, economic and legal sciences, professional field 3.8 Economics, scientific specialty “Economics and Management (Agriculture)”, a member of the scientific jury, by the order № РД-16-907/26.09.2023 of the Rector of AU-Plovdiv.

1. **Actuality of the research problem.**

The sustainable development of agriculture is determined by many factors, and the organization of supply chains is of essential importance - from the place of extraction of natural resources, through the primary production of food, to the processing and distribution of final products. In nowadays conditions, institutional dynamics, intensified competition, etc., agrarian production must be aligned not only with the growing demand, consumer attitudes, environmental restrictions, but also with the suitable marketing approaches for the realization of the right goods in the right markets.

In this regard, Athe Kabashi's research, although focused on agriculture in the Republic of Kosovo, is very much actual and has the potential to contribute to the theoretical and methodological clarification of marketing concepts in the field of agriculture, as well as to serve for the practical optimization of sales channels of finished products.

2. **Objectives, tasks, hypotheses and methods of research.**

The aim of the dissertation research is to analyze the marketing of agricultural products and to evaluate its role in the successful development of the sector as an important branch of the national economy of the Republic of Kosovo. Its achievement is determined by several scientific tasks, namely – clarifying the specifics of agriculture and the policies for its development; clarification of the marketing concept,

as an essential approach to farm management; analysis of the performance of agribusiness in the Republic of Kosovo; deriving recommendations to improve marketing.

The main thesis of the dissertation is that marketing is a reliable tool for the overall management of the organization, which helps in forecasting sales and more optimal realization of the finished products.

3. Visualization and presentation of the results obtained.

The dissertation is 120 pages long and includes an introduction, four chapters, conclusions and references. This structure has allowed the PhD student to present his research, and the 12 tables and 23 graphs contribute to the visualization of the obtained results. Below each table or figure, the source of information is presented. There are 71 literature sources in the reference list.

4. Discussion of results and literature used.

The first chapter of the study is entitled "Specific features of agriculture and agrarian policy" and it summarizes some of the important characteristics of the industry that determine its productivity and sustainability, as well as some of the modern institutional possibilities for its regulation.

In the second chapter, "Marketing concepts in agribusiness", the PhD student has made an attempt to clarify the relationship between marketing strategy and the sustainability of agriculture. The evolution of marketing as a management approach is examined and its role in the successful development of the farm is underlined. Some of the modern marketing approaches are also presented, as well as digital marketing, as a tool for faster, convenient and effective product implementation.

The third chapter analyzes the main characteristics of agriculture in the Republic of Kosovo. Its resources, challenges, risks and opportunities for development are discussed. It is obvious that the PhD student understands the problems and has done deep investigation on the topic. The interpretation of the results is sufficient and professional.

In the fourth chapter of the dissertation, the candidate has placed the results of his empirical research. He collected information using a survey among agricultural holdings, mostly family farms. The focus of his research has been the various aspects of marketing, the tools, methods and strategies used.

In the final part, Atdhe Kabashi summarizes the results of the research and makes recommendations for optimizing marketing approaches, tools and overall strategies, with a view to minimizing risks in agrarian business and guaranteeing better results. A properly constructed concept based on supply chain management, especially the part on the farm level organization, can ensure achievement of the economic goals in a cleaner and greener way and in harmony with the social attitudes of the society. Food security is the most important task of society and its

achievement is inevitably determined by the sustainable development of agriculture, and to a large extent by the marketing of agriculture enterprises.

5. Contributions of the dissertation.

I accept the contributions, presented in the autoreferat, which can be summarized into:

- The nature and role of agriculture, as an important sector in the economy of the Republic of Kosovo, is clarified;
- The role of the agricultural policy for the sustainability of the sector in the Republic of Kosovo is pointed out;
- The state of agriculture in Kosovo is analyzed from the institutional point of view and the modern agro-policy;
- Marketing activities, approaches and concepts in the investigated farms were analyzed;
- Recommendations have been formulated to improve the sustainability of agricultural enterprises by optimizing their marketing and marketing management.

6. Critical notes and questions.

The presented dissertation work has the classical structure of scientific research. The theoretical statements are relatively well connected with the analysis of the state of agriculture and the interpretation of the dependencies of sustainable development with the marketing management of holdings.

I have no serious criticisms of the thesis, but it would be good to strengthen the methodological part of the research and to justify in more detail the methods and analysis tools used, as well as the evaluation indicators.

I would like to ask the following question:

Given that not every farmer has knowledge of economics, management or marketing, are there governmental, non-governmental or private consultancy organizations in the Republic of Kosovo, developing marketing strategies for the companies in the sector?

7. Published articles and citations.

The candidate has presented a total of 7 publications. In two of them, Atdhe Kabashi is the only author, in three is leading author, in one is second and in one is third author. With these publications, he accumulates more than the required 30 points, according to his individual study plan. Citation reference is not provided.

The autoreferate corresponds to the structure and logical sequence of the dissertation work.

CONCLUSION:

The dissertation submitted for the review meets the requirements of Bulgarian legislation, as well as the internal regulations of the AU-Plovdiv.

All this allow me to vote **POSITIVE** for awarding to **ATDHE SHYQERI KABASHI** the educational and scientific degree "**doctor**" in professional field 3.8. Economics, scientific specialty "Organization and Management of production (Agriculture and subsectors)".

Date 16.11.2023

PLOVDIV

REVIEWER:



/Assoc. Prof. Dimo Atanasov PhD/