

REVIEW

on a dissertation work for the acquisition of the educational and scientific degree “**doctor**” (PhD), Field of higher education: 3. Social, economic and legal sciences, Professional field: 3.8. Economics, Scientific specialty “**Organization and management of production (agriculture and sub-sectors)**”

Author of the dissertation: ATDHE SHYQERI KABASHI

doctoral student at the Department of Management and Marketing
at the Agricultural University - Plovdiv

Topic of the PhD thesis:

THE ROLE OF MARKETING FOR AGRICULTURAL DEVELOPMENT

Member of the Scientific Jury:

Assoc. Prof. Ekaterina Dimitrova Kyuskieva-Arabska, Ph.D.

appointed a member of the scientific jury with

Order № RD-16-907 / 26.09.2023 by the Rector of the Agricultural university

1. Topicality of the problem

The selection of the theme of the dissertation submitted for review on the influence of marketing on the development of agriculture poses one of the most topical questions with a high degree of topicality of a dissertation research - specifics of agricultural production and specifics of the demand and supply of agricultural products. Examining them on the one hand in the context of agricultural policy and economic integration, and on the other - in relation to the marketing concept and the marketing mix in agriculture, allows a comprehensive analysis of the characteristics of holistic marketing in agriculture and its importance, with a special focus on digital marketing and socially responsible marketing. The focus on agricultural holdings in the Republic of Kosovo adds another value to the research and its relevance. I take the presented research on the impact of marketing on small farms in Kosovo as original and as a basis for more in-depth research in the future.

2. Purpose, tasks, hypotheses and research methods

The research presented in the dissertation has the following goal: to analyze and evaluate the role of marketing for the successful development of agriculture as a branch, part of the national economy of the Republic of Kosovo.

To achieve this goal, the following scientific tasks were solved: 1) the specifics of the agricultural sector and the agrarian policy for its successful development were clarified; 2) the essence of the marketing concept as a basic approach to agricultural management was clarified; 3) an analysis of the agricultural sector of the Republic of Kosovo was made; 4) recommendations are formulated to improve marketing as an approach to agricultural management.

The applied scientific methods are adequate to the set goal and tasks of the dissertation research.

The main thesis of the dissertation was successfully defended, that marketing is a reliable tool for the overall management of any organization, incl. in the agriculture sector.

3. Visualization and presentation of the obtained results

The dissertation submitted for review is 120 pages long. Its structure includes an introduction, four chapters, a conclusion and a list of the used literary sources (71 in number). The results are presented in 12 tables and 23 figures.

4. Discussion of results and references

In the dissertation, the conducted research is presented in a logical sequence.

The analysis of the main characteristic features of the agrarian sector presents the specifics of agricultural production and agrarian policy, clarifies basic concepts and enriches their understanding.

Examining the evolution of marketing as a management approach and bringing out its role for the successful development of the agricultural holdings allows the application of a new approach in the application of the marketing concept in agribusiness as a tool for the overall management of the agricultural holdings.

The presentation of the main characteristics of agriculture in the Republic of Kosovo and the main trends in its development is the basis for conducting original empirical research among farmers in Kosovo, as a result of which recommendations are formulated for improving the marketing of farmers.

The research was conducted on a sample of 58 family farms with ten main objectives: 1) Assessment of the level of awareness and use of marketing strategies among family farms; 2) Determining the extent to which family farms use

quality certificates and labels for their agricultural products; 3) Survey of the frequency of organizing product tastings as a promotional tool among family farms; 4) Investigating the regular updating of websites and social media profiles by family farms; 5) Survey of participation of family farms in educational events and seminars on marketing strategies; 6) Evaluation of the use of brochures, leaflets or catalogs for the promotion of products from family farms; 7) Assessment of the presence of a defined marketing strategy among family farms for their agricultural products; 8) Investigating the involvement of marketing specialists or agencies in the promotion of family farm products; 9) Assessment of regular communication with consumers via social media or email from family farms; 10) Exploring cooperation between family farms and distributors or retailers for better distribution of the product.

As a result of the study, data were collected and analyzed and conclusions were drawn about the role of agricultural marketing in family farms in Kosovo and areas for improvement and further development of marketing strategies and practices were identified.

The used literary sources are in accordance with the set topic.

5. Contributions of the PhD thesis

I accept the contributions formulated in the abstract as authentic and personal work of the author, allowing myself to reformulate them and supplement as follows:

Scientific contributions

1. Presentation of the specifics of agricultural production and the demand and supply of agricultural production in the context of agricultural policy, applied measures and the role of economic integration.

2. Conceptual enrichment of the theory of the marketing concept in agribusiness with a focus on digital and socially responsible marketing and bringing out the importance of holistic marketing for the development of agriculture.

Scientific and applied contributions

3. Analysis of the state of agriculture in the Republic of Kosovo in the context of the current agrarian policy and highlighting marketing as a decisive factor for the development of agriculture.

4. Carrying out an up-to-date empirical study and analysis of marketing activities in the agricultural holdings of the Republic of Kosovo.

5. Formulation of recommendations for the improvement of marketing activities in the agricultural holdings of the Republic of Kosovo.

6. Critical remarks and questions

My main recommendations to the author of the dissertation work for the future work are in three directions: 1) publication of the results of the dissertation work; 2) updating the data and sources used; 3) paying attention to some details related to the technical layout.

7. Published articles and citations

The presented list of publications covers the scientometric indicators for the acquisition of the PhD degree.


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

CONCLUSION:

Based on the different research methods learned and applied by the doctoral student, the correctly performed experiments, the summaries and conclusions made, I believe that the presented dissertation meets the requirements of Law for development of the academic staff in the Republic of Bulgaria and the Rules of the Agricultural University for its application, which gives me reason to evaluate it **POSITIVELY**.

I take the liberty of proposing to the esteemed Scientific Jury that it also vote in favor and award **ATDHE SHYQERI KABASHI** the educational and scientific degree "**Doctor**" in the scientific specialty "Organization and Management of Production (Agriculture and Sub-sectors)".

Date: 29.11.2023
Plovdiv

Reviewer: 
(Assoc. Prof. E. Arabska, PhD)