



SCIENTIFIC OPINION

on a dissertation work for obtaining the educational and scientific degree "doctor" in: field of higher education 3. Social, economic and legal sciences, professional direction 3.8 Economics, the scientific specialty "Production, Organization and Management".

Author of the dissertation: Atdhe Shikeri Kabashi, PhD student of independent training at the Department of "Management and Marketing" at the Agricultural University, Plovdiv

Dissertation topic: "The Role of Marketing for Agricultural Development".

Reviewer: Associate Professor Doctor Georgi Petrov Georgiev, Higher School of Agribusiness and Regional Development; 3. Social, economic and legal sciences, professional direction 3.8 Economics, the scientific specialty "Finance, money circulation, credit and insurance", designated as a member of the scientific jury by order No. RD-16-907/26.09. 2023 by the AU Rector.

1. Relevance of the problem.

The dissertation focuses on an actual problem regarding the application of modern marketing approaches for agricultural development. Without a doubt, with few exceptions, the agricultural producers of the countries of the region need effective marketing for the realization of their production and to withstand the increased competition in the sector.

In this sense, I find the topic to be dissertable and relevant.

2. Purpose, tasks, hypotheses and research methods.

The doctoral student has relatively adequately formulated the object, subject, purpose and tasks of the dissertation research. I think that the main thesis of the dissertation is not formulated correctly. I do not share the PhD student's opinion "that marketing is a reliable tool for the overall management of any organization". The latter is only one of the modern business management approaches used, but for the "total management of any organization" others are needed.

The research methodology used in the dissertation work is not distinguished by diversity, but mainly includes traditional methods such as: analytical and comparative method, induction and deduction, descriptive method, method of abstraction, concretization and generalizations, systematic approach, etc. The absence of statistical, marketing or prognostic methods as required by the formulation of the research thesis is striking. For this reason, my professional opinion is that the research methodology used is not fully consistent with the possibilities of proof of the formulated thesis.

3. Transparency and presentation of the obtained results.

The presented scientific work consists of an introduction, four chapters, a conclusion and a list of used literature. The dissertation is developed in a volume of 120 pages, of which 115 are the main text. Structurally, there is a relative imbalance between the individual parts, such as the most important last part - the empirical study is the smallest in volume (8 pages). The presentation of the development is illustrated with 12 tables, 23 graphs and 1 figure in which only the graphs in the last fourth part are the work of the author. There, a survey was used as the main research method and 13 pie charts were made based on the responses. The remaining tables and graphs are used off-the-shelf mainly from two sources: the Kosovo Agency of Statistics (KAS) and Eurostat.

4. Discussion of the results and used literature.

The main results can be identified in three main directions. The first main result is related to clarifying the specifics of agricultural production, the agrarian policies applied by the authorities in Kosovo and the justification of the reforms made in the sector. The second concerns the application of the marketing concept in the management of modern agriculture and its role in successful development is substantiated. The third result derives from the analysis of Kosovo's agriculture and the main trends of its development in recent years. The fourth is through a survey to establish the degree of implementation and use of marketing approaches among Kosovo agricultural farms by region.

For this purpose, the doctoral student has carried out a considerable bibliographic review of theoretical and research publications. A list of used literary sources lists a total of 71 publications mainly in English and less in Serbian.

5. Contributions of the dissertation work.

At the end of the abstract, doctoral student Atdhe Kabashi has attached a reference in which he synthesizes the results of his dissertation development to a certain number of findings of a nature of scientific and scientific - applied contributions. In my professional opinion, they can be reduced to the following scientific and applied contributions:

- The essence of agriculture as a national industry and the role of agrarian policy for the development of agriculture in the Republic of Kosovo have been clarified;
- An analysis of the state of agriculture in the Republic of Kosovo and within the framework of the current agrarian policy was carried out;
- An analysis was carried out and recommendations were formulated for the improvement of marketing activities in the agricultural holdings of the Republic of Kosovo.

I accept the contributions referred to above as credible, real and proven in the dissertation work.

6. Critical Notes and Questions.

The main thesis of the dissertation states that "that marketing is a reliable tool for the overall management of any organization and it helps in future forecasting and sales ". There is a lack of data on sales and the use of methods for their forecasting. There is also a lack of formulaic apparatus, in-depth empirical research with appropriate econometric or statistical methodology.

Questions:

1. What modern methods can be used to accurately, quantitatively evaluate the effect of a given marketing policy?
2. What methods would be appropriate in forecasting sales in vegetable production in Kosovo?

7. Published articles and citations.

The doctoral student has fulfilled the minimum requirements for the number and type of publications laid down in the approved individual study plan. He successfully passed all doctoral exams.

A total of 7 publications for the period 2022 – 2023 are presented. All were published in foreign sources and were verified in NACID.

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

CONCLUSION:

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

I take the liberty of proposing to the esteemed scientific jury to vote positively and judgments of Atdhe Shikeri Kabashi the educational and scientific degree "doctor" in the scientific specialty "Production, organization and management" (Agriculture and subsectors).

Date: 11/27/2023
City of Plovdiv

PREPARED THE OPINION: 
(Assoc. Prof. G. Georgiev Ph.D)