

## REVIEW



on a dissertation work for obtaining an educational and scientific degree doctor:

**Field of higher education:** 3.0 Social, economic and legal sciences

**Professional direction:** 3.8. Economy

**Scientific specialty:** "Organization and management of production (agriculture and subsectors)"

**Author of the dissertation:** Atdhe Shikeri Kabashi, doctoral student of independent training at the Department of "Management and Marketing" at the Agrarian University - Plovdiv.

**Dissertation topic:** "The role of marketing for agricultural development"

**Reviewer:** Prof. Dimitar Ivanov Kostov - 3.0 Social, economic and legal sciences, 3.8. Economy

Appointed as a member of the scientific jury by Order PD-16-907 of 26.09.2023 of the Rector of the Plovdiv Agricultural University and at a meeting of the scientific jury.

### 1. Brief introduction of the candidate

The candidate holds a bachelor's degree in management and economics from the Business College in Pristina, Kosovo. He has a master's degree in quality management and research from Vistula University, Warsaw, Poland. He completed studies at Harvard University in the Foundational Principles of Leadership. He speaks English and German very well. Has computer skills and

good organizational and management experience. He participated in several international scientific conferences and seminars. He has national and international honors and awards. He has published scientific works in well-known international journals. He also participated in a number of national and international projects. His teaching activity at the National University of Kosovo is related to project management disciplines.

## **2. Relevance of the problem**

The market of agricultural and food products is an important part of the economy of any country. For this purpose, it is necessary to study through all the tools of marketing. In this regard, it is necessary for farmers in Kosovo to be supported in the future production of agricultural products and their sale. Marketing issues are very important for the overall management of farmer organizations.

In this regard, it can definitely be said that the dissertation work is a very important scientific study with great practical application.

## **3. Purpose, tasks, hypotheses and research methods**

The thesis of the dissertation is directly related to the role of marketing for agricultural development.

The subject of the study aims to study the influence of marketing on the development of agriculture.

The object of research is the agricultural holdings in Kosovo for a period of three years.

The purpose of the dissertation work is specified very well. It fully corresponds to the title of the research and gives an opportunity to make an assessment regarding the status of the role of marketing for the successful

development of agriculture as a branch of the national economy of the Republic of Kosovo.

To achieve the objectives of the research, the following main tasks are solved:

- The specifics of the agricultural sector and the agrarian policy for its successful development are clarified;
- The essence of the marketing concept is clarified, as a basic approach to agricultural management;
- The agricultural sector of the Republic of Kosovo is analyzed;
- Recommendations are made to improve marketing as a farm management approach.

The following scientific methods are used when conducting the dissertation research:

- analytical and comparative research method;
- inductive and deductive method in formulating conclusions;
- method of ranking according to a certain research feature;
- method of abstraction, concretization and generalization;
- descriptive method;
- system approach.

Main sources of information: The information is used from published original scientific studies of Kosovar and foreign authors who have studied the problem, as well as from officially published expert analyses, opinions, documents and normative acts of the Republic of Kosovo, regulating the activity of the agricultural sector.

#### **4. Transparency and presentation of the obtained results**

The dissertation is structured in an introduction, an exposition in 4 (four) chapters, a conclusion and references. The total volume of the dissertation is 120 standard typewritten pages. The results of the performed analysis are illustrated with 12 tables and 23 graphs. The total number of information sources cited and analyzed in the dissertation is 71.

first chapter "Specificity of agricultural production and agrarian policy".

Chapter Two "The Marketing Concept in Agribusiness."

Chapter Three "Features of Agriculture in Kosovo".

Chapter Four Empirical Research.

Conclusion

#### **5. Discussion of results and used literature**

The detailed analysis and commentary of the literature used makes a good impression. Particular attention is paid to the specifics of agriculture, which is a very complex and special industry, and in this regard, all its characteristics should be studied in detail. A tool for this is marketing.

In the first chapter, the author of the dissertation paid particular attention to the influence of natural phenomena on agricultural production. The risks of these natural phenomena are described and analyzed in detail.

The main factor - the land for agricultural production - is studied in depth.

Another group of specifics of agriculture related to biological issues are also included in the dissertation work. The doctoral student devoted a large part of his research to issues related to agrarian policy. The author's contribution in this part of the dissertation work is his definition that the state management of agriculture should be regulated by solving two main problems, which are:

- to create conditions for rational and optimal use of available resources
- to ensure state marketing for the normal functioning and development of the agricultural markets of food products.

He believes that the state should regulate the development of agriculture through the measures of its agrarian and food policy.

The author's contribution is the opinion of the author that the state must free itself from the accumulated economic and financial problems of the past.

A major place in the dissertation is devoted to the marketing concept in agribusiness, which questions are the purpose of the research.

In the study, the author used materials from 58 family farms. These were collected through a detailed survey including questions that summarized the material from ten objectives.

The empirical study is summarized in 13 graphs, which are the personal contribution of the author.

In the conclusion, the author analyzes the applied marketing concept and proposes mechanisms and solutions for more efficient agricultural production in Kosovo.

## **6. Contributions of the dissertation work**

I accept the reference for the contributions mentioned in the thesis, but I will group them as follows:

### **Scientific contributions:**

1. The nature and role of agriculture as a national industry in the economy of the Republic of Kosovo has been clarified.
2. The role of the agrarian policy for the development of agriculture in the Republic of Kosovo has been clarified.

3. Recommendations for improving marketing activities in the agricultural holdings of the Republic of Kosovo have been formulated.

**Scientific and applied contributions:**

1. An analysis of the state of agriculture in the Republic of Kosovo has been carried out within the framework of the current agrarian policy.
2. An analysis of the marketing activities of agricultural holdings in the Republic of Kosovo was carried out.

**7. Critical Notes and Questions**

Recommendation: In his future research, it is necessary for the author to link the marketing studies of the market of agricultural products in the Republic of Kosovo with those of the markets of the countries of the Western Balkans.

**8. Published articles and citations**

The doctoral student has published seven scientific articles, which are much more than necessary for the presentation of the dissertation work. They are directly related to the materials presented in the dissertation.

The abstract corresponds fully to the materials included in the dissertation work.

**CONCLUSION**

The dissertation presented by Atdhe Shikeri Kabashi is a fully completed scientific research with practical value.

Based on the different research methods learned and applied by the doctoral student, the correctly conducted research, the summaries and conclusions made, I consider that the presented dissertation meets the requirements of the ŽRASRB and the Regulations of the AU for its application, which gives me reason to evaluate it POSITIVELY.

I take the liberty of proposing to the honorable Scientific Jury to also vote positively and award Atdhe Shikeri Kabashi ONS Doctor of Science in the scientific specialty "Organization and Management of Production" (agriculture and sub-sectors).

Date: 10.11.2023

Reviewer:



Prof. Dr. Dimitar Kostov