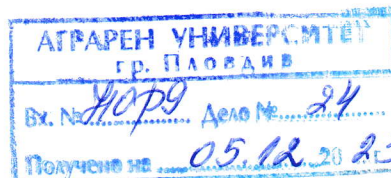


## REVIEW



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 Organization and management of production (agriculture and sub-sectors)

**Author of the dissertation:** Atdhe Shikeri Kabashi, doctoral 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:** Prof. Dr. Ivanka Milkova Kostova, University of Plovdiv "Paisiy Hilendarski", field of higher education 3. Social, economic and legal sciences, professional direction 3.8 Economics, scientific specialty Economics and Management

appointed as a member of the scientific jury by order No. PD-16-907 of 26.09.2023 by the Rector of AU.

### 1. Brief introduction of the candidate.

Atdhe Kabashi was born on 28.11.1998 in Kosovo. In 2016-2019, he graduated from the Business College in Pristina and received a bachelor's degree in management and economics. In 2019-2021, he graduated from Vistula University, Warsaw, Poland. In 2022 he studied at Harvard University practicing leadership, foundational principles. From 2018 to 2020, he worked at the Business College as an assistant to the head of admissions. Since 2020, he has been an assistant in project management. He speaks English and German, has computer and organizational-management skills. He is a doctoral student in independent training at the Department of "Management and Marketing" at the Agricultural University, Plovdiv.

### 2. Relevance of the problem.

It is known that the agricultural and food market is only one part of the total market of any country. Modern society is full of new knowledge as information, technology, education, etc. are readily available. and requests to improve the

quality of their lives. It is the market that must accept the new requirements and develop according to them.

The main thesis of the dissertation is that marketing is a reliable tool for the overall management of any organization and it helps in future sales forecasting.

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

The correctly formulated goals, tasks, object and subject of the research directly correspond with the thesis defended in the dissertation work.

The aim of the dissertation work is 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 the intended goal, the following scientific 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.

#### **Subject and object of research**

The subject of research in the present dissertation is "The influence of marketing on the development of agriculture".

The object of research is the agricultural holdings in the Republic of Kosovo. In these production structures, what kind of marketing activities are carried out in a certain period of time /within 3 years/ have been investigated.

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

Structure of the dissertation: 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.

The first chapter "Specificity of agricultural production and agrarian policy" is dedicated to clarifying the main characteristic features of the agrarian sector. In this part of the thesis, concepts such as the search for agricultural products are clarified; essence of agrarian policy in the sector; reforms in agrarian policy in the last decade; current agrarian policy for the development of agriculture in Kosovo.

The second chapter "Marketing concept in agribusiness" is devoted to the clarification of the marketing concept as a tool for the overall management of the agricultural holding. The evolution of marketing as a management approach is examined, as well as its role in the successful development of agriculture is clarified.

In the third chapter, entitled "Characteristics of Agriculture in Kosovo", the main features of Kosovo's agriculture are analyzed, as well as the main trends of its development in recent years.

The fourth chapter entitled "Empirical Research" tests the research hypothesis by collecting and analyzing data from a field study conducted among farmers in Kosovo. Through analysis and synthesis of these data, the main thesis of the dissertation is proven.

In the last section, "Conclusion", the main findings and conclusions from the field research are presented, as well as concrete recommendations are made for improving the marketing of agricultural producers.

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



The content of the dissertation testifies that the doctoral student has carried out an in-depth scientific study.

My assessment of the structure and content of the dissertation is positive. It also includes combined scientific knowledge and practical approaches to solving problems. There is evidence that the PhD student can carry out independent research, draw conclusions and justify proposals for solving problems.

The analysis of the dissertation work, of the means of scientific research used in it forms the conviction that the dissertation work contains sufficient evidence of scientific and applied contributions.

I believe that the contributions listed in the Statement of Contributions of the dissertation reflect what has been achieved in it.

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

I accept the statement of contributions attached to the dissertation.

The following contributions of a scientific and applied nature can be highlighted in the dissertation:

- The nature and role of agriculture as a national industry in the economy of the Republic of Kosovo is clarified;
- The role of the agrarian policy for the development of agriculture in the Republic of Kosovo is 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 of the marketing activities in the agricultural holdings of the Republic of Kosovo was carried out;
- Recommendations for improving marketing activities in the agricultural holdings of the Republic of Kosovo have been formulated.

#### **7. Critical Notes and Questions.**

My recommendation to the doctoral student is to continue working on marketing issues for the development of the agricultural sector.

#### **8. Published articles and citations.**

The presented publications (7) of the doctoral student are a reflection of the results of the theoretical and empirical research in the dissertation work.

The dissertation research conducted, the results obtained, the dissertation publications and the formulated contributions are the personal merit of the doctoral student.

The abstract has a volume of 28 pages and is developed according to the requirements, faithfully reflects the main results achieved in the dissertation and gives a true idea of the content and quality of the dissertation work.

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 the ŽARSRB and the Regulations of the Agrarian University for its application, which gives me a reason to evaluate it POSITIVE.

I take the liberty of proposing to the honorable Scientific Jury to also vote positively and award Atdhe Shikeri Kabashi the educational and scientific degree "Doctor" in the scientific specialty: Organization and Management of Production (Agriculture and Subsectors).

Date: 25.10.2023

Plovdiv

REVIEWER:  .....

(Prof. Dr. Ivanka Kostova)