



OPINION

on a dissertation work for obtaining the educational and scientific degree "doctor" in: field of higher education 3. Social, economic and political sciences, professional direction 3.8 economics, the scientific specialty Organization and Management (agriculture and subsectors).

Author of the dissertation: Anastasia Sasho Mitrevska, PhD student of independent training at the Department of "Management and Marketing" at the Agricultural University, Plovdiv

Dissertation topic: "Strategy for the development of marketing channels in the agribusiness of the Republic of North Macedonia".

Reviewer: Associate Professor Doctor Georgi Petrov Georgiev, Higher School of Agribusiness and Regional Development; 3. Social, economic and laundry 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-16-701/24.09. 2024 by the AU Rector.

1. Relevance of the problem.

The creation of a strategy for the development of marketing channels in agribusiness is an undeniably current problem, which in recent years has strengthened its importance, both for the Republic of North Macedonia and in a global aspect. Marketing channels in agribusiness play a key role in connecting producers with consumers. They not only determine how the output will reach the end user, but also affect the overall efficiency and sustainability of the business.

Properly chosen channels can optimize distribution and sales costs, which is critical to maintaining competitiveness. In the fall, these can have a significant impact on the sustainability of agribusiness. Direct access to consumers, for example, can reduce the need for middlemen and increase farmers' profits. Through correctly identified or developed marketing channels, small and medium-sized agribusiness companies can build brands, promote the uniqueness of their products and create loyalty among customers, etc.

As a consequence of this, many secondary effects could be achieved in the rural areas of the country such as the development of related industries, increase in income, reduction of the risk of agricultural activity, increase in the qualification of the workforce through the acquisition of experience and knowledge, implementation of innovations in production, etc.

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

2. Purpose, tasks, hypotheses and research methods.

The doctoral student has formulated and explained extensively and relatively correctly the pursued research goal in the development. The object of the study is

not clearly defined and distinguished in the final version. Formulated and subordinated research tasks are lacking.

In the introduction of the dissertation, one main and four auxiliary hypotheses are formulated. A significant part of them need refinement and editing.

The research methodology used in the dissertation work is quite limited to general and descriptive methods such as: logical-dialectical method, descriptive method, comparative, analytical-synthetic method, method of concretization, abstractions, methods of generalization, methods of proof and refutation. Precise quantitative research methods are lacking. Conducting a survey was chosen as the main method.

3. Transparency and presentation of the obtained results.

The dissertation is structurally composed of an introduction, six chapters, a conclusion, a bibliography and a questionnaire. In this regard, the exhibition is distinguished by a relatively well-balanced structure and there are no structural disproportions and deviations from established standards. The dissertation was developed in a volume of 188 pages, of which 1175 are the main text. The study is illustrated with 23 diagrams, 20 tables and 14 figures.

There are numerous spelling, stylistic errors and insufficiently good technical and graphic layout.

4. Discussion of the results and used literature.

The main results of the research are related to the study of the impact of the specificity and purpose of agricultural and food products on the choice of marketing channels. Another important result of the development is the analysis of the effects of the organization of channels for marketing agricultural products on the competitiveness of the agricultural sector in the Republic of North Macedonia.

The presented dissertation is a complete, monographic study on the development of marketing channels in the agribusiness of the Republic of North Macedonia. To achieve this goal, the doctoral student has carried out a bibliographic review of theoretical and research publications, which is significant in volume. A list of used literary sources lists a total of 92 publications in Serbian and English.

5. Contributions of the dissertation work.

At the end of the author's abstract, doctoral student Mitrevska has attached a reference in which she synthesizes the results of her dissertation development into four findings of a nature of scientific and scientific - applied contributions. In my expert opinion, they can be synthesized to three.

Scientific and applied contributions

- The essence of the agricultural sector as a multi-aspect concept and system is clarified);
- The essence of agrarian marketing as a tool for agricultural management is clarified;

- A field study was conducted to identify the factors for choosing marketing channels in the agriculture of the Republic of North Macedonia.

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

6. Critical Notes and Questions.

A completely descriptive style prevails in the exposition of the dissertation. Mathematical modeling or in-depth empirical research with appropriate econometric/statistical methodology is lacking. Survey research is not a preferred method of research in the economic sphere due to the fact that categorical type data predominate, which implies a lower degree of precision.

Questions for the PhD student:

- Which modern marketing methods would you use if you had to forecast future consumer demand for an agricultural product?
- What are the criteria for choosing the optimal marketing channel?

7. Published articles and citations.

A total of 3 publications in English are presented in the Bulgarian specialized journal Journal of Bio-based Marketing. from the current year 2024. All are electronic editions and were published in Bulgaria in 2024.

From the documentation provided for the competition, it is clear that doctoral student Mitrevska fulfills the minimum national requirements for obtaining the scientific degree "doctor".

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

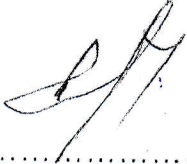
CONCLUSION:

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 Anastasia Sasho Mitrevska the educational and scientific degree "doctor" in the scientific specialty "Organization and Management" (agriculture and sub-sectors).

Date: 10/25/2024
City of Plovdiv

PREPARED THE OPINION:


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(Assoc. Dr. G. Georgiev)