



## OPINION

on a dissertation work for obtaining the educational and scientific degree of doctor by field of higher education: 3.0 Social, economic and legal sciences professional direction: 3.8 Economics scientific specialty: Organization and management of production ( Agriculture and subsectors )

**Author of the dissertation :** Anastasia Sasho Mitrevska , doctoral 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 Dr. Teodor Nikolaev Radev , area 3.0 Social, economic and legal sciences, PN 3.7 Administration and management, scientific specialty: "Production Organization and Management"

designated as a member of the Scientific Jury with Order No. P D-16-701 dated 24.09.2024 of the Rector of AU - Plovdiv and decision of the first meeting of the Scientific Jury.

### 1. Brief introduction of the candidate

Anastasia Mitrevska graduated from the Business Informatics major at the Bachelor's College at the University of Skopje, Republic of North Macedonia. He obtained a Master's degree from the Faculty of Business Economics and Entrepreneurship at the University of Belgrade. He speaks English, Albanian, Serbian and Slovenian languages.

### 2. Timeliness of the problem

The topic of the dissertation is relevant, as agriculture is an important part of the economy of the Republic of North Macedonia and in recent years, projects have been actively worked on for the development of logistics, both at the regional and national level, which is an important prerequisite for achieving of an effective marketing chain in the agricultural sector.

### 3. Aim, tasks, hypotheses and methods of the research

The objective of the dissertation is clearly stated and refers to analyzing the specific features of agribusiness and its products and to determine the critical factors that influence the choice of marketing channel in the sector.

To realize the goal, 6 tasks are defined, the solution of which gives the work a finished look.

Formulated working hypotheses are proven by using system analysis, situational analysis, diagnostic analysis. In the dissertation, a constructive approach was applied to business process modeling.

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

The dissertation is sufficient in volume and meets the requirements for a dissertation as it contains all the characteristics of a completed study. The total volume of the dissertation amounts to 188 pages and is structured in the following sections - introduction, presentation in 6 (six) chapters, conclusion and references. The doctoral student has used a wide range of tools for visualizing and summarizing the obtained results in tables, graphs and schemes, which allow him to correctly systematize and objectively present the obtained results.

#### **5. Discussion of results and references**

In his work on the dissertation, the doctoral student studied a major part of the modern specialized scientific literature in relation to strategic management and the possibilities of applying a marketing approach to sales development. Opinions of well-known authors have been commented and presented, and on their basis the author's understanding of the researched problem has been formed.

The doctoral student defines and correctly uses the terms. Anastasia Mitrevska successfully summarizes the state and problems of the applied approaches in the management of economic entities serving the agricultural holdings in the Republic of North Macedonia. This enables her to formulate concrete conclusions to improve the applicability of marketing in organizing marketing channels in agriculture.

#### **6. Dissertation Contributions**

Scientific-theoretical and scientifically applied contributions can be highlighted in the dissertation submitted for review. I define these contributions as original and resulting from the scientific research that the doctoral student, guided by his supervisor, was able to formulate and present, both in his dissertation work and in the abstract. I accept the presented reference of scientific contributions and group them as follows:

##### **A) Scientific and theoretical contributions**

- Developed methodology for analysis and evaluation of marketing channels in the agriculture of the Republic of North Macedonia.

##### **B. Scientific applied contributions**

- The essence of the agricultural sector of the Republic of North Macedonia as a multi-aspect concept and system has been clarified.

- The essence of agrarian marketing as a tool for agricultural management in the Republic of North Macedonia has been clarified.

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

#### **7. Critical notes and questions**

I have no significant comments regarding the work done by the doctoral student.

#### **8. Published articles, citations and abstract layout**

The scientific publications submitted for review are 3 (three) in number and, in my opinion, correspond to the topic of the dissertation work. These publications are independent and provide the opportunity to cover the minimum required for admission to the public defense 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 conducted experiments, the generalizations and conclusions made, I consider that the presented dissertation meets the requirements of the ŽRASRB and the Regulations of the Agrarian University for its application, which gives me grounds to evaluate it **POSITIVE**.

I take the liberty of proposing to the honorable Scientific Jury to also vote positively and award **Anastasia Sasho Mitrevska** the educational and scientific degree "**Doctor**" in the scientific specialty "Organization and Management"

Date: 21.10.2024

Plovdiv city

REVIEWER:  .....

/ Assoc. Pr. Dr. Teodor Radev/