

OPINION



on a dissertation for obtaining the educational and scientific degree "**doctor**" by : field of higher education 3.0 Social, economic and legal sciences professional field 3.8 Economics, the scientific specialty Organization and Management of Production.

Author of the dissertation: *Grigor Pavlov Pavlov*, full-time doctoral student at the Department of Management and Marketing at the Agricultural University, Plovdiv

Topic of the dissertation: Strategic planning of business processes in wine-growing enterprises

Reviewer: **Prof. Ivan Yochev Boevsky, PhD**

field of higher education 3.0 Social, economic and legal sciences, professional field 3.8 *ECONOMICS (BUSINESS MARKETING AND BUSINESS MANAGEMENT)* appointed as a member of the scientific jury by order No. RD-16-480/02.04.2026 by the Rector of the University of Plovdiv.

1. Relevance of the problem

The chosen topic is of high relevance in the conditions of the modern economic environment, characterized by dynamism and increased competition. The wine and viticulture sector has an important place in the country's agrarian economy, but is faced with a number of challenges, including global market changes, climate factors and the need for sustainable development.

In this context, strategic business process management becomes a key factor for increasing the efficiency and adaptability of enterprises. The dissertation proposes approaches and solutions that are tailored to the specific characteristics of the sector and have a practical focus.

2. Purpose, tasks, hypotheses and research methods.

The main objective of the study is clearly defined and is aimed at developing a model for strategic management of business processes in wine-growing enterprises. To achieve this, sequential tasks have been formulated, including:

- analysis of the theoretical foundations of strategic management;
- research into the specific characteristics of the sector;
- assessment of existing business processes;
- creating and testing an authoring model.

The hypotheses are logically justified and subject to empirical verification. The methodological tools include comparative analysis, statistical and econometric methods, survey research, as well as a systematic and process approach. The selected methods are adequate and correspond to the set goals.

3. Visualization and presentation of the results obtained.

The dissertation is distinguished by a high degree of visual clarity and a well-organized presentation of the results. A variety of graphical and tabular tools have been used to aid in understanding the analysis and facilitate the interpretation of the data.

The tables are structured logically and summarize essential information, including results of empirical research and comparative analyses. The graphical elements – diagrams and charts – allow for clear tracking of trends and dependencies in the development of business processes.

The developed author's model is presented through visual means that reveal its structure and functionality. This facilitates its perception and creates prerequisites for its practical application.

The results are presented consistently and in accordance with the set goals and objectives, with a clear distinction between the descriptive and analytical components.

4. Discussion of the results and literature used.

The discussion of the results is thorough and well-reasoned. The doctoral student demonstrates skills in interpreting the data, placing them in the context of modern scientific theories and practices.

The results are compared with the formulated hypotheses and objectives, and their confirmation is assessed. The analysis includes identifying key factors and examining cause-and-effect relationships.

The literature base is rich and diverse, including both national and international sources. They are used purposefully and are integrated into the analysis through critical reflection.

5. Contributions of the dissertation.

The dissertation highlights significant scientific and applied results.

Scientific contributions

- development of the theoretical foundations of strategic management in the agricultural sector;
- systematization of business processes;
- developing a conceptual model.

Scientific and applied contributions

- creating a practically applicable model;
- formulating recommendations to increase efficiency;
- opportunity for real implementation in practice.

6. Critical notes and questions.

No significant weaknesses have been identified in the dissertation. I have no questions for the doctoral student.

7. Published articles and citations.

The doctoral candidate has submitted the required number of scientific publications that reflect the results of the research. There are also citations, which shows interest in his scientific work.

The abstract adequately presents the content of the dissertation.

CONCLUSION:

Based on the various research methods learned and applied by the doctoral student, the correctly conducted experiments, the generalizations and conclusions made, I believe that the presented dissertation meets the requirements of the Law on the Protection of Scientific and Technological Research of the Republic of Bulgaria and the Regulations of the Agricultural University for its application, which gives me reason to evaluate it POSITIVELY.

I would like to propose to the esteemed Scientific Jury to also vote positively and award Grigor Pavlov Pavlov the educational and scientific degree of "Doctor" in the scientific specialty "Organization and Management of Production".

Date, 14.04.2026
Sofia

PREPARED THE OPINION: Ivan Boevsky