

STATEMENT

on dissertation work for the acquisition of the educational and scientific degree “Doctor”,
Doctoral program in Economics and Management (Industry), D. A. Tsenov Academy of
Economics, Svishtov

Statement prepared by: Prof. Dr. Ivalinka Pencheva, VTU “St. St. Cyril and Methodius”,
Faculty of Economics, Department of Economic Management

Author: Redon Baki Koleci

Topic of the dissertation: Opportunities for the development of small and medium-sized
enterprises by managing the costs of developing new products

Scientific supervisors: Prof. Dr. Lyubcho Varamezov and Assoc. Prof. Dr. Iskra Panteleeva

Grounds for presenting the statement: Order No. 663/05.07.2024 of the Rector of the D. A.
Tsenov Academy of Economics, Svishtov, for participation in a Scientific Jury for the defense
of a dissertation work

I. General presentation of the dissertation work

With the presented dissertation work “Opportunities for the development of small and medium-sized enterprises by managing the costs of developing new products”, a solution to a problem significant for economic development is sought, that is corresponding to the successful management of new product development costs in small and medium-sized enterprises.

The subject of the research is aimed at studying the relationship between cost management in the development of new products in small and medium-sized enterprises and their competitiveness.

The presented dissertation has a total **volume** of 196 pages. **Structurally**, it consists of an introduction, an exposition, including 3 chapters, a conclusion and a list of the used **literary sources** – a total of 219 sources, of which 68 are in Cyrillic and 151 are in Latin. To reinforce the exposition, **57 figures** and **7 tables** are presented. An appendix (survey card) is also included. There is commensurability between the volume of individual chapters.

The subject of the study, its volume and structure, as well as the studied and used literary sources fully meet the established standards for the development of a scientific work for the acquisition of the educational and scientific degree “doctor” in the doctoral program in Economics and Management (Industry).

II. Assessment of the form and content of the dissertation

The topic of the scientific work submitted for review “Opportunities for the development of small and medium-sized enterprises by managing the costs of developing new products” is related to offering a solution to a problem that is relevant for modern society, namely the search for opportunities for the successful management of costs for new product development in small and medium-sized enterprises in the Republic of Kosovo. The solutions to this problem offered in the dissertation work will help, through cost management, to achieve an increase in the efficiency of economic entities and, more specifically, of small and medium-sized enterprises as the main driver of economic growth and development.

The research is subordinated to the author's main thesis, namely that better cost management in the development of new products increases the competitiveness of small and medium-sized enterprises.

In connection with this, the **goal** of the dissertation was formulated – to establish the presence of a positive relationship between cost management in the development of new products in small and medium-sized enterprises from the Republic of Kosovo and their competitiveness. The **tasks** are related to the achievement of the main goal.

The **object of research** in the proposed development is cost management in new product development in small and medium-sized enterprises in the Republic of Kosovo, and the subject of the research is aimed at studying the relationship between cost management in new product development in small and medium-sized enterprises and their competitiveness.

The **methodology** used is based on a number of scientific research methods such as: analysis and synthesis of information, including analysis of basic data and information sources, documentary analysis, content analysis (content analysis), abstraction and concretization, induction, deduction, logical method, formalization, secondary data analysis, observation, interviewing, consulting, comparison, expert evaluations, test method (with a structured questionnaire), modelling, graphical and tabular presentation of information, statistical analysis, etc.

All this gives me reason to conclude that the relevance and significance of the dissertation work are well argued, the goals and tasks – clearly and precisely formulated, and the object of research – actually existing.

Regarding the **development of the problem** of the research field, it cannot be claimed that it is new. At the same time, the author's ability to analyse and evaluate processes and activities in accordance with the surrounding environment leads to generalizations and conclusions that are relevant to objective reality. On this basis, he shows his own understanding and attitude to the problems under consideration and offers opportunities for their solution.

The **volume** of dissertation work and its structural differentiation (introduction, three chapters, conclusion, used literature and appendices) follow the established standard for such research.

The formulated **topic** is characterized by clarity and points to the issue under consideration.

The above gives me reason to come to the conclusion that through the content of the dissertation work a complex study of opportunities for the development of small and medium enterprises through cost management for the development of new products in the Republic of Kosovo has been achieved.

The leading thesis has been proven, namely that better cost management in the development of new products increases the competitiveness of small and medium-sized enterprises.

The scientific linguistic and stylistic editing of the scientific work is precisely done. No deviations from the content, repetitions and logical contradictions were found.

No violations of the rules of scientific ethics were noticed, both in the dissertation and in the other materials related to the defense procedure.

The abstract has a total volume of 196 pages. It is properly structured and contains information that corresponds to the content, reflects the results achieved by the author and the contributions of the dissertation work.

III. Scientific and scientific-applied contributions of the dissertation work

First, the study complements some of the existing theoretical frameworks related to entrepreneurship, SMEs, costs and innovation.

Second, a methodology was developed for the analysis and assessment of opportunities for improving the management of costs for the development of new products in SMEs. The methodology has been tested among SMEs operating on the territory of the Republic of Kosovo.

Third, as a result of the conducted empirical research and the approved methodology, the parameters and business manifestations in the behaviour of SMEs from the Republic of Kosovo have been established. The profile configuration of business innovation directions is presented along the thematic-subject axis “entrepreneurship – small and medium-sized enterprises – costs – cost management for new product development – competitiveness of SMEs”.

I accept the above contributions as the work of the PhD student and consider that they will contribute to cost optimization of new product development in small and medium-sized enterprises.

The PhD student presents a significant number of publications (17 in total) related to the topic of the dissertation work, of which 13 articles and four reports, six of which were developed in co-authorship. This shows that the proposed ideas and the achieved results in the dissertation have found an echo and recognition in the specialized literature.

With the presented list of publications, the PhD student proves that he has fulfilled the minimum national requirements for obtaining the educational and scientific degree “doctor” in Field of Study in Higher Education 3. Social, economic and legal sciences, Professional field 3.8. Economics, majoring in Economics and Management (Industry), scoring 140 points, with 30 needed.

IV. Questions on the dissertation work

In this part of the statement, I will allow myself to congratulate the PhD student and his scientific supervisors for the choice of the topic of the dissertation work and the accuracy in its development, which justifies the absence of critical notes.

I will be glad during the defense PhD student Redon Koleci to present his view on the agreement signed by the EC for the association of Bosnia to the “Digital Europe” program and how this will affect the development of innovation in SMEs.

V. Summary evaluation of the dissertation work and conclusion

Based on the scientific analysis of the dissertation work on the topic “Opportunities for the development of small and medium-sized enterprises by managing the costs of developing new products”, I assume that it represents a complete independent scientific study of a theoretical-applied nature on an actual and significant problem. I categorically believe that the dissertation contains scientific and scientific-applied contributions and fully meets the requirements for the acquisition of the educational and scientific degree “doctor”, specified in

LDASRB and its Regulations. This gives me the reason to give a positive assessment of the open procedure and to propose to the members of the Scientific Jury to award the educational and scientific degree “doctor” to Redon Baki Koleci in the doctoral program “Economics and Management (Industry)”.

Date: 15.07.2024

Prepared the statement:

(Prof. Dr. Ivalinka Pencheva)