

OPINION
for acquiring the educational and scientific degree "Doctor"
at "D. A. Tsenov" Academy of Economics - Svishtov

Prepared by: Assoc. Prof. Teodora Georgieva Filipova, PhD, Department of "Commercial Business" of "D. A. Tsenov" Academy of Economics - Svishtov, scientific specialty "Economics and Management (Trade)"

Author of the dissertation: Tonya Todorova Petrusheva, d010422270, full-time PhD student at the Department of Commercial Business of D. A. Tsenov Academy of Economics - Svishtov, doctoral program "Economics and Management (Trade)"

Topic of the dissertation: "Research on the influence of retail formats on the consumption of fast-moving consumer goods"

Reason for writing the opinion: Order No. 1302 of December 11, 2024 of the Rector of "D. A. Tsenov" Academy of Economics - Svishtov to open a procedure for public defense and approve the composition of the scientific jury

I. General presentation of the dissertation:

✦ *Subject, object, goal, tasks, thesis:* The introduction of the doctoral thesis outlines the framework of the research and introduces the reader to the set goal, the defended thesis, the tasks to be implemented, the object and subject of the study. All components are clearly defined and presented, and are fully subordinate to the title, content and results of the study.

✦ *Volume:* the dissertation is arranged on 222 standard pages, of which: introduction – 5 pages; main text – 193 pages and conclusion – 4 pages; title page, table of contents, literature, declaration of originality and authenticity, list of figures and tables – 20 pages. The total volume allows us to conclude that the author presents his own and other people's views and research to a sufficiently extensive extent.

✦ *Structure:* The dissertation work consists of: an introduction, three logically linked and volume-balanced chapters dedicated to the theoretical, methodological and applied aspects of the research problem, conclusion, bibliography and appendices. The structure can be defined as suitable for a dissertation study.

✦ *Literature:* The dissertation research is based on a significant number of literary sources, namely: 162 titles in Cyrillic and Latin. Works in Bulgarian, Russian and English of sufficient volume and thematic focus were used. The sources used are: regulatory framework; scientific research in the form of monographs, studies, articles and reports; educational literature.

✦ *Appendices:* the presentation in the dissertation is adequately illustrated through five appendices designed to support scientific and practical research.

II. Assessment of the form and content of the dissertation

The presented dissertation in form meets the requirements for such a type of research, namely: it has a title page, content, introduction, exposition, conclusion and used literature. The topic of the dissertation can be defined as current, distributable and in sync with the doctoral program. In recent years, publications related to the influence of commercial formats on the consumption of fast-moving consumer goods have existed, but the author authentically manages to concentrate on his thesis and provide his own view on the problem. The manuscript is distinguished by a scientific style, concise expression, without excessive descriptiveness.

The introduction to the doctoral thesis outlines the framework of the research and introduces the reader to the goal, the thesis defended, the tasks to be implemented, the object and subject of the study. Authors who have worked on the topic are highlighted; limitations are formulated due to the scope of the issue; the main research methods are presented.

The first chapter of the dissertation is dedicated to the conceptual framework of retail formats and the specifics of fast-moving consumer goods (FMCG) consumption. The following are subjected to theoretical interpretation: definitions and features of FMCG, typology of retail formats, factors influencing consumer behavior.

The second chapter of the dissertation is methodological in nature. It lays the foundations of the developed model for studying the influence of retail formats on the consumption of FMCG. To this end, it examines existing approaches, methods and models.

The third chapter of the dissertation is based on own empirical research. The author presents a general characteristic of retail formats in Bulgaria, conducts a survey and demonstrates the proposed model under real conditions. Specific recommendations are made for the development of FMCG consumption under the influence of retail formats.

The conclusion of the dissertation presents the main conclusions drawn as a result of the scientific and empirical research conducted.

The abstract presents a general description of the dissertation work. The structure is described and a brief presentation of the dissertation research is made. It contains a reference to the scientific contributions, a list of the author's publications related to the topic of the dissertation, a declaration of originality. The 6 publications mentioned (1 study and 5 reports) show that the doctoral student has managed to ensure publicity for his main results of the dissertation research. The presented abstract meets the requirements and reflects the main points and scientific achievements reached in the dissertation work.

The report on the implementation of the minimum national requirements proves that they are categorically met - 65 points.

III. Scientific and applied scientific contributions of the dissertation work

The dissertation candidate has presented his vision of theoretical and applied contributions in the Abstract on the dissertation work, which I support and define as the author's merit for enriching the knowledge and practice related to achieving sustainability in enterprise management. My vision of the contributions in the dissertation work can be presented as follows:

- Theoretical interpretation and enrichment of scientific knowledge related to retail formats and distinguishing the specific features of FMCG.
- Adaptation of a model to study the influence of retail formats on the consumption of FMCG .
- Empirical testing, systematization and analysis of an information database in line with the researched issues, through our own questionnaire survey.
- Making recommendations for the development of FMCG consumption under the influence of retail formats.

IV. Notes and questions on the dissertation

Regarding this dissertation, I cannot highlight any significant notes or recommendations that would belittle the work of the doctoral student. The only thing I can recommend is that the PhD student, together with the supervisor, continue research into the chosen topic.

V. Summary evaluation of the dissertation work and conclusion

Considering that doctoral student Tonya Petrusheva:

- ⚡ demonstrates the ability to research, systematize and critically analyze theoretical and empirical information resources;
- ⚡ presents the author's position on the researched problems;
- ⚡ successfully handles the methodological tools necessary for scientific research;
- ⚡ demonstrates scientific persistence and creative ambition to explore current, complex and significant problems for contemporary science and practice;

I can summarize that the presented dissertation work is a completed scientific and applied product that meets the requirements for such a type of research. It contains the necessary theoretical, methodological and practical-applied summaries, analyses and conclusions. The presented accompanying documents complement the possibility of preparing an opinion on the application for an educational and scientific degree. **My overall assessment is positive and I support with a "YES" the acquisition of the educational and scientific degree "Doctor" by PhD student Tonya Todorova Petrusheva in the doctoral program "Economics and Management (Trade)".**

Svishtov,
February 13, 2025

Prepared the opinion:
(Assoc. Prof. Teodora Filipova, PhD)