

## REVIEW



**By Associate Professor Dr Hristina Petkova Mihaleva,  
Chairman of the scientific jury,  
Professor at "Prof. Dr Asen Zlatarov" University Burgas,  
"Marketing and Tourism" Faculty,  
"Economics" Professional direction 3.8,  
"Marketing" scientific specialty**

**Re:** presented dissertation for acquiring the scientific "doctorate" degree in professional direction: 3.7 Administration and management, "Production (Industry) Organisation and management" scientific specialty, higher education area 3. Social, economics, and law studies.

**Dissertation author:** Nadezhda Dimova Koprinkova-Noncheva, doctorate candidate, full-time study in the "Production (Industry) organisation and management" doctorate programme, professional direction: 3.7 Administration and management, higher education area 3. Social, economics, and law studies at the "Prof. Dr Asen Zlatarov" University Burgas.

**Dissertation subject:** "Opportunities to implement the "Dropshipping" delivery method in small and medium enterprises."

**Scientific advisor:** Prof. Dr Ivan Tenev Dimitrov

**Review presentation grounds:** chairman of the Scientific Jury according to Order No. UD-166/06.07.2023 of the Rector of "Prof. Dr Asen Zlatarov" University Burgas – Prof. Dr Hristo Bozov.

The review has been prepared according to the Academic Faculty Development in Republic of Bulgaria Act, the Regulations for applying it and the Regulations on the conditions and procedures for acquiring scientific degrees and academic positions in "Prof. Dr Asen Zlatarov" University Burgas.

### **1. Doctorate candidate information**

Nadezhda Dimova Koprinkova-Noncheva has a high professional qualification in the economics and management area. She has acquired, consecutively:

- "Bachelor" Educational Qualification Degree (EQD) in the "Administration and management" specialty at the New Bulgarian University, Sofia.
- "Bachelor" EQD in the "Finances" specialty at the New Bulgarian University, Sofia.
- "Master" EQD in the "Project management" specialty at the New Bulgarian University, Sofia.

Nadezhda Dimova Koprinkova-Noncheva was signed up in 2019 as a full-time doctorate candidate with a period of education of 3 years in the "Economics and management" Faculty at the Social Studies Faculty in the "Prof. Dr Asen Zlatarov" University Burgas.

She has carried out all activities, included in the individual plan, including successfully sitting the mandatory exams in basic and specialised subjects, educational-teaching, and science-research work. Every academic year, her work has been positively attested by the Attestation Committee at the Social Studies Faculty in the “Prof. Dr Asen Zlatarov” University Burgas.

She has been discharged with the right to defend her doctorate on the grounds of Article 34 of the Regulations on the conditions and procedures for acquiring scientific degrees and academic positions in “Prof. Dr Asen Zlatarov” University Burgas.

Nadezhda Dimova Koprinkova-Noncheva has practical experience in the banking area. She has worked at different positions in Unicredit Bulbank JSC Bulgaria, which has affected her science-research work positively.

## **2. General description of the dissertation and evaluation of the normative requirements.**

The dissertation of Nadezhda Dimova Koprinkova-Noncheva has enough content for scientific research of this type. The total content is 271 pages expose, structured in an introduction, three chapters, conclusion, references. The bibliography includes 158 sources in Bulgarian and foreign languages, 50 figures, 32 tables and 8 graphs.

The references review shows that the doctorate candidate has carried out an in-depth literature survey of the problems, looked at in the dissertation. An Originality Declaration is presented with the dissertation according to the requirements of Article 27, paragraph 2 of the Regulations for applying the Academic Faculty Development in Republic of Bulgaria Act.

Regarding the structure, the work is well balanced and meets the normative requirements. The doctorate candidate uses methodological tools, allowing a correct research and evidence for the achieved results.

The Paper on the dissertation is 73 pages and has been synthesised to present the structure and contents of the work, as well as the study results. It includes information about the scientific and science-application contributions, contained in the dissertation and a list of the author’s publications. The publications on the topic of the dissertation are 11, respectively:

- 2 co-authored articles, published in scientific periodicals, referenced and indexed in world-known databases – Scopus;
- 3 independent reports and 6 co-authored, published in non-referenced magazines with scientific review or published in edited collective volumes.

The evaluation of the presented dissertation and publications of the doctorate candidate regarding meeting the minimal national requirements for awarding the “Doctor” Educational-Scientific Degree (ESD) in area 3. Social, economics, and law studies, where 80 are the minimum required, the doctorate candidate has accumulated 140. (Table 1)

Table 1. A check regarding the minimum national requirements for awarding the “Doctor” Educational-Scientific Degree in area 3. Social, economics, and law studies.

Index group	Contents	Minimum required points	Actual received
A.	Index 1	50	50
D.	Index sum of the characteristics between 4 and 10	30	90
<b>TOTAL:</b>		<b>80</b>	<b>140</b>

This leads to the conclusion that the doctorate candidate has exceeded the quantity requirements necessary for publications of the “Doctor” ESD, according to the requirements for awarding the “Doctor” Educational-Scientific Degree in area 3. Social, economics, and law studies.

Summarising the above stated and based on the materials presented for review, I can confidently say that the dissertation of doctorate candidate Nadezhda Dimova Koprinkova-Noncheva, with regards to the structure and size, meets the requirements of Article 27 (2) of the Regulations for applying the Academic Faculty Development in Republic of Bulgaria Act and Article 39 of the Regulations on the conditions and procedures for acquiring scientific degrees and academic positions in “Prof. Dr Asen Zlatarov” University Burgas.

### **3. Evaluation of the dissertation contents.**

The dissertation of Nadezhda Dimova Koprinkova-Noncheva is dedicated to researching the existing theory and practice in the area of implementing the dropshipping delivery method, the problems of its effective and efficient functioning in SME and the possibilities for its consequent development and perfection in Bulgaria.

The actuality and significance of the problem are justified by the fast-paced transformation of the world into an informational society, the replacing of traditional marketing relationships between manufacturer and client by the modern e-commerce. Statistical data is presented to back the statement, regarding an increase of the e-commerce share in comparison to the classical way of sales, both nationally and internationally.

The introduction of the dissertation clarifies, in a logical sequence, the purpose and the tasks ensuing from it, the main thesis and research hypotheses are correctly formulated. The subject, object and research methods, used in the work are presented. This has allowed the doctorate candidate to steer her search in the right direction and to carry out meaningful scientific research on the chosen topic.

**The first chapter** is of theoretical nature and presents a significant amount of the researchers of the problems in question. The legislation foundations applying to the “dropshipping” method has been reviewed. This research is at the basis of the

conclusion that there is a clear deficit of legal stipulations within the legislation in this area. A multitude of data are included regarding the activity of SME and the effect that the “dropshipping” method has on their economic activity.

On the grounds of a thorough and in-depth theoretical review, the doctorate candidate has proven that dropshipping is a perfected method, built on the grounds of the classical delivery chain principles. The main factors are presented for the implementation of the method, as an alternative one.

Statistical data from the National Statistical Institute (NSI) were reviewed, being the framework of national commerce and the preferences of Bulgarian consumers towards Bulgarian traders (through e-platforms). The range of internet commerce world-wide were also discussed, as well as its significant growth and tendencies for future development.

**The second chapter** is mostly of methodological nature. Methodology and research methods are given as a starting point and the choices are substantiated. The research approach that was used is presented here. The sequence of the three stages of data analysis is discussed. The directions of the research work are clearly outlined, which allows the evaluation of the possibilities to prove the main thesis with the chosen tools. They are then considered adequate. Quantitative and qualitative approach to collecting the necessary data is applied in the research, using the methods of questionnaires and interviews. The author has correctly presented the limitations of the research and its carrying out, and has discussed some matters, related to this process.

**The third chapter** is of mostly empirical nature and contains the main science-application contributions of the dissertation. A key word search was performed on the research and statistics of relevant publications in popular world databases have been applied. The results are correctly interpreted and could be used in the future research of the candidate. The methods used for the processing of information are descriptive and analytical statistical methods, while the functionalities of *Data Analysis Software* in Excel have been used for the data.

The highest contribution towards proving the main thesis of the dissertation and the proposed hypotheses is the empirical research of 372 small and medium enterprises. The questionnaire specifically developed for this purpose allows the adequate collection of necessary information. The data received from the 372 companies, carrying out their activity in various areas were correctly processed and analysed in-depth. The professional interviews-discussions with managers from the industry contribute to achieving the research purpose. A SWOT analysis was performed on the database of the questionnaires. The research results are the basis of the proposed well-substantiated conclusions and recommendations, useful for the practice of small and medium enterprises in Bulgaria.

**The conclusion** of the dissertation, in accordance with the normative requirements, include the summarised main results and findings regarding achieving the purpose and proving the thesis of the research.

The following significant *features* can be outlined when evaluating the contents of the dissertation of Nadezhda Dimova Koprinkova-Noncheva:

- The dissertation, the paper and the scientific publications, related to the topic, which were presented, are the candidate's *author achievement*.
- The researched problems are *current*, both in a scientific and in a practical aspect.
- *The purpose and main tasks of the research have been achieved*, which confirms the main thesis.
- Both the *summarised results*, and the individual level results are presented.
- The doctorate candidate demonstrates *very good knowledge of the topic area* and skills to use *the scientific achievements in practice*.
- No evidence of *plagiarism* was found in the dissertation.

All of this gives grounds for the dissertation to be evaluated as complete scientific research of the author, which also meets the requirements of Article 27(1) of the Regulations for applying the Academic Faculty Development in Republic of Bulgaria Act and Article 34 of the Regulations on the conditions and procedures for acquiring scientific degrees and academic positions in "Prof. Dr Asen Zlatarov" University Burgas.

#### **4. Achieved contributions in the dissertation.**

The attached reference reflects conscientiously and realistically the scientific and science-application contributions of the author in her dissertation. The results achieved in the research show that the doctorate candidate has contributed to the theory and practice enrichment within the topic area through:

- 4.1. The theoretical research of the relation between the "dropshipping" delivery method and the improvement of economic effectiveness in organisations.
- 4.2. The specifics are formulated of the reasons to implement the dropshipping by SME.
- 4.3. Improvements are suggested for the management of processes, related to goods delivery, customer service and increase in customer satisfaction.
- 4.4. A model is developed for forecasting the connection between number of sales and the average order value.

#### **5. Critical notes, recommendations, and questions.**

The dissertation presented for review completely meets the requirements for this type of scientific work regarding its size, structure, correctness and application of research methods and approaches, contents and achievement of the goal. Some insignificant imperfections are noted in the style, probably due to the use of foreign language information sources. There are a few technical lapses in the data processing and graphical representation. At times, there is very detailed information of general

nature, which weighs the contents down. The size of the first chapter could be optimized. Regardless of the above stated flaws, *I have no significant critical notes* to the work.

Considering the very good theoretical and practical preparation and research skills of the doctorate candidate I would *recommend* that she continues the analysis of key words of scientific production in the chosen topic area and among the publications of Bulgarian authors.

I would ask the doctorate candidate the following question:

How, more specifically, do the results of the research contribute to proving customer satisfaction?

## 6. Conclusion.

The dissertation of doctorate candidate Nadezhda Dimova Koprinkova-Noncheva on the topic of “Opportunities to implement the “Dropshipping” delivery method in small and medium enterprises” is a complete, independent science-application research, which meets, quantitatively and qualitatively, the normative requirements. The positive evaluation of the work, contributions, and overall presentation of the doctorate candidate through her education give me grounds to firmly express my opinion that ***an educational and scientific degree of “Doctor” in professional direction 3.7 Administration and management be awarded to Nadezhda Dimova Koprinkova-Noncheva.***

Burgas

08.08.2023

Reviewer:.....

/Associate Professor Dr Hristina Mihaleva/

Подпис заличен  
Чл.2 от ЗЗЛД