

**OPINION**

**by Assoc Prof. Ivanka Todorova Bankova, phd  
professional direction 3.7 "Administration and management"**

**on**

**dissertation work on the topic: "Possibilities of applying the "Dropshipping" method to  
small and medium-sized enterprises"**

**author: Nadezhda Dimova Koprinkova-Noncheva**

**Research supervisor: Prof. Ivan Tenev Dimitrov, phd**

**for awarding the educational and scientific degree "doctor"**

**in professional direction 3.7 "Administration and management",**

**doctoral program:**

**"Organization and management of production /industry/"**

This Opinion was prepared based on the decision of a scientific jury, determined by Order of the Rector of the University "Prof. Dr. Asen Zlatarov" - city of Burgas No. UD-166/ 06.07.2023 for the defense of a dissertation for awarding the educational and scientific degree "doctor" to Nadezhda Dimova Koprinkova-Noncheva. The doctoral student has submitted all the required documents from ZRASRB, PPZRASRB and the Regulations for the terms and conditions for acquiring scientific degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov" - Burgas. The candidate has submitted a dissertation, an abstract, a reference to contributions and publications on the research topic. The doctoral student has proven that she has the requirements under Art. 36 (3) of ZRASRB in-depth theoretical knowledge of the scientific specialty and abilities to conduct independent scientific research.

**1. Evaluation of the content of the dissertation:**

Submissions for the preparation of an opinion and evaluation dissertation work is dedicated to an undeniably dissertationable topic, the relevance of which is determined by the fact that in modern conditions, the dropshipping delivery method has complex possibilities for application in Bulgarian enterprises. Dropshipping is a suitable alternative for SMEs to expand their business and increase their sales through e-commerce not only in Bulgaria, but also internationally, it is undeniable that online purchases provide an easy way to choose goods and services and are convenient for customers.

The dissertation has a volume of 271 pages, is characterized by a clear and logical structure, consisting of an introduction, an exposition in three chapters, a conclusion, a list of abbreviations and of the literature used, a reference to scientific contributions, a declaration of originality. The

content of each of the chapters is divided into separate paragraphs, which creates a prerequisite for the relative balance of the exposition. The author's theses are illustrated by 50 figures, 32 tables and 8 diagrams. The 158 information sources correctly cited in the text in Bulgarian and English, including books, magazine articles, internet resources and official websites, have been thoroughly processed and analytically systematized.

#### *Dissertation Research Strengths*

In the introduction of the dissertation, the topicality and significance of the topic are convincingly presented, the conceptual framework and the practical-applied direction of the work are clearly outlined, the correctly defined subject, object and outlined research problem within the justified topicality of the study, which ensure the achievement of the purpose of the dissertation work by fulfilling the formulated 12 research tasks, namely - to analyze the possibilities of applying the delivery method "dropshipping" in small and medium-sized enterprises. The structure of the dissertation research is subordinated to the basic parameters formulated in the introduction. I find the presented methodology and information base on which the study is based to be appropriately chosen.

The author demonstrates in-depth knowledge of the researched issues. In the literature review, the necessary attention is paid to clarifying the conceptual apparatus and the conceptions of various authors, and her vision clearly stands out in the justification of the scientific theses and in the application of a specific approach in the search for solutions to the outlined problems. The ability of the doctoral student to handle the conceptual apparatus freely, to derive, interpret and systematize theoretical and practical problems, as well as to offer possibilities for solving them, deserves a high rating. An in-depth retrospective analysis is made from the inception of the dropshipping method to today, when e-commerce largely models consumer demand. The essential features of the method are argued, the legal framework for its application is outlined, and the advantages and disadvantages of dropshipping as an alternative method to the traditional supply chain are presented. The specifics of dropshipping in Bulgaria are presented based on good foreign practices. (First chapter)

The methodological basis of the research is the in-depth qualitative analysis of documents, a survey was conducted, on the basis of which a SWOT analysis was performed. The various research methods applied, such as descriptive, variational, alternative, regression and graphic analysis, as well as the application of appropriate tests, are appropriately chosen and enable the proposal of a methodological approach for researching the application of the dropshipping delivery method in Bulgaria. The factors influencing the introduction and application of dropshipping in our country are listed. (Chapter Two)

Results with the highest research weight and high practical-applied potential are achieved in the Third Chapter. The conducted empirical study and the quantitative and qualitative study of the possibilities of application, development and improvement of the dropshipping method in the management of SMEs deserve a positive assessment. The organizational size, technological environment and structure of SMEs are presented on the basis of the research. An in-depth analysis of the used methods of delivery of goods has been made, and the main parameters of the products suitable for sale through the dropshipping method have been outlined. The presented results of the application of dropshipping research methods in SMEs are a solid basis for conducting future research as well as training for the application and better functioning of the method in Bulgaria. It is proven that the possibilities of applying the dropshipping method are influenced by the experience of the company in the use of e-commerce, by the external environment of the organization, expressed in competition in the market, as well as by the product variety, characterized by the offer of fast-moving goods for mass low cost consumption. (Chapter Three)

The conclusion has the character of a summary of the results achieved in the dissertation research.

## **2. Scientific and scientific-applied contributions of the dissertation work.**

Formulated contributions can be accepted and defended, I consider them to be a personal achievement of the doctoral student. The achieved scientific results refer to the enrichment of existing scientific and scientific-applied positions and existing knowledge about the application of the dropshipping method in Bulgaria, and are aimed at deriving a methodology and a complex toolkit for researching the development and searching for opportunities for the improvement of the dropshipping method in the management of small and medium enterprises in Bulgaria.

## **3. Evaluation of dissertation publications**

The author's thesis is supported by 3 independent and 8 co-authored publications in scientific publications, corresponding to the scientometric requirements for ONS "doctor", two of the publications being in publications indexed in Scopus. The presented publications reflect an important part of the dissertation work and verify the achieved results of the scientific research, which ensures its publicity.

## **4. Evaluation of the autoref**

The presented abstract reflects relevantly the structure and content of the dissertation work. It has been prepared in accordance with good academic practices and meets the requirements of the ŽRASRB and the Regulations for its application.

## **5. Opinion on the presence of plagiarism**

Within my available sources and my competences, no plagiarism and incorrect borrowings have been found. During the procedure, no non-anonymous and motivated written reports of plagiarism were received. I have no conflict of interest with the candidate.

#### **6. Criticisms, recommendations and questions**

I have no significant comments on the content of the dissertation. The following recommendations can be made for future research:

- in order to focus the research interest on the dropshipping delivery method and in order to obtain specific applicable results, it would be appropriate to introduce limitations of the research;
- the development would benefit if summaries of the achieved results were presented at the end of the individual chapters, which is compensated to a high degree in the conclusion;
- the contributions could be distinguished into scientific and scientific-applied ones.

#### **7. Conclusion**

The presented dissertation on the topic "Possibilities for the application of the Dropshipping method in small and medium-sized enterprises" is in full compliance with the requirements for obtaining the educational and scientific degree "doctor" of ZRASRB and the Regulations for the conditions and procedures for acquiring scientific degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov" - Burgas. The dissertation research is a well-formed and in-depth scientific work, it contains current, significant and original for theory and practice scientific-applied and applied results and contributions on an important topic for our national space. This is a reason to declare my positive assessment of the work.

**With conviction, I propose to the respected members of the Scientific Jury to award the educational and scientific degree "doctor" to Nadezhda Dimova Koprinkova-Noncheva in the scientific specialty "Organization and management of production / industry /", in professional direction 3.7. "Administration and Management".**

8 August 2023 г.

Prepared the opinion,

Assoc. Prof. Ivanka Bankova, phd

Подпис заличен  
Чл.2 от ЗЗЛД