

Higher School for Insurance and Finance (VUZF University)

STANDPOINT

by Prof. Mariana Mateeva Petrova, PhD

of dissertation for awarding the scientific degree "Doctor"
in the field of higher education 3. Social, economic, and legal sciences
Professional field 3.8. Economics
PhD program: "Finance, Insurance and Social Security"
Author: **Soncica Jovanova**

Title: **THE IMPACT OF THE ECONOMIC GLOBALIZATION PROCESS ON
FINANCIAL OPERATIONS AND MARKETING IN THE AIR TRAFFIC IN THE
WORLD WITH A REVIEW OF DELTA AIR LINES**

1. General description of the presented materials

Following Order No. 257/ 27.06.2023, the Rector of the Higher School for Insurance and Finance - Professor Boris Velchev, was appointed as a member of the scientific jury for providing a procedure for the defense of a dissertation on the topic of “**THE IMPACT OF THE ECONOMIC GLOBALIZATION PROCESS ON FINANCIAL OPERATIONS AND MARKETING IN THE AIR TRAFFIC IN THE WORLD WITH A REVIEW OF DELTA AIR LINES**” for obtaining the educational and scientific degree "Doctor" in the field of higher education 3. Social, economic, and legal sciences, Professional field 3.8. Economics, the program "Finance, Insurance, and Social Security". The author of the dissertation is **Soncica Jovanova**.

The materials submitted by **Soncica Jovanova** include documents according to the presented inventory: reference for the scientific and scientific-applied contributions in the dissertation; reference for the fulfillment of the minimum national requirements for the acquisition of a degree "Doctor" in professional field 3.8. Economics; dissertation work; summary of professional accomplishments. In addition, the doctoral student submitted 3 publications.

2. Relevance of the topic and expediency of the set goals and objectives

Air transport is a major activity in itself, with a significant contribution to economic, political and social processes. Air traffic is an important driver for economic growth and development. Air transport facilitates integration into the global economy and provides vital connectivity nationally, regionally and internationally. It helps generate trade, promote tourism and create employment opportunities. Today, air traffic remains actively involved in every region for projects related to air transport policy and regulation, security, infrastructure

rehabilitation, institutional strengthening and capacity building, which is a separate subject of research in this doctoral dissertation.

The impact of globalization on air traffic, its importance on achieving economic development in many countries in the world, and the importance of Delta air lines in world air traffic make this topic very interesting and socially justified for research and preparation of this doctoral dissertation, in order to contribute and emphasize the role of air transport as an important business area that contributes to economic development, connecting countries and exchanging relevant cultural and political experiences and values.

3. Knowledge of the problem

The author has made an extensive, thorough, and correct analysis of the various issues addressed in the work, allowing for correct conclusions. For the preparation of this publication, the author analyzed 107 source materials (including those in foreign languages), especially acts of domestic and international law, specialized literature on the subject, statistical data, and source materials of central authorities.

4. Research methodology

With a view to the stated purpose of the work and verification of the adopted research hypotheses, the following research methods were adopted:

Historical - by applying this method, the beginnings of globalization, its growth and development and impact on the world economy are historically determined;

Content analysis - using this method, the results of economic globalization, the role of air traffic on economic development in individual countries and the growth and development of Qatar Airways are analyzed;

Comparative method (comparative) - with the application of this comparative perception of the experiences, methodology and differences of the impact of globalization on economic development and the place of individual world companies in the realization of air traffic and the financial effects they achieve with the application of marketing in their operation;

Statistical method - using this method the efficiency of economic globalization, financial flows and marketing on the operations of the airlines and the airline Qatar Airways is processed.

Synthesis - with the help of this method the data obtained with the help of the previous methods are combined.

The author presented the results of the research conducted and interpreted them correctly.

5. **Characteristics and evaluation of the dissertation**

The dissertation consists of 162 pages, of which 153 are the main text and the literature used to prepare this publication constitutes 107 source items.

The study has an introduction, three chapters, a conclusion, and a bibliography.

Basic (general) hypothesis:

The paper starts from the assumption that "without good marketing and free financial flows in the conditions of globalization, there is no successful economic development".

Purpose and scope of the study

The doctoral dissertation aims to analyze the impact of globalization on the application financial flows of large companies, and on the application marketing and its development in the operation of companies, especially in airlines. In doing so, we first analyze the global impact of globalization on world economic trends, and then on the airlines and the company Delta air lines.

The doctoral dissertation should contribute to the improvement of the explanation of financial flows in conditions of globalization and the development of marketing in companies as a condition for discovering the needs of consumers in foreign markets and creating and implementing strategies for foreign markets, with special reference to airlines. worldwide and Delta air lines.

Air transport is a facilitator and, as such, the demands for its services are derived from the requirements for high-quality, speedy, and reliable international transport. Globalization, almost by definition, means demands for greater mobility and access, but these demands are for different types of passengers and cargoes, to different places, and over different distances than was the previous norm.

International air transport is less than a century old, but is now a major contributor to globalization and is continually reshaping itself to meet the demands of the economic and social integration that globalization engenders.

Economically, in static terms, globalization occurs to facilitate the greater division of labor and allows countries to exploit their comparative advantage more completely. Perhaps, however, more importantly, in the longer term, globalization stimulates technology and labor transfers and allows the dynamism that accompanies entrepreneurial activities to stimulate the development of new technologies and processes that enhance global welfare. To allow the flows of ideas, goods, and persons that facilitates both static and dynamic efficiency on a global scale, air transport has played a role in the past, and it seems inevitable that it this role will continue in the future.

From an economic point of view, globalisation is development towards increasingly interconnected global circuits of production, distribution and consumption. An important force driving globalisation processes is the liberalisation of world trade. Aviation industry and air traffic itself is a prototype of safety, speed, effectiveness and constant development tendencies and interconnecting information.

6. Contributions and significance of development for science and practice

The problem posed by **Sončica Jovanova** is interdisciplinary and entirely refers to the current achievements and needs of science and practice, which deserves to appreciate the author's contribution. The chosen research problem is not an easy problem to study due to its interdisciplinary and multifaceted nature. ‘

In the course of scientific research, which demonstrates the potential of scientific contributions:

1. Proposal for successful management of international air traffic, its development and focus on passengers
2. A model of a system of measures and activities is proposed for the successful implementation of financial and marketing activities by air traffic companies in the world.
3. Proposal of activities for using the infrastructure of air traffic companies.
4. Proposal for the promotion of marketing and financial operations.
5. Developed measures to improve price stability control.
6. Proposed and designed activities to promote the business of air traffic companies.
7. The methods for the financial and marketing policies of the companies have been researched and empirically proven.
8. Research was conducted to improve the coordination and cooperation between the competent authorities of the air traffic companies.

In order to constantly monitor the creation of the strategies of the air traffic companies to satisfy the needs of the consumers, the data published as information provided by the associations and associations of the air traffic companies should be studied.

7. Evaluation of dissertation publications

The results of the scientific research are reflected in 3 publications prepared independently. They testify to the doctoral student's long-standing and deep scientific interest in tax issues and the fact that the prepared dissertation is the author's work.

8. Assessment of compliance with the minimum national requirements

Attached is a Certificate for fulfillment by the doctoral student of the minimum national requirements for acquiring the educational and scientific degree "Doctor" in the professional field 3.8. Economics. The total number of points is many times higher than required.

9. Assessment of the applicant's personal contribution

The presented dissertation on: **"THE IMPACT OF THE ECONOMIC GLOBALIZATION PROCESS ON FINANCIAL OPERATIONS AND MARKETING IN THE AIR TRAFFIC IN THE WORLD WITH A REVIEW OF DELTA AIR LINES"** is the result of sound scientific research confirmed by constructive results. There is no doubt about the author's contribution, in-depth scientific research, creative thinking, and pursuit of the set goal and research hypotheses.

The dissertation demonstrates the author's advanced theoretical knowledge and proves her ability to conduct scientific work independently.

10. Summary of professional accomplishments

The summary of professional accomplishments consisting of 35 pages, has been prepared following the requirements of LDAS and RILDAS. It is structurally correct and adequately reflects the dissertation's logic, consistency, and contributions. It demonstrates **Soncica Jovanova's** skills in synthesizing and summarizing her most essential ideas and conclusions.

11. Critical comments and recommendations

My critical notes to the presented dissertation work of **Soncica Jovanova** are the following:

Need for more argumentation of rather exposed theses and statements.

Imbalance of the structure of the dissertation work.

Also, this kind of scientific research implies more financial and economic analysis of data, statistical information, comparison and contrast, conclusions, generalizations, models and original contributions to the studied issues.

I recommend presenting the results in specialized international publications with IF / IR, allowing higher visibility of scientific results and creating conditions for more intensive citations.

12. Personal impressions

I do not know the doctoral student personally. We do not have joint publications and developments.

My impressions come from the dissertation, the author's summary of professional accomplishments, and dissertation publications. They show a serious and erudite researcher, a bona fide scientist with an extensive theoretical background and a proven ability for independent research.

CONCLUSION

The dissertation contains scientific, scientific-applied and meeting all the requirements (s) of LDASRB and RILDASRB. The presented materials and dissertation results correspond to the specific requirements of the Regulations for admission and training doctoral students at the Higher School of Insurance and Finance.

The dissertation shows that **Soncica Jovanova** has in-depth theoretical knowledge and professional skills in the Professional field 3. 8. Economics, demonstrating qualities and skills for independent research.

Due to the above, I give my **positive** assessment of the research presented by the above-reviewed dissertation, a summary of professional accomplishments, results, and contributions, and I invite the scientific jury to award the educational and scientific degree "Doctor" to **Soncica Jovanova** in the field of higher education 3. Social, economic, and legal sciences; Professional field 3.8. Economics; Ph.D. program "Finance, Insurance and Social Security".

31.07.2023

REVIEWER:

/prof. Mariana Petrova, PhD/