

## **STATEMENT**

**from Prof. DSc. Krassimir Todorov, VUZF, Sofia**

on the dissertation work for the award of the educational and scientific degree "Doctor"  
in the Higher Education Region 3. Social, economic and legal sciences  
Professional direction 3.8. Economy

**Author: Sonchitsa Yovanova**

**Topic: IMPACT ON THE PROCESS OF ECONOMIC GLOBALIZATION IN FINANCIAL PERFORMANCE AND MARKETING IN AIR TRAVEL IN THE WORLD REGARDING DELTA AIR LINES**

### **1. General description of the presented materials**

With order № 257 от 27.06.2023г. to the Rector of the Higher School of Insurance and Finance Prof. DSc. Boris Velchev has been appointed as a member of the scientific jury to ensure the procedure for the defense of the dissertation work on the topic IMPACT OF ECONOMIC GLOBALIZATION ON FINANCIAL PERFORMANCE AND MARKETING IN AIR TRAVEL IN THE WORLD ON DELTA AIR LINES for the acquisition of the educational and scientific degree " doctor" in the Higher Education Region 3. Social, economic and legal sciences, Professional direction 3.8. Economy. The author of the dissertation work is Sonchitsa Yovanova – a doctoral student on independent preparation at VUZF with the academic supervision of prof. Dr. Lyupcho Stoicheski and Prof. Dr. Stanislav Dimitrov.

The materials submitted by Sončica Jovanova include the following documents:

- Doctoral dissertation in English;
- Abstract – in Bulgarian and English languages;
- 3 pc. Publications, with resumes to them;
- Autobiography;
- Declaration of originality and authenticity;
- Presentation in English;
- Reference for the implementation of national minimum requirements

The submitted documents meet the requirements and allow the examination and assessment of the candidate's scientific achievements.

## **2. Brief biographical data for the candidate**

From the autobiography provided by the doctoral candidate, it is clear that in 2019 Sončica Jovanova has acquired a master's degree in marketing and management at the European University in Skopje. Since 2010 She currently works as a cabin service director at Qatar Airlines. The educational and professional experience of the doctoral candidate predetermines the successful realization of the scientific and research.

## **3. Characteristic and evaluation of dissertation work**

In general, the topic of the dissertation is interesting and relevant. Air traffic has a significant contribution to economic, political and social processes, facilitating integration into the global economy. It supports the trade process, regarding the transportation of goods, the promotion of tourism and, last but not least, the provision of significant employment.

The subject of the doctoral dissertation is determining the influence of the globalization process on the development of air traffic and in particular on the Qatar Airways company. It aims to analyze the impact of globalization on the application of financial flows of large companies, as well as on the application of marketing and its development in the work of airlines.

The dissertation covers 162 pages, of which 153 are the main text. The bibliographic list consists of 107 literary units, most of which represent acts of domestic and international law, corporate information of relevant companies, statistical data and source materials of central bodies and acts of the EU. The research has an introduction, three chapters and a conclusion. The volume of the three heads is well balanced. The first presents the essence of the globalization process. The second chapter examines the reflection of globalization in the aviation industry, along with 13 specifically listed airlines. The third chapter covers the analysis of the Delta Airlines company.

The main hypothesis of the dissertation is that there is no successful economic development in the conditions of globalization without good marketing and free financial flows. Three specific hypotheses follow:

1. The main issues related to globalization and the relationship of financial flows and marketing with the realization of the economic development of countries and in this framework what is the role of air traffic.

2. Ensuring adequate financial and marketing support for the development of airlines.

3. A stable economic system allows countries, their governments and institutions to plan and direct economic development activities regarding their expansion and strengthening in countries around the world, in order to reach the highest possible level of profit and customer service.

For the successful processing and development of the topic of the doctoral dissertation, five research methods are used:

1. historically – the beginnings of globalization, its growth and development and influence on the world economy are determined;

2. content analysis – the results of economic globalization, the role of air traffic on economic development in individual countries and the growth and development of the Qatar Airways company are analyzed;

3. comparative method - a comparative assessment of the experience, methodology and differences in the impact of globalization on economic development and the place of individual world companies in the implementation of air traffic and the financial effects they achieve with the application of marketing in their operation;

4. statistical method – the effectiveness of economic globalization, financial flows and marketing on the work of airlines and Qatar Airways is processed.

5. synthesis - the data obtained using the previous methods are combined.

#### **4. Bring importance to the development of science and practice**

The stated pronounced moments are difficult to find in the dissertation work. At the very least, their disavowal is based on a reference to another literary source, from which it is difficult to judge that this is the author's work. Probably, however, certain profitable moments from the development could be found in the practical application of the dissertation as a good systematic study of the essence of globalization and its reflection in the aviation industry.

## **5. Evaluation of publications on dissertation work**

The results of the scientific research are reflected in 3 publications, prepared independently. They testify to the doctoral student's deep, learned interest in the problem.

## **6. Assessment of minimum national requirements**

Certificate of fulfillment by the doctoral student of the minimum national requirements for obtaining the educational and scientific degree "Doctor" in the professional direction 3.8. The economy shows that you are covered.

## **7. Abstract**

Regarding the content and quality of the abstract, my opinion is that it is made according to the requirements of the relevant regulations and reflects the main results achieved in the dissertation work. Although the version is in Bulgarian, there are still some untranslated texts, but since we have a similarity in language with Macedonian, it is not difficult for the reader to orient himself in the sense.

I am left with the impression that the scientific development is done in good faith and is the result of the doctor's personal involvement. We believe that there is no plagiarism in the evaluation of the dissertation work.

## **8. Critical remarks and recommendations**

There is no clearly defined relationship between the individual chapters of the dissertation work. The title of the dissertation work could be formulated more structured. The same remark applies when formulating the hypotheses. When translating the abstract, translation software was used and illogical terms remained in places.

## **9. Personal impressions**

We do not know Sonchitsa Yovanova personally. My only impressions are based on the materials provided in connection with the procedure for the defense of the doctorate and dissertation.

## CONCLUSION

The dissertation contains scientific and applied results, which represent an original contribution to science and meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria and the Rules for the Implementation. The presented materials and dissertation results fully correspond to the specific requirements of the Rules for the admission and training of doctoral students in the Higher School of Insurance and Finance.

The dissertation shows that the doctoral student Sonchitsa Yovanova has deep theoretical knowledge and professional skills in Professional direction 3. 8. Economics, demonstrating the qualities and skills for independent scientific research.

Due to the above, we confidently give our positive assessment for the conducted research, presented by the above-reviewed dissertation work, abstract, achieved results and results, and we propose to the honorable scientific jury to award the educational and scientific degree "Doctor" to Sonchitsa Yovanova in the Higher Region education 3. Social, economic and legal sciences; Professional direction 3. 8. Economics; doctoral program "Finance, insurance and insurance"

25. 08. 2023.

Prepared the position:

Prof. DS.c. Krassimir Todorov