

REVIEW

from prof. PhD Stanislav Dimitrov,
professor in Higher School of Insurance and Finance –
Sofia

of a dissertation for awarding the educational and scientific degree "**doctor**"
in Higher Education Area 3. Social, economic and legal sciences
Professional field 3.8. Economics

Author: Angelcho Andonovski

Topic: "Role of marketing in the creation of financial resources in healthcare organisations"

Scientific Supervisor: Prof. D.Sc Mariela Deliverska

1. General description of the presented materials

By order No. 696 of 16.12.2024 of the Rector of the Higher School of Insurance and Finance – Sofia (VUZF), Prof. Doctor of Law Boris Velchev, I have been appointed as a member of the scientific jury to ensure a procedure for the defense of a dissertation on the topic " Role of marketing in the creation of financial resources in healthcare organisations " for the acquisition of the educational and scientific degree "doctor" in the Higher Education Area 3. Social, economic and legal sciences, Professional field 3.8. Economics, PhD program "Finance, Insurance and Social Insurance". The author of the dissertation is Angelcho Andonovski - a doctoral student in an independent form of study at the "Finance and Insurance" department, with scientific supervisor Prof. D.Sc. Mariela Deliverska from the Higher School of Insurance and Finance - Sofia.

The materials submitted by candidate Angelcho Andonovski include the following:

1. Dissertation - in Bulgarian
2. Abstract - in Bulgarian and English
3. Declaration of originality and authenticity
4. Reference on the fulfillment of the minimum national requirements for the acquisition of the ONS "Doctor" in a professional field 3.8. Economy
5. List of publications on the subject of the dissertation work
6. Publications on the subject of the dissertation
7. Curriculum vitae - in English

The PhD student has not attached abstracts of scientific publications.

2. Brief biographical data about the candidate

Based on the short CV presented by the doctoral student, it can be concluded that the doctoral student Dr. Angelcho Andonovski has considerable experience in the field of healthcare, including managerial positions in healthcare facilities.

Also, PhD candidate Dr. Angelcho Andonovski holds bachelor's and master's degrees in the field of medicine, as well as specialization in pediatrics.

3. Actuality of the topic and appropriateness of the set goals and tasks

At the beginning of the dissertation, the doctoral student Angelcho Andonovski formulated the "social justice of the studied topic".

The author formulates the following main hypothesis: "If the provision of health services by all participants in health care is improved, the health of patients and the entire population will improve."

Two special hypotheses are formulated. The author formulates an auxiliary hypothesis: "Processes related to health care need to be organized in a way that maximally satisfies the needs of patients."

I believe that the hypotheses thus formulated correspond to the title, structure, content, data analysis, research, conclusions and contributions of the study.

4. Knowledge about the problem

Doctoral student Angelcho Andonovski demonstrates very good knowledge regarding the researched issues.

5. Research methodology

Doctoral student Angelcho Andonovski describes the research methods used on page 12 of the dissertation. According to the author, historical method, content analysis, comparative method, statistical method, and synthesis are applied.

6. Characterization and evaluation of the dissertation work

The dissertation has a volume of 213 pages. The work is structured by an abstract, introduction, methodological approach to the research, main research in four chapters, conclusion, use of scientific and practical results and literature.

123 sources are included in the used literature.

Chapter One is entitled "VALUE MARKETING AND CONSUMER ENGAGEMENT IN HEALTHCARE". The volume of the First Chapter is 57 pages. This part of the study is structured in six points. Marketing and the marketing process in healthcare are examined. The market, relations, values, needs in health care were studied. A critical analysis of the literature on the issue under consideration was carried out.

Chapter Two is titled "DEVELOPING A CONSUMER-DRIVEN HEALTHCARE MARKETING STRATEGY". The volume of the Second Chapter is 50 pages. This part of the study

is structured in seven points. Marketing strategy, consumer choice, health care values, and marketing management are examined. An analysis of the application of marketing in health care was carried out. Marketing product creation and innovation are also explored in this chapter.

Chapter Three is entitled "DEVELOPING AN INTEGRATED HEALTHCARE MARKETING PLAN AND PROGRAM". The volume of the Third Chapter is 50 pages. This part of the study is structured in two points. The role of an integrated marketing program in healthcare is examined. The building of relations with health care users is analyzed.

Chapter Four is entitled ACHIEVING CONSUMER VALUE IN HEALTHCARE. The volume of the Fourth Chapter is 25 pages. This part of the research is structured in one point, with five sub-points. Customer value was examined in five aspects: creating loyalty and retaining consumers in healthcare; increasing the share of consumers in health care; creating value for consumers in healthcare; sustainable healthcare marketing and healthcare marketing in general.

The conclusion is drawn up in 4 pages. The conclusion is in accordance with the conducted research, conclusions, and contributions of the doctoral dissertation.

The dissertation presented in this way gives me reasons to assume that the dissertation of the doctoral student Angelcho Andonovski contains scientific and scientific-applied results that represent an original contribution to science.

I can accept that the dissertation work shows the possession of in-depth theoretical knowledge in the relevant scientific field and abilities for independent scientific research of the doctoral student.

7. Contributions and significance of the development for science and practice

On pp. 201-202 the doctoral student formulates the contributions of the dissertation work. The author has formulated six contributions.

I accept those formulated by the author as contributions to the dissertation.

8. Assessment of dissertation publications

Three publications on the topic of the dissertation are presented. The first is "Developing a consumer-driven healthcare marketing strategy". The second publication is "Marketing management orientation in healthcare". The third publication is entitled "Value marketing and consumer engagement in healthcare". All three publications are in English.

The three publications presented are entirely within the subject area of the dissertation.

9. Assessment of compliance with minimum national requirements

According to the presented certificate, the doctoral student, Dr. Angelcho Andonovski, fulfills the minimum national requirements for acquiring the ONS "doctor" in professional field 3.8 Economics.

10. Personal participation of the doctoral student

Based on the presented materials, I can make an assessment that the formulated contributions and the obtained results are entirely the personal merit of the doctoral student.

11. Abstract

The abstract is 46 pages long. The abstract contains a description of the main characteristics of the dissertation work, structure and content of the work, a summary presentation of the dissertation and publications on the topic of the dissertation. In the abstract, on p. 35-37, eight contributions are listed, other than the six listed in the dissertation. I assume this is a technical error. For the purposes of preparing the review, I accept the contributions indicated on p. 201 in the dissertation.

12. Critical remarks and recommendations

I have no significant critical remarks and recommendations.

The title of the dissertation is written in a different way in the dissertation, the abstract, the reference for the fulfillment of the national minimum requirements and the order of the rector of VUZF to determine the scientific jury to ensure a procedure for the defense of the dissertation - "The role of marketing in the creation of financial resources in health organizations" and "Role of marketing in the creation of financial resources in health organizations". I assume this discrepancy is due to a technical error. In this review, I examine the title as formulated in the dissertation, namely "Role of marketing in the creation of financial resources in healthcare organizations".

13. Personal impressions

I have impressions of PhD student Dr. Angelcho Andonovski during his doctoral studies at the Higher School of Insurance and Finance - Sofia. My impressions are entirely positive.

14. Recommendations for future use of dissertation contributions and results

I recommend the author to continue with his research on the topic under consideration and to publish his dissertation work.

CONCLUSION

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

The dissertation work shows that the doctoral student Angelcho Andonovski **possesses** in-depth theoretical knowledge and professional skills in Professional field 3. 8. Economics, **demonstrating** qualities and skills for independent conduct of scientific research.

Due to the above, I give a *positive assessment* of the conducted research, presented by the above-reviewed dissertation work, abstract, achieved results and contributions, and ***I propose to the honorable scientific jury to award the educational and scientific degree "doctor"*** to Angelcho Andonovski in the Higher Education Area 3 Social, economic and legal sciences; Professional field 3. 8. Economics, PhD program in Finance, Insurance and Social Insurance.

30.12.2024

Reviewer:

(prof. PhD Stanislav Dimitrov)