

EVALUATION REVIEW

by Assoc. Prof. Dr. Shteryo Stefanov Nozharov,

Assoc. Prof. in professional field 3.8. „Economics“, scientific specialty „Political economy (*micro-economics, macroeconomics, economic policy and sustainable development*) at UNWE, Doctor in professional field 3.8. „Economics“, scientific specialty „Political economy“- UNWE

of PhD thesis for awarding the educational and scientific degree “Doctor” in higher education area

3. Social, economic and law sciences, professional field 3.8 Economics

Author: Angelco Andonovski

Title: “ROLE OF MARKETING IN THE CREATION OF FINANCIAL RESOURCES IN HEALTHCARE ORGANIZATIONS”

1. General characteristics of the materials presented.

In accordance with Order № 696/16.12.2024 of the Rector of VUZF – Prof. Boris Velchev, DSc. I have been selected as a member of the Scientific Jury in a procedure for awarding educational and scientific degree “Doctor” to a thesis, titled: “ROLE OF MARKETING IN THE CREATION OF FINANCIAL RESOURCES IN HEALTHCARE ORGANIZATIONS” in higher education field 3. Social, economic and law sciences, Professional field 3.8. Economics. Author of the thesis is: Angelco Andonovski – PhD student in PhD programme „Finance and Insurance “ at VUZF.

The materials, submitted by Angelco Andonovski include the following documents:

A copy of the PhD thesis, abstract of the thesis, a completed card for fulfillment of the minimum requirements for educational and scientific degree “Doctor”, list of publications, list of abstracts of the publications, related to the title of the thesis, CV.

The PhD student has: three (3) articles, published in non-refereed peer-reviewed journals in edited collective volumes.

2. Brief biographical reference of the candidate

Education:

- 2011-2016 - University “St.Ciril and Methody” of Macedonia – specialization in pediatrics;
- 2000-2003 - “Trakia University” of Stara Zagora, Bulgaria – MSc in medicine;

- 1994-2000 - UKIM St. Ciril and Methody University of Macedonia - GP/medical doctor - V level;

Work experience:

- 2020г. – till present (Health home –Policlinic Bucharest Skopje) – pediatricist
- 2016-2020г. (PHI Institute for Lung Diseases in Children Kozle) – medical manager;
- 2011-2016г. (University Clinic for PEDIATRIC, Mother Tereza bb,1000 Skopje R.Macedonia) - General practitioner;
- 2009-2011г. (FARMAS MN ,Boris Trajkovski 60 a,1000 Skopje R.Macedonia) - MD /Trade and marketing representative;
- others;

3. General characteristics and evaluation of the PhD candidate thesis

The PhD thesis covers a total of 213 pages. It consists of table of contents, introduction, four chapters, conclusion and reference list.

The reference list consists of 123 sources. A literature review, done by the author in the PhD thesis is missing. The relationship between the PhD topic and the existing scientific literature is done in the separate chapters of the thesis at the discretion of the PhD student. There are only two figures in the thesis. No graphs, formulas and tables could be found in the thesis. The structure and volume of pages meet the requirements for such type of research.

4. Contributions and significance of the PhD thesis for the development of science and practice

I accept two scientific contributions of the thesis:

- Proposal for improvement of the separate marketing tools in healthcare organizations and amongst producers of medical products and services.
- The proposed measures for improvement of marketing as a business function in the activity of healthcare organizations.

5. Evaluation of the publications in relation to the topic of the PhD thesis

The PhD student has presented a total of three (3) articles, published in non-refereed peer-reviewed journals in edited collective volumes. They could be accepted as directly related to the topic of the PhD thesis.

6. Evaluation of the fulfillment of the minimum national requirements

I concern that the candidate meets the minimum national requirements according to the documents submitted and in accordance with the regulations of VUZF.

It is made an inquiry about the candidate's fulfillment of the minimum national requirements for obtaining the educational and scientific degree "Doctor" in the professional field 3.8. Economy by representatives of VUZF, who have checked the documents.

7. Abstract of the PhD thesis

The content and quality of the abstract is good. It is written in accordance with the relevant regulations and presents the main results, achieved in the thesis.

8. Critical remarks and recommendations

There could be made some critical remarks and recommendations to the research:

1. The stated three hypothesis rather represent arguments to the research thesis. It is entitled as "auxiliary hypothesis" but actually it is the main thesis of the research. The stated three hypothesis do not contain anything controversial or anything new and unknown in them. However it is quite sufficient to have only one thesis, as in the case.
2. A strategical analysis in the PhD thesis is missing although such is mentioned on page 12 in the Introduction section. And according to the topic, it is good to have one, because the assumption of value-based health care occupies a central place.
3. Who are the consumers of the health service? Either the patients by themselves or the people who finance the health service – the insured persons. They are those for whom a value is also created – the stakeholders. This line of inquiry would make the analysis complete.

However, the conducted research in a great extent has achieved the goals that have been set in its introduction section.

CONCLUSION

The PhD thesis **contains** *scientifically applied results, which are original scientific contribution*, and **they cover** the requirements of the Act on development of the academic staff of Republic of Bulgaria and the regulations for its implementation. The presented materials and conclusions in the thesis **correspond** to the specific requirements of the Regulation for admission and training of PhD students at VUZF.

The PhD thesis shows that Angelco Andonovski **possesses** good theoretical knowledge and professional skills in professional field 3.8 Economics, as **he demonstrates** qualities and skills to independently conduct scientific research.

Having in mind the abovementioned, I give a **positive assessment** of the conducted research, presented by the above-reviewed thesis, abstract, list of contributions and I **suggest to the esteemed Scientific Jury to award educational and scientific degree „Doctor“** to Angelco Andonovski in higher education area 3. Social, economic and law sciences, professional field 3.8 Economics.



3.1.2025

Reviewer:

Assoc. Prof. Dr. Shteryo Nozharov