

OPINION

by Prof. Dr. Daniela Ilieva, VUZF

on a dissertation for the award of the educational and scientific degree "Doctor"
in the Field of Higher Education 3. Social, Economic and Legal Sciences
Professional field 3.8. Economics

Author: Erkan Alili

Topic: RELATIONSHIP BETWEEN MARKETING AND FINANCE IN CURRENT TECHNOLOGICAL SOLUTIONS USED IN BUSINESS MANAGEMENT

1. General description of the submitted materials

By order No. 697 of 16.12.2024 of the Rector of the Higher School of Insurance and Finance Prof. Dr. Boris Velchev I am appointed as a member of the scientific jury for ensuring a procedure for the defense of a dissertation on the topic RELATIONSHIP BETWEEN MARKETING AND FINANCE IN CURRENT TECHNOLOGICAL SOLUTIONS USED IN BUSINESS MANAGEMENT for the acquisition of the educational and scientific degree "Doctor" in the Field of Higher Education 3. Social, Economic and Legal Sciences, Professional Direction 3.8. Economics. The author of the dissertation is ERKAN ALILI - doctoral student at the Department.

The materials submitted by Erkan Alili include documents according to the presented description: dissertation, autobiography, abstract in Bulgarian and English, 3 full-length publications and summaries.

2. Brief biographical data about the candidate

Erkan Alili is a dedicated academician and professional with extensive experience in finance and marketing. He has significant experience in higher education, holding positions as coordinator and assistant professor in various institutions, including FON University and St. Cyril and Methodius University in Skopje. His academic career has been complemented by teaching roles in language and vocational schools, demonstrating a flexible and diverse set of skills.

He is fluent in multiple languages, including Turkish, Albanian, English, Serbian and Romani. His research interests combine the fields of marketing and finance, with an emphasis on their collaborative dynamics to improve business performance.

3. Characteristics and evaluation of the dissertation work

Erkan Alili's dissertation work examines the interaction between marketing and finance as a key element for the development and effectiveness of modern business companies. The research is structured in three main chapters, which sequentially cover theoretical foundations, empirical research and practical applications.

The first chapter presents theoretical statements and contemporary understandings of the relationship between finance and marketing. The analysis includes fundamental concepts and approaches that form the basis for the integration of these two disciplines in management processes.

The second chapter is devoted to the empirical analysis of the relationship between marketing and finance in a business environment. The doctoral student uses adapted methodologies and statistical tools for data processing, which contributes to the reliability of the results obtained. The study includes various case studies and examples that illustrate the dynamics between the two functions in different organizations.

The third chapter emphasizes the practical aspect of the study, offering models and approaches for optimizing the interaction between marketing and finance. The included recommendations and methodologies are oriented towards implementation in real business practices, which emphasizes the applied value of the work.

The material on which the dissertation is based is scientifically sound and reliable. The author uses a wide-ranging information base, including literary sources, statistical data, empirical studies and practical examples. The analysis is based on current and verifiable data, using adequate methodological tools for their processing.

The reliability of the study is supported by clearly formulated hypotheses and consistently presented evidence. The inclusion of real cases and data from different organizations further strengthens the validity of the conclusions. The results obtained correspond to the set objectives of the study and form a solid basis for the proposals and contributions presented in the dissertation.

In conclusion, Erkan Alili's work offers a significant contribution to the field of marketing and finance, by combining theoretical statements, empirical data and practical recommendations. This makes it valuable for both the academic community and business practice.

4. Contributions and significance of the work for science and practice

Erkan Alili's dissertation work has made a significant contribution to both science and practice, offering an innovative approach to research and optimization of the interaction between marketing and finance in modern companies. The scientific contributions include the formulation and justification of a new theory that integrates these two functions

through a common methodology focused on cooperation to increase the efficiency and sustainability of the business. By proving new dependencies between financial and marketing activities and their impact on strategic management, the work contributes to expanding existing theories in the field.

The scientific and applied contributions include the creation of new models and methods of analysis that can be implemented in practice. The recommendations derived and developed methodologies offer solutions for improving budgetary control, marketing strategies and financial management in companies. The theoretical statements are supported by empirical data and real examples, which guarantees their applicability. The significance of the work is expressed in the provision of sustainable management approaches that can be adapted to different business contexts.

The development creates opportunities for implementation in practice through the developed tools and models that can be used by companies to achieve better synergy between marketing and finance functions.

5. Assessment of publications on the dissertation work

The publications on the dissertation work of Erkan Alili reflect the main results and contributions of the research in the field of interaction between marketing and finance. They include scientific articles and reports published in reputable publications that cover key aspects of the topic such as cooperation between finance and marketing functions, development of integration models and analysis of their impact on business processes. The publications are classified by thematic areas, with an emphasis on theoretical and practical aspects.

I highly appreciate the quality and relevance of the publications, which not only reflect the results of the dissertation work, but also show their applicability in scientific and social practice. The publications demonstrate potential for application in real projects and business practices, which emphasizes their scientific and social significance. The numerical indicators for citation and use in scientific projects show an increasing interest in the doctoral student's research. This confirms the significance of the work for the development of the theoretical framework and the practical application of the interaction between marketing and finance.

6. Assessment of fulfillment of minimum national requirements

The doctoral student Erkan Alili successfully meets the minimum national requirements for the award of the educational and scientific degree "doctor". His research is in accordance with the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria and the accompanying regulatory documents.

7. Abstract

The abstract meets all regulatory requirements and successfully presents the main results and contributions of the dissertation work. The document is clearly structured, logically presents the goals, objectives, methodology and main conclusions of the work, while emphasizing the scientific and applied scientific contributions of the study.

The content of the abstract is concise, well-systematized and adequately presents the key aspects of the dissertation. The included data on the theoretical foundations, empirical analyses and practical applications of the results are sufficient to provide a complete picture of the significance of the work. In addition, the text is clearly written and meets the requirements of academic style.

8. Critical remarks and recommendations

While the study demonstrates a thorough approach to the interaction between marketing and finance, it would be useful to consider additional cultural and social factors that could influence the integration between these functions. This would expand the scope and applicability of the results.

As a recommendation, I could give an expansion of future research with an emphasis on international examples and diverse business contexts; implementation of the proposed models and methodologies in real business processes and subsequent assessment of their effectiveness.

CONCLUSION

The dissertation contains scientific, applied and applied results that represent an original contribution to science and meet all the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria (ADSRB) and the Regulations for the Implementation of the ADSRB. The presented materials and dissertation results fully comply with the specific requirements of the Regulations for the Admission and Training of Doctoral Students at the Higher School of Insurance and Finance.

The dissertation shows that the candidate Erkan Alili possesses in-depth theoretical knowledge and professional skills in Professional Field 3.8. Economics, demonstrating qualities and skills for independent scientific research.

Due to the above, I confidently give my positive assessment of the research conducted, presented by the above-reviewed dissertation, abstract, achieved results and contributions, and I propose to the esteemed scientific jury to award the educational and scientific degree "doctor" to Erkan Alili in the Field of Higher Education 3. Social, Economic and Legal Sciences; Professional Field 3. 8. Economics.

