
SWU "NEOFIT RILSKI-BLAGEVGRAD
FACULTY OF ECONOMICS
FINANCE AND ACCOUNTING DEPARTMENT

REVIEW

For the dissertation work obtaining the educational and scientific degree
"doctor" in scientific specialty 05.02.05 "Finance, money circulation, credit and
insurance"

Author of the dissertation: **GEORGI STOILOV ANEV**

Prepared the review: Associate Professor Elena Velkova STAVROVA,
PhD, SWU "Neofit Rilski"-Blagoevgrad, Faculty of Economics

Scientific unit where the doctoral student studied: Department of Finance
and Credit, "D. A. Tsenov" Academy of Economics – Svishtov

Topic of the dissertation: "**CHALLENGES BEFORE PRICING IN
ELECTRONIC COMMERCE IN OUR COUNTRY IN THE
CONDITIONS OF THE PANDEMIC**",

Scientific supervisor of the doctoral student: Prof. Dr. Stefan Simeonov
Grounds for presenting the review: Order No. 1196/19.12.2023.

This review has been prepared in accordance with the requirements of the
existing Law on the Development of the Academic Staff, the Regulations for its

Application and the Regulations for the Implementation of the Law on the development of the academic staff in CA "D. A. Tsenov" - Svishtov.

1. Relevance and significance of the developed scientific problem

The topic chosen by the doctoral student is current and interesting because:

- The exchange of goods and services in whatever form has evolved in the system of human development, but has preserved the main characteristics of the benefit of both parties - satisfaction of a specific need and readiness for the satisfaction of this need to receive its value dimension;
- Formulations of effective solutions in the e-commerce system cannot be proposed by researchers who are outside the system, do not know its bottlenecks, therefore they can propose solutions with an optimal direction of impact;
- given the rapid pace of development of e-commerce under the influence of a global financial and economic crisis and a pandemic situation, serious scientific and practical-applied developments in the problem area in this area are extremely insufficient, or absent at all;
- an adequate assessment of the impact of pandemic restrictions requires a time lag to obtain an objective picture of the event and evaluate the medium and long-term effects of the impacts on the economic ecosystem.

The content of the development submitted for review fully corresponds to the thus formulated topic of the dissertation work. Scientific research offers original ideas in several main directions:

- study the functions and meaning of the price exchange process;
- Business models for e-commerce;
- The relationship between the structure of consumption and the development of e-commerce under pandemic conditions. .

2. General characteristics and structure of the dissertation work

The dissertation is 207 pages long and includes: an introduction, three chapters, a conclusion and a reference to the literature used (148 titles, including 81 in Cyrillic, 67 in Latin and appendices). The material also includes a significant

number of tables and graphs, which further contribute to the correct and fast grasping the ideas and goals set out to achieve with this dissertation work.

The structure of the presented scientific work corresponds to the requirements for a dissertation work. The methods used in it guarantee the solution of the research tasks and the achievement of the main goal.

The introduction presents the general concept of the development and the topicality of the topic. The object, the subject, the purpose and the operational tasks of the scientific research, the research thesis and the research methods applied in the dissertation are defined.

Chapter One (4-66 pages) is devoted to the theoretical aspects of e-commerce such as:

- The main elements of the retail price;
- The factors that influence price fluctuations in the direction of increase or decrease;
- Stages in the pricing process and pricing methods;
- types of pricing policies and pricing strategies of companies, based on the life cycle of the products, the stages of the pricing strategy,

In this chapter of the dissertation, a comprehensive review of publications by Bulgarian and Russian authors devoted to the theory of prices and the pricing of economic agents is made.

In the Second chapter (67-121 pages) an in-depth assessment of the role and importance of electronic commerce, its historical development is made, international studies on the historical development of international trade are analyzed. Here, the author, based on an analysis of existing ones, has formulated his own definition of electronic commerce, in an effort to note the current development of exchange processes in a digitalized environment.

A qualification of the business models for electronic trading, current at the time of the development of this work, of the participating entities and the

organization of the latest and current forms such as electronic auctions is proposed.

The Third chapter (122 – 191 pages) has a marked practical-applied orientation and in it is set the ambitious task of researching the role of e-commerce in pandemic conditions. The main results of the content analysis can be systematized exactly like this:

- the chronology of the development of the pandemic situation from the spread of COVID-19 is described, as well as the measures that the European Union and the government have taken to limit the damage to the population and the economic ecosystem;
- the changes in the structure of consumption, the structure of prices as a result of the change in the working conditions of economic agents were studied and analyzed;
- the changes in the behavior of the business, the changed market conditions, but also the newly appeared and popularized formats such as the platform trading were examined and analyzed;
- A survey was made about the changes in e-commerce and the results were compared with a similar one in other countries in order to establish the synchronicity in the development of the dynamics of the processes;
- The empirical study with the application of a dynamic pricing model with Big Data and neural networks, and artificial intelligence in the conditions of five jurisdictions, and later artificial intelligence, which enable the analysis, research and inference of trends for a price optimization procedure .
- Data relevant to the research community regarding general and specific problems in our country are presented and compared with data for countries with a developed market economy. Although the different level of development • a significant part of the problems find their analogous manifestation in the other part of the studied economies, despite

3. Evaluation of the scientific results and practical-applied contributions of the dissertation work

The scientific results and contributions of the dissertation can be characterized as follows:

- Enrichment of the existing knowledge (researching the features and stages in the development of e-commerce in our country) regarding the effects of the pandemic situation on the economic ecosystem;
- Development of a new method (neural networks, Big Data and artificial intelligence) for research in our country;
- Potential practical-applied effect (based on the analysis of the change in consumer preferences and in company strategies) for adequate changes to adapt the business strategies of companies to the new conditions.

4. Basing the work on modern scientific results of our and foreign researchers

The author bases his research on a rich and varied literature. This gives him the opportunity to outline global guidelines, practices and trends in the researched field. Written on the basis of our own and foreign experience, the dissertation is useful for financial and marketing professionals, giving accurate and systematic knowledge of the functioning of e-commerce, which, like many economic branches, operates in a global economic environment and seeks to expand its scope of activity by entering new markets.

5. Results of own studies.

The dissertation outlines a wide range of problems of a theoretical and applied nature, on which the doctoral student has taken a certain position or expresses his own opinion. On this basis, specific ideas and interesting recommendations are offered when evaluating the development of e-commerce.

6. Evaluation of dissertation publications and authorship

Doctoral student **Georgi Stoilov Anev** presents 5 independent publications on the dissertation work, as follows:

- 1 article in the magazine "Industrial relations and social development, issue 3/2021;
- 1 article in "International independent scientific journal", Kraków, No. 29, (2021);
- 1 article in Polish journal of science, No. 44 (2021);
- 1 article in the Annual Almanac Scientific Research of Doctoral Students - Academy of Economics "Dimitar A. Tsenov" - Svishtov, Volume XIV, (2021);
- 1 report in the Proceedings of the XI International Scientific and Practical Conference (2021).

All publications have a clearly expressed author's character and are closely related to the topic of the dissertation work.

In this order, G. Anev has fulfilled the requirements of the Law on the Development of the Academic Staff and has obtained a legitimate right to a procedure for the defense of the dissertation work.

7. Evaluation of the auto-reference

The structure and content of the abstract submitted for review correspond to the necessary requirements for a publication of this nature and correctly reflect the content of the dissertation work, its main results and contributions.

8. Critical notes and recommendations

Considering the significant and systematic efforts in the development of this dissertation, its accompanying scientific publications and participation in conferences, I recommend the PhD student (in the future) to pay special attention and take advantage of the achievements of the world's theoretical and practical experience in scientific research and practice in the organization and operation of modern electronic commerce, the role of BigTech in overcoming the delay and critical points in the international resource and capital exchange in the post-pandemic world. Interesting results could be expected if an econometric assessment of the relationships between the dynamics of resource and capital outflows and the main macroeconomic determinants (gross domestic product,

international currency reserves, income from indirect taxes, current account balance, demand and supply of credit resource) is made etc.), and the correlation of these relations with countries that have taken specific steps to join the EU, as well as with countries that are part of the European Union.

9. Personal impressions and other matters on which the reviewer considers it necessary to take a position

I do not have the opportunity to personally know doctoral student Georgi Stoilov Anev from scientific forums, personal meetings or conversations on professional topics. Judging by his scientific output, in my opinion, he is a young, capable and promising scientist, who is going to have new successes in the teaching and scientific field, with opportunities for successful implementation in the system of scientific research in the field of electronic commerce.

Conclusion

I believe that the dissertation work on the topic **"Challenges to pricing in e-commerce in our country in the conditions of a pandemic"**, presented by Georgi Stoilov Anev, meets the requirements for obtaining the educational and scientific degree "doctor".

I give my assessment "positive" to the dissertation work on the topic **"Challenges to pricing in e-commerce in our country in the conditions of a pandemic"**, developed by Georgi Stoilov Anev for the acquisition of the educational and scientific degree "doctor" in the field of higher education 05.02.05" Finance, money circulation, credit and insurance"

REVIEWER:

(Assoc. Prof. Elena STAVROVA, PhD)

Blagoevgrad,

21.01.2024