

OPINION

on the dissertation for the award of the educational and scientific degree of **DOCTOR** with candidate **Vanya Vladimirova Galcheva**, doctoral student in the doctoral program "Finance, Money Circulation, Credit and Insurance" (Finance)

by **Prof. Dr. Reneta Marinova Dimitrova**, New Bulgarian University

Subject: Dissertation on the topic "Problems of Financial Management in Sales Representations of the Automotive Market in Bulgaria", with scientific supervisor **Assoc. Prof. Dr. Lyudmil Boyanov Krastev**

The opinion is presented in accordance with **Order No. 348 of 29.04.2026** of the Rector of the "D. A. Tsenov" University of Economics - Svishov

I. General presentation of the dissertation work

The object of the research in the dissertation is the financial management of sales representatives on the automotive market in Bulgaria. As for the subject, these are the opportunities for improving the financial management of sales representatives on the automotive market in Bulgaria.

The dissertation has a classic structure, consisting of an introduction, three chapters, a conclusion and literature. It is developed in a volume of 169 standard pages and contains 11 figures and 9 tables. It is presented to the scientific community in 4 independent publications - two articles and two reports. They are fully sufficient to fulfill the minimum national requirements for awarding the ONS "doctor".

Doctoral student Galcheva has studied a significant volume of scientific literature, the list of which includes 98 sources, which indicates the author's in-depth knowledge of the topic he is researching.

II. Assessment of the form and content of the dissertation

The dissertation is dedicated to a topic of undeniable relevance, which is emphasized in the abstract. It is a fact that dynamic market changes, trade wars and wars in Ukraine and Iran create uncertainty and affect the markets, including the automobile market.

The dissertation can be assessed as a comprehensive and in-depth monographic study and development in the field of financial management of sales representatives in the automobile market in our country. The author of the dissertation shows good skills in handling scientific concepts.

The style is understandable and with the necessary logical consistency and coherence of the presentation.

The abstract corresponds to the content of the dissertation and from reading it one gets an idea of the scientific research carried out by the doctoral student.

III. Scientific and applied contributions of the dissertation work

The reference for the contributions in the dissertation work is announced as a part of the abstract. My assessment of the contributions is that they are substantial and present the scientific and scientifically applied qualities of the dissertation work. The more significant of them are:

First. The theoretical contribution of the doctoral student is the critical analysis of the scientific literature devoted to the automotive dealership, the main opinions are systematized and summarized, the new possibilities of the franchising affiliation of the automotive dealership are deduced in terms of achieving a positive effect.

Second. The justification of the need to develop a new national strategy for supporting dealerships in the automotive market is accepted as a scientific and applied contribution, which, according to the doctoral student, will contribute not only to achieving financial sustainability of automotive companies, but also to the growth of the national economy.

Third. The doctoral student's empirical analysis of market share, investments in innovative technologies and real estate, as well as selected financial indicators, can be considered an applied contribution. Based on this analysis, recommendations have been drawn up, strategies and business models have been proposed for dealerships in the automotive market in Bulgaria.

IV. Questions on the dissertation

I have no significant critical remarks on the dissertation. I can point out some shortcomings inherent in the works of most doctoral students, such as weaknesses in the style of places, the narrative nature, the need for greater argumentation and a more categorical opinion. I would like doctoral student Galcheva to present her opinion on the policies that sales representatives on the automotive market in our country should implement in order to reduce carbon emissions.

V. General assessment of the dissertation and conclusion

Based on all of the above, it can be concluded that PhD student **Vanya Vladimirova Galcheva** has very good theoretical and practical preparation on the topic of the dissertation, shows the ability to identify important problems at a methodological and practical-applied level and to conduct independent scientific research. As a member of the scientific jury, I will vote with conviction for awarding the educational and scientific degree "doctor" to PhD student **Vanya Vladimirova Galcheva**.

04.06.2026

Prepared by: Prof. Dr. Reneta Dimitrova