



STATEMENT

By: Assoc. Prof. Miglena Dimitrova Angelova

University of National and World Economy

Doctoral programme: "Organization and Management in Telecommunications and Post"

Field of higher education: 3. „Social, Economic and Legal Sciences“

Professional direction: 3.7. „Administration and Management“

Regarding: Dissertation for conferring the ONS "Doctor" on

Professional direction: 3.7. Administration and Management

Doctoral program "Organization and Management in Telecommunications and Post "

Department of "Management in Communications", UTP.

Author of the dissertation: Ljupco Milenkovski

Dissertation topic: Analysis and Impact of Mobile Marketing and Social Media on the Promotion of a Tourist Destination

Basis for presenting the review/opinion: participation in the scientific jury for the defense of a dissertation, in accordance with the Order №3-УПА-46/11.04.2025 of the Vice-rector for educational process and accreditation, ÜTP.



1. Brief information about the PhD student

Ljupco Milenkovski is a PhD Student at the Department of Communication Management at the University of Telecommunications and Posts. He previously pursued his academic studies at the University of Tourism and Management in Skopje, where he obtained both his Bachelor's and Master's degrees. His professional career commenced at the same university, where he held the position of Teaching Assistant. The entirety of his educational and professional background provides a solid foundation and the requisite expertise for the development of the present dissertation.

2. General characteristics of the presented dissertation

The developed dissertation comprises a total of 214 standard pages and is structurally divided into an introduction, three main chapters, a conclusion, a list of references, and appendices. The bibliographic reference list includes 134 cited sources, nearly half of which (69) are in Latin script and 48 in Cyrillic, along with 17 internet sources. The main body of the dissertation incorporates a total of 72 tables and 111 figures.

3. Degree of knowledge on the research topic by the PhD student and relevance of the dissertation

The topic of the dissertation is highly relevant, considering the ongoing process of digitalization and, in particular, the rapid development and application of artificial intelligence across various sectors, including tourism. This represents a crucial issue, the full implications and impact of which are yet to be fully understood.

The primary objective of the research is clearly articulated—to determine the

effects of mobile marketing and social media in the marketing activities of tourist destinations, based on an analysis of their use by both experts and respondents (consumers).

The doctoral candidate has appropriately defined the object and subject of the dissertation, and has clearly outlined the research tasks and methodology through which the results and claimed contributions of the dissertation have been achieved.

4. Assessment of scientific and applied scientific contributions

The dissertation is a comprehensive, logically coherent, and well-structured scientific work. It clearly emphasizes the analysis of the impact of digitalization, artificial intelligence, and social media on the promotion of a given tourist destination. In this regard, I consider that the claimed contributions are indeed present and, in my view, they are of both scientific-applied and practical nature. These contributions pertain to the enrichment of existing knowledge related to the broader concept of digital marketing.

5. Assessment of publications on the dissertation

The doctoral candidate presents a total of five publications, three of which are co-authored, while two are sole-authored. All publications address different aspects of the dissertation. In this regard, the scientometric requirements concerning the candidate's publication activity have been duly met.

6. Evaluation of the abstract

The abstract fully corresponds to the dissertation under review, both in terms of structure and content. The formatting requirements have been observed, and all necessary components are included. Through the abstract, one can gain a clear and comprehensive understanding of the dissertation and its merits.

7. Critical notes, recommendations and questions

I have no significant critical remarks regarding the dissertation. However, in my opinion, the third section would benefit from an expanded analysis of the obtained results, potentially at the expense of the extensive graphical representation of those results.

A particularly positive impression is made by the presence of both sole-authored and co-authored publications. This indicates that the doctoral candidate possesses the capacity and ability to work effectively in a team while also maintaining a clear individual research focus. Given the candidate's professional background, I would recommend pursuing future publications in international scientific databases such as Web of Science and Scopus.

From the perspective of practical applicability, I would further recommend that the key findings of the dissertation be presented, in a synthesized format, to the Ministry of Tourism of the Republic of North Macedonia.

The comments and recommendations provided do not diminish the merits of the dissertation but are intended to support the candidate in their future scholarly endeavors. The dissertation fully meets the substantive and stylistic requirements for the attainment of the educational and scientific degree "Doctor."

8. Conclusion

The proposed dissertation work by PhD student Ljupco Milenkovski on the topic " Analysis and Impact of Mobile Marketing and Social Media on the Promotion of a Tourist Destination" is fully in accordance with the requirements for obtaining the educational and scientific degree "Doctor" according to the applied legislation. The dissertation work is a logically complete and structured

work with original, current and significant scientific-applied and applied contributions.

There are the necessary reasons to declare my positive assessment and I propose to the respected scientific jury to award the educational and scientific degree "DOCTOR" in professional direction 3.7. "Administration and Management", doctoral program "Organization and Management in Telecommunications and Posts" by Ljupco Milenkovski.

25.04.2025

Sofia

