



**UNIVERSITY OF ECONOMICS – VARNA
DEPARTMENT OF BUSINESS, INVESTMENT,
REAL ESTATE**



P R O G R A M M E

OF THE 36th INTERNATIONAL SCIENTIFIC
AND PRACTICAL CONFERENCE

CONSTRUCTION ENTREPRENEURSHIP AND REAL PROPERTY

ORGANIZED BY: THE DEPARTMENT OF BUSINESS, INVESTMENT, REAL ESTATE

NOVEMBER 26TH, 2021

The conference will use **Google Meet**

Link for virtual participation:

<https://meet.google.com/zkw-iqzq-mma>

09:45 - 10:00	Registration of the participants
10:00 - 10:10	Opening of the conference
10:10 - 10:30	Welcome speech of the official guests
10:30 - 11:30	<i>Plenary session</i>
11:40 - 13:30	<i>Second session</i>
14:00 - 16:00	<i>Third session</i>
16:00 - 17:00	Final discussion panel

PLENARY SESSION

Google Meet: <https://meet.google.com/zkw-iqzq-mma>

10:30 - 11:30

Moderator: Chief Assist. Prof. Ivo Kostov, PhD

1. **Prof. Yatchko Ivanov, DSc, Eng.**
Bulgarian Academy of Science, Bulgaria
CONSTRUCTION IN CONDITIONS OF PANDEMIC AND UNFAVORABLE CLIMATE CHANGES
2. **Prof. Sergey Maksimov, DSc**
Saint Petersburg State University, Russia
Assoc. Prof. Irina Bachurinskaya, DSc
Saint Petersburg State University of Economics, Russia
REDEVELOPMENT OF INDUSTRIAL TERRITORIES OF MEGAPOLIS
(ON THE EXAMPLE OF ST. PETERSBURG)
3. **Assoc. Prof. Katya Antonova, PhD**
University of Economics – Varna, Bulgaria
GREEN ACTIVITIES IN CONSTRUCTION – OPPORTUNITY FOR RENOVATION OF BUILDINGS

SECOND SESSION

Google Meet: <https://meet.google.com/zkw-iqzq-mma>

11:40 - 13:30

Moderator: Chief Assist. Prof. Ivo Kostov, PhD

1. **Prof. Marina Yudenko, DSc**
Saint Petersburg State University of Economics, Russia
Prof. Nikolay Chepachenko, DSc
Emperor Alexander I St. Petersburg State Transport University, Russia
Assoc. Prof. Dmitry Makarov, PhD
Emperor Alexander I St. Petersburg State Transport University, Russia
STRATEGIC DIRECTIONS AND ASSESSMENT OF THE ECONOMIC DEVELOPMENT POTENTIAL OF CONSTRUCTION ORGANIZATIONS

2. **Prof. Olga Kol, DSc**
Assoc. Prof. Olga Kovalevskaya, PhD
Saint Petersburg State University of Economics, Russia
THE MECHANISM FOR THE FORMATION AND IMPLEMENTATION
OF PROGRAMS FOR THE INTEGRATED DEVELOPMENT OF THE TERRITORY
OF A LARGE CITY ON THE BASIS OF A PROJECT APPROACH
3. **Prof. Stoyan Stoyanov, PhD**
University of Economics – Varna, Bulgaria
DEVELOPMENT OF PERI-URBAN AREAS IN THE BIG CITIES IN BULGARIA
(ON THE EXAMPLE OF THE CITY OF VARNA)
4. **Prof. Rosen Nikolaev, PhD**
Assoc. Prof. Tanka Milkova, PhD
University of Economics – Varna, Bulgaria
AN OPPORTUNITY FOR OPTIMAL CHOICE OF THE LOCATION
FOR INDUSTRIAL OBJECT CONSTRUCTION
5. **Assoc. Prof. Bozhidar Chaparov, PhD**
Chief Assist. Prof. Tsvetomir Manolov, PhD
University of Economics – Varna, Bulgaria
LOCAL FEE FOR DISPOSAL OF HOUSEHOLD WASTE – IS THE BUSINESS
IN BULGARIA PUNISHED?
6. **Assoc. Prof. Silvia Parusheva, PhD**
Chief Assist. Prof. Yanka Aleksandrova, PhD
University of Economics – Varna, Bulgaria
FACTORS AND DRIVING FORCES FOR DIGITALIZATION AND DIGITAL
TRANSFORMATION IN CONSTRUCTION
7. **Assoc. Prof. Silvia Parusheva, PhD**
Chief Assist. Prof. Yanka Aleksandrova, PhD
University of Economics – Varna, Bulgaria
INNOVATIONS IN THE CONSTRUCTION SECTOR THROUGH LEGISLATION
AND POLICIES FOR ITS DIGITALIZATION
8. **Assoc. Prof. Stoyan Tagarev, PhD**
University of National and World Economy, Bulgaria
Assist. Prof. Miroslav Krastev, PhD
University of Architecture, Civil Engineering and Geodesy, Bulgaria

NATURE AND PARTICULARITY OF TERRORISM OVER CULTURAL
PROPERTY

9. **Assoc. Prof. Svetlana Nikolikhina, PhD**

Assoc. Prof. Nadezhda Polovnikova, PhD

Emperor Alexander I St. Petersburg State Transport University, Russia

DIGITALIZATION OF PROCESSES OF BUYING AND SALE OF REAL ESTATE
PROPERTIES AS A KEY TO INNOVATION IN THE REAL ESTATE MARKET
IN RUSSIA

10. **Chief Assist. Prof. Anna Gospodinova, PhD**

University of Economics – Varna, Bulgaria

CLUSTERING OF SMALL MUNICIPALITIES AS A POSSIBILITY
FOR THE DEVELOPMENT OF THEIR TERRITORY

11. **Chief Assist. Prof. Sevdalina Hristova, PhD**

University of Economics – Varna, Bulgaria

DEVELOPMENT OF THE PUBLIC PROCUREMENT MARKET IN BULGARIA
FOR THE PERIOD 2016-2020

12. **Chief Assist. Prof. Milena Ivanova, PhD**

University of Economics – Varna, Bulgaria

INSTITUTIONAL, REGULATORY AND STRATEGIC FRAMEWORK
FOR PROTECTION OF THE IMMOVABLE CULTURAL HERITAGE

THIRD SESSION

Google Meet: <https://meet.google.com/zkw-iqzq-mma>

14:00 - 16:00

Moderator: Chief Assist. Prof. Sevdalina Hristova, PhD

1. **Chief Assist. Prof. Yanka Aleksandrova, PhD**

Assoc. Prof. Silvia Parusheva, PhD

University of Economics – Varna, Bulgaria

METHODOLOGY FOR DIGITAL TRANSFORMATION IN CONSTRUCTION
INDUSTRY

2. **Chief Assist. Prof. Yanka Aleksandrova, PhD**

Assoc. Prof. Silvia Parusheva, PhD

University of Economics – Varna, Bulgaria

GUIDELINES FOR THE DEVELOPMENT OF DIGITALIZATION TRAINING
IN THE FIELD OF ARCHITECTURE AND CONSTRUCTION

3. **Chief Assist. Prof. Mariya Armyanova, PhD**

University of Economics – Varna, Bulgaria

POSSIBILITIES FOR INTELLIGENT CITIES DEVELOPMENT WITH DESIGN
PATTERNS

4. **Chief Assist. Prof. Velina Yordanova, PhD**

University of Economics – Varna, Bulgaria

SOURCES OF RISK IN THE ACTIVITY OF THE CONSTRUCTION COMPANY

5. **Chief Assist. Prof. Silvia Gospodinova, PhD**

University of Economics – Varna, Bulgaria

CHALLENGES TO LABOR PRODUCTIVITY AND EMPLOYMENT
IN THE CONSTRUCTION SECTOR IN BULGARIA FOR THE PERIOD 2010-2020

6. **Chief Assist. Prof. Yana Stoencheva, PhD**

University of National and World Economy, Bulgaria

PROBLEMS OF AFFORDABILITY FOR ACQUISITION OF RESIDENTIAL
PROPERTIES IN THE CITY OF VARNA

7. **Assist. Prof. Konstantin Bobchev, PhD**

University of National and World Economy, Bulgaria

FACILITY MANAGEMENT IN THE FOOD INDUSTRY

8. **Assist. Prof. Shtelyan Kalchev, PhD**

University of National and World Economy, Bulgaria

PURCHASE, IMPROVEMENT, SALE – INVESTMENT STRATEGY
FOR INCREASING RETURN ON INVESTMENTS OF REAL ESTATE
IN BULGARIA

9. **Kristian Valchev, PhD**

Ruse Municipality, Bulgaria

CHALLENGES AND PERSPECTIVES FOR THE SOCIAL HOUSING POLICY
OF THE MUNICIPALITIES

10. **Tsvetelina Atanasova, PhD Student**

University of Economics – Varna, Bulgaria

DEVELOPMENT OF INNOVATION POTENTIAL IN THE STAGES
OF RESIDENTIAL CONSTRUCTION

11. Tsvetelina Atanasova, PhD Student

University of Economics – Varna, Bulgaria

DEVELOPMENT OF RESIDENTIAL CONSTRUCTION IN THE 10 LARGEST
CITIES IN BULGARIA

12. Aleksandar Yordanov, PhD Student

University of Economics – Varna, Bulgaria

IMPACT OF SELECTED MACROECONOMIC FACTORS ON THE REAL ESTATE
MARKET IN THE CONTEXT OF A GLOBAL PANDEMIC

13. Vladislav Valchinov, PhD Student

University of Economics – Varna, Bulgaria

DEFINITION OF ENTREPRENEUR INITIATIVE

14. Nataliia Silicheva, PhD Student

University of Economics – Varna, Bulgaria

INNOVATION AND INVESTMENT COMPONENTS OF ECONOMIC
DEVELOPMENT IN BULGARIA AND UKRAINE

15. Petar Ivanov, PhD Student

University of National and World Economy, Bulgaria

HOUSE PRICE DYNAMICS IN BULGARIA PRESENTED THROUGH JAPANESE
CANDLESTICKS AND RELATED CHARTS FOR TECHNICAL ANALYSIS