



Vth International Scientific-Practical Conference HUMAN RESOURCE MANAGEMENT 6 October 2023



Opening ceremony: 10:00, Coworking Space, floor H-4, academic Building of University of Economics – Varna

Discussion panels: 13:30, Hall 1



Conference Program

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|---------------|--|-----------------------------------|
| 09:30 – 09:50 | Participant registration
<i>online participants register via online form</i> | Coworking Space,
floor H-4 |
| 10:00 – 10:10 | Opening ceremony
YouTube Live stream on https://youtu.be/LBSxlzb90HM | Coworking Space,
floor H-4 |
| 10:10 – 10:20 | Welcome speech from the academic governance of the University of Economics - Varna | |
| 10:20 – 10:30 | Awarding students, participated in a workshop organized under project BG-175467353-2022-04/12-12-2022 "Impact of digitalization on innovative approaches in human resources management", financed by the Bulgarian Scientific Research Fund | |
| 10:30 – 12:30 | Plenary session
<i>Discussion on Generation Z - Education - Employers: Connections, Dependencies and Trends</i>
Moderators: Chief Assist. Prof. Pavlina Ivanova, PhD
Chief Assist. Prof. Velina Koleva, PhD | Coworking Space,
floor H-4
 |
| 12:30 – 13:30 | Lunch break
<i>Free time</i> | |
| 13:30 – 14:45 | DISCUSSION PANEL: INNOVATIVE APPROACHES IN HUMAN MANAGEMENT
Moderators: Assoc. Prof. Katya Antonova, PhD | Hall 1
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14:45 – 15:15 Coffee break

15:15 – 17:00 **DISCUSSION PANEL: HUMAN RESOURCES MANAGEMENT IN THE DIGITAL ERA**
Moderators: Chief Assist. Prof. Pavlina Ivanova, PhD



17:00 – 18:00 **DISCUSSION PANEL: CHALLENGES TO THE ORGANIZATION OF WORK IN THE CONDITION OF CRISIS**
Moderators: Chief Assist. Prof. Velina Koleva, PhD



18:00 – 18:30 **Presentation of "Best Report" awards for each of the conference topics.**
Final remarks



KEYNOTE SPEAKERS



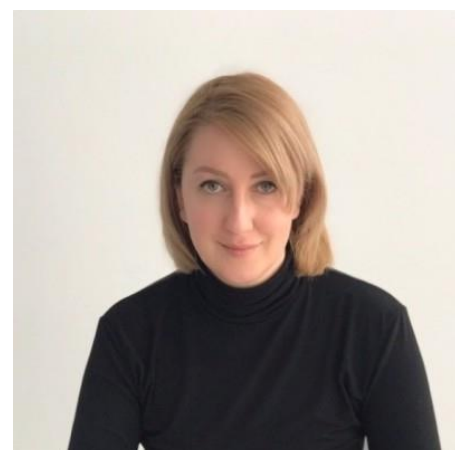
Professor Evgeni Stanimirov, PhD is rector of the University of Economics - Varna. He is a member of the management boards of the Union of Economists in Bulgaria, the Association of Specialists in Corporate Social Responsibility, Varna Digital Innovation Hub. He is a member of the Management Board of the Council of Rectors of Higher Education Institutions in Bulgaria and a member of the control committee of the Bulgarian Association for the Development of Management and Entrepreneurship. Professor of Marketing and Business Consultant. Professor Stanimirov participates in 6 editorial boards of Bulgarian and foreign scientific publications. He has over 140 publications in the field of marketing and he is the author of the books "Multidimensional Strategy for Your Business" and "White Spots in Business".

Associate Professor Stoyanka Cherkezova, PhD is the scientific secretary of the Institute for Population and Human Research (BAS) and head of the "Reproductive Processes and Population Structures" section in the "Demography" department. She is an associate professor of statistics and demography and a lecturer at the University of National and World Economy. She is the author of numerous scientific publications related to population research and socio-economic development, intergenerational inequalities, migration, rights and opportunities of people in the field of employment, education, etc. Associate Professor Cherkezova participates in a number of scientific projects, some of which she is the head of.



Associate Professor Emil Kotsev, PhD is a lecturer in the "Business Development and Innovations" department of the University of Ruse "Angel Kanchev". He is a consultant in human resource management and organizational design. He is a member of the leadership team of Rotary Bulgaria, and in 2017-2018 he was the governor of Rotary District 2482 (Bulgaria). Associate Professor Kotsev is the author of a number of publications in the field of human resource management, organizational behavior and social entrepreneurship. He is the head and coordinator of national and international scientific projects.

Krasimira Karadzova is a member of the management board of Bulgarian Management Association of People - the professional association of HR experts and managers in Bulgaria. She has over 23 years of experience in aviation, of which 16 in the field of people management. From 2009 to 2022, she held the position of Deputy. Head of the Human Resources Department for Burgas and Varna airports and Head of the Aviation Training Center. Currently, Mrs. Karadjova is the managing owner of Windrose Training Academy Ltd. – an aviation academy that applies the flexible concept and competence approach to the training process. She was certified as an instructor by the Fraport Academy Frankfurt before 2009, a neuroagility practitioner in 2020 and an EoN XR trainer in 2021 (AR and VR training). She is currently specializing as an auditor at the International Civil Aviation Organization.





Tsvetelin Nikolov is an established professional with over 6 years of experience in sales and business development of software products and companies, among which is the startup company Pleggj, of which he is a co-founder. In the last 3 years, he has been actively working both with HR professionals from the largest companies in Bulgaria and with students (GenZ) from 5+ universities in the country and several schools, helping them to navigate their careers and discover their strengths, to succeed in today's professional world. With his products and proactive activity, Tsvetelin strives to

create a bridge between business and talent.



DISCUSSION PANELS

Requirements

Participants with papers present within 3-5 minutes highlights (PowerPoint or other similar type of presentation is not required), conclusions, results of their reports. All participants have the opportunity to ask questions and discuss the topic of the field, share experience and expertise.

Participants: officials, representatives of the academic community, business, public administration, NGOs, students.

Virtual room: online participants can join in the virtual room: <https://meet.google.com/tcc-mhdu-ugb>. Microphones must be turned off. The room will be active 10 minutes before the start of the discussion panels.

PANEL: INNOVATIVE APPROACHES IN HUMAN MANAGEMENT

1. **Prof. Radu Marin, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania**

THE WINNING FORMULA FOR ORGANIZATIONAL SUCCESS: INTEGRATING TALENT MANAGEMENT AND EMPLOYER BRANDING

2. **Prof. Biljana Đorđević, PhD, University of Niš, Republic of Serbia; PhD Student Sandra Milanović, University of Niš, Republic of Serbia**

TRAINING AS A FACTOR OF CULTURAL INTELLIGENCE DEVELOPMENT – CASE STUDY

3. **Adjunct Professor Monika Różycka, PhD, University of Szczecin, Poland**

INFLUENCE OF TRUST ON THE LEADERSHIP IN IT ENTERPRISES

4. **Professor Milena Filipova, PhD, South-West University, Blagoevgrad, Bulgaria; PhD Student Daniela Tancheva, South-West University, Blagoevgrad, Bulgaria**
CHALLENGES TO THE INNOVATION ACTIVITY OF SMALL AND MEDIUM-SIZED ENTERPRISES IN BULGARIA
5. **Chief Assist. Prof. Borislava Galabova, PhD, University of Mining and Geology "St. Ivan Rilski", Bulgaria; Chief Assist. Prof. Vessela Petrova, PhD, University of Mining and Geology "St. Ivan Rilski", Bulgaria; Chief Assist. Prof. Boriana Trifonova, PhD, University of Mining and Geology "St. Ivan Rilski", Bulgaria**
GREEN JOBS IN INDUSTRY: PROSPECT AND CHALLENGES
6. **Assoc. Prof. Galina Todorova Todorova, PhD, "Georgi Benkovski" Bulgarian Air Force Academy - Dolna Mitropolia, Bulgaria**
MANAGEMENT OF AIRCRAFT CABIN STAFF
7. **Tsvetelin Nikolov, Co-founder of Pleggi**
THE HIDDEN POTENTIAL OF GEN Z IN THE NEW DIGITAL REALITY
8. **Assoc. Prof. Tatyana Kicheva, PhD, University of National and World Economy, Bulgaria**
GAMIFICATION IN THE RECRUITMENT AND SELECTION PROCESS
9. **Assoc. Prof. Svetlozar Stefanov, PhD, University of Economics – Varna, Bulgaria**
OPPORTUNITIES FOR IMPROVING THE QUALIFICATION OF UNEMPLOYED AND EMPLOYED PERSONS THROUGH THEIR PARTICIPATION IN PROGRAMS AND MEASURES ADMINISTERED BY THE MINISTRY OF LABOR AND SOCIAL POLICY AND THE EMPLOYMENT AGENCY
10. **Chief Assist. Prof. Yordan Petkov, PhD, University of Economics – Varna, Bulgaria**
FORECASTING THE NUMBER OF HUMAN RESOURCES IN THE ORGANIZATION USING MARKOV CHAINS
11. **Assoc. Prof. Stoyanka Cherkezova, PhD, Institute for Population and Human Studies, Bulgarian Academy of Sciences, Bulgaria**
TASK MANAGEMENT AND GOAL SETTING SKILLS – HOW ARE BULGARIAN STUDENTS FARING?
12. **Assoc. Prof. Katya Antonova, PhD, University of Economics – Varna, Bulgaria**
INNOVATIVE APPROACHES TO MANAGEMENT OF TRAINING AND DEVELOPMENT OF THE REPRESENTATIVES OF DIFFERENT GENERATIONS IN ORGANIZATIONS
13. **Mariia Podoprigrorina, 3rd-year bachelor degree student; Irina Ivanova, 3rd-year bachelor degree student, University of Economics – Varna, Bulgaria**
COACHING, MENTORING AND TRAINING AS METHODS FOR TRAINING AND DEVELOPMENT OF EMPLOYEES

14. *Silvia Dimitrova, Health Advocate and Wellness Coach, creator of the "StandART Health" system; Doychin Kurshovski, founder of DoychZone, performance coach*

FOUNDATIONS OF HEALTH - SMALL STEPS TO CARE EVERY DAY

PANEL: HUMAN RESOURCES MANAGEMENT IN THE DIGITAL ERA

15. *Barbara Fryc, Ph.D., Eng., University of Information Technology and Management in Rzeszow, Poland, Zofia Matusiewicz, Ph.D, University of Information Technology and Management in Rzeszow, Poland, Teresa Mroczek Ph.D., Eng., University of Information Technology and Management in Rzeszow, Poland*

INTELLIGENT APPROACH TO HUMAN RESOURCES ANALYSIS

16. *Prof. Marian Pompiliu Cristescu PhD, Lucian Blaga University of Sibiu, Romania, Dumitru Alexandru Mara, PhD Student, Lucian Blaga University of Sibiu, Romania, Lia-Cornelia Culda, PhD Student, Lucian Blaga University of Sibiu, Romania, Raluca Andreea Nerişanu, PhD, Lucian Blaga University of Sibiu, Romania*

OPEN-SOURCE TOOLS FOR HR SENTIMENT ANALYSIS

17. *Robert Janczewski, PhD, Ignacy Mościcki University of Applied Sciences in Ciechanów, Poland; Katarzyna Szymańska, PhD, Ignacy Mościcki University of Applied Sciences in Ciechanów, Poland*

ECONOMIC DETERMINANTS OF THE ECONOMY AND ENTERPRISE IN THE CONDITIONS OF DIGITAL TRANSFORMATION

18. *Chief Assist. Prof. Yana Gancheva, PhD, Nikola Vaptsarov Naval Academy, Bulgaria; Assoc. Prof. Kamelia Narleva, PhD, Nikola Vaptsarov Naval Academy, Bulgaria; Assoc. Prof. Yuliyana Narlev, PhD, University of Economics – Varna, Bulgaria*

THE ROLE OF NEW SKILLS AND MARITIME EDUCATION IN THE DIGITISATION PROCESS

19. *Acad. Yatchko Ivanov, Prof., DSc, Eng., European Polytechnic University*

NEW REQUIREMENTS FOR THE TRAINING OF SPECIALISTS WITH HIGHER EDUCATION FOR THE WORK IN THE CONDITIONS OF DIGITAL TRANSFORMATION

20. *Chief Assist. Prof. Penyo Georgiev, PhD, Paisii Hilendarski University of Plovdiv, Bulgaria*

LIFE CYCLE OF A WEB-BASED PLATFORM FOR CREATING PRACTICAL TASKS FOR STUDENTS FROM REAL BUSINESS CASES

21. *Margarita Petrova; Chief Assist. Prof. Penyo Georgiev, PhD, Paisii Hilendarski University of Plovdiv, Bulgaria*

BUSINESS PROCESSES AMONG PARTICIPANTS IN A LABORATORY FOR DIGITAL MANAGEMENT IN BUSINESS

22. *Ralitsa Dimitrova, PhD, University of National and World Economy, Bulgaria*

INNOVATIVE STRATEGIES HUMAN RESOURCES MANAGEMENT TO OVERCOME THE CHALLENGES IN THE GAMING AND LIVE CASINO INDUSTRY

- 23. Assoc. Prof. Maria Ivanova, PhD, New Bulgarian University, Bulgaria**
IMPACT OF DIGITAL TECHNOLOGIES AND INNOVATIVE APPROACHES TO TALENT SELECTION ON THE SUSTAINABLE DEVELOPMENT OF ORGANIZATIONS
- 24. Chief Assist. Prof. Miglena Stoyanova, PhD, University of Economics – Varna, Bulgaria**
DATA ANALYSIS TO IMPROVE EMPLOYEE PRODUCTIVITY AND ENGAGEMENT
- 25. Prof. Silvia Parusheva PhD, University of Economics – Varna, Bulgaria; Diana Marinova, Human Resources Business Partner, myPOS Technologies EAD, Bulgaria**
IMPACT OF APPLICANT TRACKING SYSTEMS ON THE DIGITALIZATION OF COMPANY PROCESSES
- 26. Assoc. Prof. Gergana Slavova PhD, University of Economics – Varna, Bulgaria**
OPPORTUNITIES AND THREATS FROM THE EMERGENCE OF ARTIFICIAL INTELLIGENCE IN THE FIELD OF SELECTION, MANAGEMENT AND MOTIVATION OF HUMAN RESOURCES IN THE DIGITAL ERA
- 27. Assoc. Prof. Kiril Radev, PhD, New Bulgarian University, Bulgaria**
EMPATHY - A TOOL FOR SUCCESSFUL MANAGEMENT OF HUMAN RESOURCES IN THE DIGITAL AGE
- 28. PhD Student Dean Vasilev, University of Economics – Varna, Bulgaria**
TECHNOLOGICAL SOLUTIONS FOR HUMAN RESOURCE MANAGEMENT AND LABOR REPORTING
- 29. PhD Student Mariyana Bankova, Trakia University – Stara Zagora, Bulgaria**
IMPACT OF LANGUAGE COMPETENCE ON PROFESSIONAL COMPETENCE AND DIGITAL COMPETENCE IN STUDENTS
- 30. Assoc. Prof. Maria Ivanova, PhD, New Bulgarian University, Bulgaria**
IMPACT OF DIGITAL TECHNOLOGIES AND INNOVATIVE APPROACHES TO TALENT SELECTION ON THE SUSTAINABLE DEVELOPMENT OF ORGANIZATIONS
- 31. PhD Student Neli Dimitrova, University of Economics – Varna, Bulgaria**
THE IMPACT OF INFORMATION TECHNOLOGY AND ARTIFICIAL INTELLIGENCE ON HUMAN RESOURCE MANAGEMENT
- 32. Chief Assist. Prof. Pavlina Ivanova, University of Economics – Varna, Bulgaria**
DIGITAL ASPECTS OF LABOR RELATIONS
- 33. Chief Assist. Prof. Radka Nacheva, PhD, University of Economics – Varna, Bulgaria**
ACCESS TO THE WORKPLACE FOR DISABLED EMPLOYEES IN THE DIGITALIZATION ERA

PANEL: CHALLENGES TO THE ORGANIZATION OF WORK IN THE CONDITION OF CRISIS

- 34. Assoc. Prof. Dobrin Dobrev, PhD, University of Economics – Varna, Bulgaria**
LEADERSHIP "IN EUROPEAN"
- 35. Assoc. Prof. Daniela Georgieva, University of Economics – Varna, Bulgaria**
HUMAN RESOURCES AND FINANCIAL REPORTING - VALUING THE INVALUABLE
- 36. Chief Assist. Prof. Bozhana Stoycheva, PhD, University of Ruse “Angel Kanchev”, Ruse, Bulgaria**
CHANGES IN TECHNOLOGICAL DOCUMENTS AS A RESULT OF NEW REQUIREMENTS FOR HUMAN RESOURCES
- 37. Chief Assist. Prof. Elitza Hristova, PhD, Paisii Hilendarski University of Plovdiv, Bulgaria; Ivaylo Chervenkov, Paisii Hilendarski University of Plovdiv, Bulgaria**
MANAGEMENT STYLE EFFECTIVENESS OF HUMAN RESOURCES MANAGEMENT IN THE (BUSINESS) ORGANIZATION
- 38. Chief Assist. Prof. Damyan Kirechev, University of Economics – Varna, Bulgaria**
STUDY OF LABOR COSTS IN SPECIALIZED AGRICULTURAL FARMS IN BULGARIA
- 39. Chief Assist. Prof. Stefan Kalpachev, PhD, University of economics – Varna, Bulgaria**
CONTEXTUAL ACTION THEORY FOR CAREER DEVELOPMENT
- 40. Chief Assist. Prof. Milena Ivanova, PhD, University of Economics – Varna, Bulgaria**
PHYSICIAN BURNOUT – REASONS AND CONSEQUENCES
- 41. PhD Student Desislava Pavlova, University of Economics – Varna, Bulgaria**
EMPLOYEES COMMUNICATION STRATEGIES DURING ORGANIZATIONAL CRISIS