International Conference
“Information Technologies in Business and Education”

SCHEDULE

Varna
17 October 2014
17 October 2014

8:30-9:30  Registration – lobby in front of room 122
9:30-11:00 Conference Opening – room 122
11:00-11:30 Coffee Break
11:30-13:00 Plenary Session – room 122
13:00-14:00 Lunch Break
14:00-18:00 Parallel Sections Sessions
19:00  Cocktail for participants and guests of the conference
       Restaurant Panorama – Black Sea Hotel

PLENARY SESSION
Room 122 (11:30 – 13:00)
Moderator: Assoc. Prof. Vladimir Sulov, PhD
Secretary: Chief Assist. Prof. Olga Marinova, PhD

Exploiting Artificial Intelligence Technology in Education and Learning
Professor Abdel-Badeeh M. Salem, Dr. of Computer Science

Computer Systems in Web Propaganda and Fight against it
Professor Valentin Kisimov, Dr. of Economic Science

Contactless Payments – a Promising Technology for the Use of Bank Cards
Professor Krasimir Shishmanov, PhD
SECTION I. INFORMATION TECHNOLOGIES IN BUSINESS

Room 446 (14:00 h.)
Moderator: Assoc. Prof. Silviya Parusheva, PhD
Secretary: Assist. Prof. Bonimir Penchev

ERP Systems - Risks
Professor Emil Denchev, PhD

Opportunities, Risks and Perspectives for the Development of Mobile Commerce
Professor Violeta Kraeva, PhD, Assoc. Prof. Petya Emilova, PhD

Department of "Systems Analysis and Decision-making": 20 Years of Study and Research
Professor Nikonov, O.I., Dr. of Physics and Mathematics

Portfolio Analysis of Economic Decisions in Enterprises
Professor Medvedev, M.A, PhD, Medvedeva, M.A., PhD, Professor Nikonov, O.I., Dr. of Physics and Mathematics

Information Management in Banks - Prevention of Money Laundering
Mariya Barakova, Senior Consultant, Adastra Bulgaria

The Methodology of Implementing the ERP System in a Municipal Enterprise
Assoc. Prof. Malgorzata Nycz, Assist. Prof. Zdzisław Półkowski, PhD

The Modern ICT Solutions in the Fully Integrated Hybrid Information System in the Municipal Services Enterprise
Assoc. Prof. Malgorzata Nycz, Assist. Prof. Zdzisław Półkowski, PhD

Banks and Modern Relations with Their Customers through Social Media
Assoc. Prof. Silviya Parusheva, PhD

411 Marketing – Presentation
Vanya Kirilova, Silviya Nikolova

Structural and Content Features of Work Incentives with Professionals from the IT Sector
Chief Assist. Prof. Velina Koleva

Priority Distribution Channels of Mobile Banking
Assist. Prof. Bonimir Penchev
Wireless Technologies Applicable to Mobile Devices Working with Sales Management Systems - a Comparative Analysis
PhD Student Dilyana Dimitrova

Room 312 (14:00 h.)
Moderator: Chief Assist. Prof. Ivan Kuyumdzhiev, PhD
Secretary: PhD Student Denitsa Filcheva

The Approach of the Critical Success Factors in the Implementation of ERP Systems
Chief Assist. Prof. Nataliya Futekova, PhD

Value-based Pricing Software: Key Characteristics and Trends
Chief Assist. Prof. Ivan Kuyumdzhiev, PhD

Self Serviced Business Intelligence Systems – Application and Limitations of the Analytical CRM Systems
Chief Assist. Prof. Yanka Aleksandrova

Application of e-CRM to Improve Customer Relationships in E-commerce
Assist. Prof. Bozhana Ivanova

Improving Information Provision of Malls
Assist. Prof. Anna Timofeeva

Electronic Information Tools for Marketing of the Bulgarian Tourist Product
Assist. Prof. Viktoria Evtimova

BI Application for KPI Monitoring in Natural Gas Sector
PhD Student Ivan Andonov

Problems in ERP Systems Implementation and Guidelines for Their Solving
PhD Student Denitsa Filcheva

Comparative Analysis of Tasks Management Systems
PhD Student Yordan Enev, Petya Dimitrova

The Role of Corporate Social Networks in Building the Model Corporation 2.0
PhD Student Veselin Georgiev
SECTION II. INFORMATION TECHNOLOGIES IN EDUCATION

Room 116 (14:00 h.)
Moderator: Assoc.Prof. Nadezhda Filipova, PhD
Secretary: Assist. Prof. Miglena Stoyanova

Principles of Application of Business Intelligent Systems for the Purposes of Education
Chief Assist. Prof. Dorina Kabakchieva, PhD, Professor Kameliya Stefanova, PhD

User Accounts Management Approach in the System IS-SDE
Assoc. Prof. Nadezhda Filipova, PhD, Assoc. Prof. Filcho Filipov, PhD

Opportunities to Assess the Knowledge and Skills of the Students through the Use of Information Technology
Assoc. Prof. Svetlozar Stefanov, PhD

Features of Applications for Testing in Training of IT Professionals
Zarema Gasanova

Multimedia Learning Environment with Software Simulations to Create Interactive Learning Products
Chief Assist. Prof. Svetozar Tsankov, PhD

Web-based System for Survey and Processing of Survey Data for the Purposes of Education
Chief Assist. Prof. Viktoria Rashkova, PhD

Problems in Implementing the ERP Systems in the University Learning Process
Chief Assist. Prof. Nataliya Futekova, PhD

Navigation System in the Building of the UNWE
Assist. Prof. Mariya Marzovanova, PhD

Perspectives in the Use of Mobile Technologies and Devices in Education
Assist. Prof. Kremena Marinova, PhD

Innovations in MS ACCESS 2010 and Education in Databases
Chief Assist. Prof. Velichko Yankov
Hybrid Form of Education in IT-oriented University Programs
Chief Assist. Prof. Michael Radev

E-Learning in the Cloud
Assist. Prof. Miglena Stoyanova

Information Systems of the University Libraries in Bulgaria Offering Online Access
PhD Student Stefka Dobreva

Security Problems in Modern E-learning Systems
PhD Student Teodor Tachev, PhD Student Iskren Tairov

Principles in Developing Online Education Platform in the Cloud
Ivan St. Ivanov

SECTION III. TECHNOLOGICAL SOLUTIONS AND INNOVATIONS

Room 52 (14:00 h.)
Moderator Assoc.Prof. Todorka Atanasova, PhD
Secretary Assist. Prof. Maria Armianova

Big Data - a Challenge to Content Management Systems
Assoc. Prof. Vesselin Popov, PhD

Social Networks Steganogram Transmission Methods
Assoc. Prof. Vladimir Galyaev, PhD

Building a File Archive with FTP Server in the Cloud Environment
Assoc. Prof. Vanya Lazarova, PhD

Data Mining agents
Assoc. Prof. Todorka Atanasova, PhD

Evolution of the Approaches for Real Time Web Development
Assoc. Prof. Pavel Petrov, PhD

Analysis and Evaluation of the Software Architecture
Camellia Shoylekova, Assoc.Prof. Catalina Grigorova, PhD

Application of the Mathematical Apparatus in the Development of Algorithms
Assoc. Prof. Rosen Nikolaev, PhD, Assist. Prof. Nevena Gospodinova
Solving Multistep Tasks for resources allocation in MS Excel
Assoc. Prof. Tanka Milkova, PhD, Chief Assist. Prof. Velina Yordanova, PhD

Possibility of Reducing the Amount of Memory Required for Data Processing Using the Method of Least Squares
Chief Assist. Prof. Dean G. Mihailov, PhD, Radoslav D. Mihaylov

Interval Calculations Bayesian Logical Conclusion
Chief Assist. Prof. Ilko Velikov

Design Templates Providing the Security of Software Applications
Assist. Prof. Maria Armyanova

Document Databases and Their Use in the Development of Modern Web Applications Based on ASP.NET MVC
PhD Student Iliya Nedyalkov

Problems in the Integration of Systems for Managing Business Processes - the Technological Aspect
Ivan Belev

Analysis of the Mechanisms for the Integration of Systems for Managing Business Processes
Ivan Belev

Room 60 (14:00 h.)
Moderator: Assoc. Prof. Yulian Vasilev, PhD
Secretary: Assist. Prof. Radka Nacheva

Protection Systems against Hacker Attacks
Assoc. Prof. Yulian Vasilev, PhD

Similarity Analysis of Data from Internet Sources
Assoc. Prof. Snezhana Sulova, PhD

Methods for Database Performance Administration
Assist. Prof. Veska Mihova, Assoc.Prof. Alexandrina Murdjeva, PhD

Dynamic Administration of Database Performance
Assoc. Prof. Alexandrina Murdjeva, PhD, Assist. Prof. Veska Mihova

Statistics Usage Opportunities in Microsoft SQL Server 2012 for the Analysis of the Queries Performance
Chief Assist. Prof. Mitko Radoev
Conceptual Architecture of a System for Determining the Heterogeneities in the Integration of Data Extracts
Assist. Prof. Geno Stefanov

Degrees of Heterogeneity in the Integration of Data Extracts
Assist. Prof. Geno Stefanov

Mind Maps as a Tool Supporting the Audit of the Usability of Software Products
Assist. Prof. Radka Natcheva

Cloud Services and IT Disasters Recovery
Assist. Prof. Assen Bozhikov

Event Approach in Building Information Systems
Damyan Ivanov

Security Issues in Cloud Infrastructure
PhD Student Boycho Boychev, PhD Student Iskren Tairov

PRESENTATION OF RESEARCH PROJECTS
Room 60 (17:00 h.)

Project BG051PO001-3.1.07-0019
New Knowledge and Skills for the Successful Professional Development of the Students graduated at SA "D. A. Tzenov"- Svishtov
The project is implemented with the financial support of the Operational Programme "Human Resource Development", co-financed by the European Social Fund of the European Union

Building Infrastructure for Platform Research Supporting Teamwork in Software Development
Funded by the state subsidy for research activity of SA "D.A.Tsenov" - Svishtov, under regulation 9 of 08.08.2003

PROJECT BG051PO001-3.1.08-0031
Develop and implement a system of key indicators and process-based management in the UNWE
The project is funded by the Operational Programme "Human Resources Development" 2007-2013, co-financed by the European Social Funds