

45 Years
Department of Informatics
University of Economics - Varna

International Conference
“Information Technologies in Business and Education”

S C H E D U L E



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 Pólkowski, PhD

The Modern ICT Solutions in the Fully Integrated Hybrid Information System in the Municipal Services Enterprise

Assoc. Prof. Malgorzata Nycz, Assist. Prof. Zdzisław Pólkowski, 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 Kuyumdzhev, 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 Kuyumdzhev, 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

Software Solutions for a Regional Control of the Vehicles Speed

PhD Student Boyan Karakolev

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

Damyán 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