Submission & registration instructions:

All papers will be included and published in a special issue of the *anniversary conference* with ISSN (indexed in RePec and Google Scholar).

Please note that, in line with the publication rules of the UE-Varna Marketing Conference, **the papers are expected to be no longer than 8 pages and can be written in English, Russian or Bulgarian language**. Authors assume responsibility for the contents and quality of the submitted papers. Participating PhD students need to present written review by habilitated person (persons with higher academic rank).

Requirements regarding the structure of the manuscript[1]:

- **Title** – clearly and precisely stated, relatively short. Titles must be written in Bulgarian/Russian and English (for papers submitted in Bulgarian and Russian) and in English only for papers submitted in English.
- **Abstract** – max. 250 words. The abstract must resemble a summary and include the objectives of the research, the methodology and the results. The abstract must be written in Bulgarian/Russian and English (for papers submitted in Bulgarian and Russian) and in English only for papers submitted in English.
- **Key words** – 3 to 5 keywords which describe precisely and sufficiently the topic of the manuscript. The Keywords must be written in Bulgarian/Russian and English (for papers submitted in Bulgarian and Russian) and in English only for papers submitted in English.
- **JEL Classification (https://ideas.repec.org/j/).**
- **Introduction** - it should state the objectives of the research and the relevance of the scientific problem; it should review the current state of knowledge; it should also give the theoretical framework of the research, outline to research questions and hypotheses.
- **Methodology and data** – presents the methods used and include references to justify their choice.
- **Results and findings (conclusions) –** presents the results of the study and their interpretation, including conclusions and findings supported by evidence
- **Bibliographic sources (references)** – exhaustive citation of all sources in APA 6 style.

Formatting:

The papers submitted for publishing must meet the following technical requirements:

1. Manuscripts typed in Word for Windows, font - Times New Roman, font size – 12 pt, line spacing – 1.5 lines.
2. Size of tables and charts – not larger than A4. The numeration of tables and charts should be consecutive in the wording of the paper. The use of color charts, graphs and pictures are not permitted. All tables, figures, charts and images should be editable.
3. Margins in cm (top – 2.5, bottom – 2.5, left – 2.5, right – 2.5.).
4. The title should be typed in caps, without abbreviations (font - Times New Roman, font size - 14 pt, line spacing - 1.5 lines, Bold – Center). The title must be written in Bulgarian/Russian and English (for papers submitted in Bulgarian and Russian) and in English only for papers submitted in English.

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[1]The structure of the article may vary according to its type: review paper, empirical research paper, etc.

5. After the title articles must include an abstract (max. 250 words) and 3 to 5 keywords. The abstract and the keywords should be written in Bulgarian and English (for articles in Bulgarian) and only in English for the articles submitted in English.
6. Layout of the abstract and the keywords: volume of annotation - up to 250 words, Font: Times New Roman; Size: 12, Font style: Italic, Alignment: Justified, spacing Single, First line: 1 cm. The keywords follow after one blank line, Font: Times New Roman; Size: 12, Font style: Italic, Alignment: Justified, First line: 1 cm.
7. Listing the used sources and citations is done in compliance with the APA 6 style. Footnotes are not recommended, except when inevitable. If so-called "notes" need to be used, they should be indexed with Arabic numerals and explained at the end of the article, before the references.

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