



PROGRAM
of the 5th jubilee scientific conference
"Remarketing the Reality"

17 June 2022

08:30 – 09:00	Registration of the participants	
09:00 – 09:30	Commencement ceremony and congratulatory address devoted to the 25th anniversary of the creation of the "Marketing" department	Hall 1
09:30 – 10:30	Plenary session Link for online participation: https://meet.google.com/jcc-uuiip-pzx Moderator: Assoc. Prof. Vladimir Zhechev PhD	Hall 1
	First Plenary report: Prof. Evgeni Stanimirov PhD - Rector of UE - Varna ➤ <i>Redesign of the companies' business model</i>	
	Second Plenary report: Prof. D.Sc. Simeon Zhelev - Dean of the Faculty of Management and Administration - UNWE, Sofia ➤ <i>On the two paradigms in marketing: the exclusivity paradigm and the sufficiency paradigm</i>	
	Third Plenary report: Assoc. Prof. Ivan Marchevski PhD - Head of Marketing Department D.A. Tsenov Academy of Economics, Svishtov ➤ <i>Modern marketing - a look "inside"</i>	
10:30 – 11:00	Plenary session - discussion panel	
11:00 – 11:15	Coffe break	
11:15 – 13:00	Scientific section discussions	
13:00 – 14:00	Lunch	
14:00 – 16:00	Scientific section discussions	
16:00 – 16:15	Coffe break	
16:15 – 18:00	Scientific section discussions	
19:00	Cocktail at the restaurant «Sea Casino Varna»	

18 June 2022

09:30	Meeting in the university yard - collective morning coffee	
10:00 – 10:45	Coffee at Staria Chinar (Old Plane Tree) VIP hall, 2nd floor	
11:00 – 13:00	Visit to the Regional History Museum The oldest gold in the world	

Section sittings - 17 June 2022

Section I: B2B, B2C, and B2G Remarketing

Hall 220

Link for online participation: <https://meet.google.com/dbk-mebz-azf>

Moderators: Assoc. Prof. Penka Goranova, PhD / Assoc. Prof. Atanas Luizov, PhD

secretary: Bozhidar Panayotov, PhD student / Assist. Prof. Plamen Yankov

11:15 – 13:00				
1	Marketing as a leadership in knowledge	Chief Assist. Prof. Dimitar Trendafilov, PhD	NBU	offline
2	Retargeting of ecologically-orientated customers through incremental modelling	Assoc. Prof. Todor Krastevich, PhD	D.A. Tsenov Academy of Economics, Svishtov	online
3	Reorganization of direct marketing forms of application	Assoc. Prof. Penka Goranova, PhD	D.A. Tsenov Academy of Economics, Svishtov	offline
4	Activating brand sales? Or building a long-term value?	Prof. Galina Mladenova, PhD	UNWE	online
5	Behavioral economics and its application in marketing communications	Assoc. Prof. Atanas Luizov, PhD	BFU	offline
6	Digital Marketing Strategies for B2B eCommerce	Chief Assist. Prof. Miroslava Boneva, PhD Milen Yankulov	"Angel Kanchev" University of Ruse "Ontotext"	online
7	Digital Marketing in Dance Art Schools - Initial Evaluation	Assist. Prof. Hristina Georgieva	UE - Varna	offline
8	Digital marketing - a successful brand management tool in times of crisis	Chief Assist. Prof. Teodora Obretenova, PhD	UCTM, Sofia	online
14:00 – 16:00				
9	Efficiency of the various instruments in the gamification approach, for establishing lasting loyalty and commitment of clients to the company and brand	Apostol Mushmov, PhD student Prof. Ivan Boevski, PhD	NBU	offline
10	Empathy as a factor for the development of shared value propositions in VUCA environment	Chief Assist. Prof. Monika Mihaylova, PhD	UE - Varna	offline
11	The relationship between customer loyalty and NPS: myth or reality	Assist. Prof. Krista Neykova	D.A. Tsenov Academy of Economics, Svishtov	online
12	(Im)possible remarketing of capital	Chief Assist. Prof. Krasimira Naydenova, PhD	UE - Varna	offline
13	The new "tone" of communication of brands in the banking sector	Tsvetelina Dimitrova, PhD student	UE - Varna	offline

14	Well-known brands. Remarketing as a tool to prove them	Chief Assist. Prof. Mihaela Mihaylova, PhD	UNWE	online
15	Challenges of product positioning	Simona Ivanova, PhD student	UNWE	online
16	Methodology for measuring the corporate identity of an university	Assoc. Prof. Sivena Dencheva Yordanova, PhD	VUM	offline
17	Remarketing of the Bulgarian communication practice in the field of tourism	Prof. Svetla Rakadzhyska, PhD	UE - Varna	offline
18	Segmentation of bulgarian beekeeping markets on a loyalty basis	Assoc. Prof. Lyubomir Lyubenov, PhD	"Angel Kanchev" University of Ruse	online
19	Price sensitivity in the context of modern partnerships with customers	Assoc. Prof. Yordan Ivanov	UE - Varna	offline
16:15 – 18:00				
20	Methodological guidelines for studying the internationalization of Bulgarian wine producers in Asia	Assoc. Prof. Vladimir Zhechev, PhD Andrey Minchev, PhD student	UE - Varna	online
21	Application of statistical methods in analysing the efficiency of internet advertising	Petya Nacheva-Georgieva, PhD student	UE - Varna	offline
22	The role of the digital marketplace in the development of new products in retailing	Elina Reycheva, PhD student	UE - Varna	online
23	The advertising message - a factor in determining the level of quality in the recruitment and selection of human resources	Vasil Georgiev, PhD student	UE - Varna	online
24	A study of the market positions of the leading banks in Bulgaria	Hristo Rafailov, PhD student	UE - Varna	online
25	Comparative analysis of the IMC of Arsenal and Manchester United football clubs and a pilot model for the Bulgarian team Spartak Varna	Assist. Prof. Bozhidar Panayotov	UE - Varna	offline
26	Preliminary tests of advertising content	Chief Assist. Prof. Svilen Ivanov, PhD	UE - Varna	offline
27	Analysis of consumer comments in the sector of urban tourism for the city of Varna	Assist. Prof. Plamen Yankov	UE - Varna	offline
28	Corporate identity elements in the digital representation of Bulgarian SME's	Chief Assist. Prof. Plamena Palamarova, PhD	UE - Varna	offline
29	Unhappy customers on focus – a case of negative online customer review management	Chief Assist. Prof. Vanya Krалеva, PhD	UE - Varna	offline

Section II: Societal Remarketing

Hall 1

Link for online participation: <https://meet.google.com/gun-ykmk-zpr>

Moderators: Assoc. Prof. Velina Kazandzhieva, PhD / Assoc. Prof. Nadejda Dimova, PhD

secretary: Assist. Prof. Selvet Niyazieva / Ivelina Ivanova-Kadiri, PhD student

11:15 – 13:00				
1	New Tendencies in Marketing Concept and the Role and Relevance of Marketing Communication in It	Assoc. Prof. Rasa Poceviene	Siauliai State University of Applied Sciences, Lithuania	online
2	AI2AI marketing	Prof. Stanislav Ivanov, PhD	VUM, Bulgaria	online
3	Genetic Marketing: (r)evolution in consumer segmentation	Ivelina Ivanova-Kadiri, PhD Student	UE – Varna, Bulgaria	offline
4	Accelerating Consumer Adoption of Augmented Reality Technologies as a Result of the Covid Crisis	Chief Assist. Prof. Christian Jelev, PhD Assoc. Prof. Elena Kostadinova, PhD Assoc. Prof. Alexander Hristov, PhD Evelina Angelova Lora Tzvetkova	UNWE, Bulgaria	online
5	How can Consumers identify Circular Fashion? A systematic Literature Review	Luisa Döffinger Melina Gmeiner Lara Wilde prof. dr. Daniel Michelis	Hochschule Anhalt University of Applied Sciences, Germany	offline
6	Marketing research in higher education institutions: an example of an experiment at “Dubna” State University.	Prof. D.Sc. Jan Shokin Assist. Prof. Elena Konstantinova	“Dubna” State University, Russia	online
7	State regulation of Mexico work force immigration	Elizaveta Glushakova Assoc. Prof. Sazhida Safina, PhD	Saint Petersburg State University of Economics, Russia	online
8	The function of media in visual communication	Assist. Prof. Mark Janura	AUE-FON American University of Europe, Macedonia	offline
9	Remarketing in Google and social media to attract customers in a crisis	Olga Gurtova	GlobalExportConsulting	offline
14:00 – 16:00				
10	Remarketing. A strategic construct for civilizational sustainability	Prof. Julia Uzunova, PhD	UE - Varna	offline
11	New realities: which of them does marketing miss?	Prof. Boyan Durankev, PhD	VUZF	online
12	Remarketing of reality by restructuring the social capital	Assoc. Prof. Mariya Petrova, PhD	VFU “Ch. Hrabar”	offline
13	Importance of values on the successful marketing of the organization	Chief Assist. Prof. Silviya Hristova, PhD	UCTM, Sofia	online

14	Specifics of marketing ethics in online sales	Assoc. Prof. Nadejda Dimova, PhD	NBU	offline
15	Remarketing for the benefit of society	Mag. Boyan Dimitrov	Fantastic Services Ltd.	offline
16	Branding Varna as a festival city - digital perspectives	Lyubomir Kutin, PhD	Art Dialogue Ltd.	offline
17	Technological innovations in favor of sustainable tourism	Assoc. Prof. Velina Kazandzhieva, PhD	UE - Varna	offline
18	Strategies for restarting entrepreneurial activity	Assoc. Prof. Tsanko Stefanov, PhD	University of Veliko Tarnovo	online
16:15 – 18:00				
19	Electric cars - a dream or reality for the bulgarian consumers	Assoc. Prof. Hristina Mihaleva, PhD Svetla Atanasova, PhD student	University "Prof. D-r Asen Zlatarov", Burgas	offline
20	The "green wave" in the marketing concepts	Chief Assist. Prof. Daniela Ilieva, PhD	"Angel Kanchev" University of Ruse	offline
21	Ad message control issues	Chief Assist. Prof. Plamena Nedyalkova, PhD	UE - Varna	online
22	Employees as customers - a socially responsible marketing approach to attracting talents	Irina Krumova, PhD student Assoc. Prof. Hristina Mihaleva, PhD	University "Prof. D-r Asen Zlatarov", Burgas	offline
23	The awakening on consumers and the change in their behavior	Venelina Atanasova, PhD student	UNWE	online
24	Opportunities to achieve competitive advantage through "green marketing"	Assoc. Prof. Georgi Kondev, PhD	UCTM. Sofia	online
25	Green marketing as a socially responsible strategy of the organization	Chief Assist. Prof. Teodora Obretenova, PhD	UCTM. Sofia	online
26	Guidelines for measuring the happiness of students in Marketing at the University of Economics - Varna	Assist. Prof. Selvet Niyazieva Chief Assist. Prof. Svilen Ivanov, PhD	UE - Varna	offline
27	Reconceptualization of the marketing mix as a tool for creating value for consumers	Chief Assist. Prof. Mariya Georgieva, PhD	UE - Varna	offline
28	The infrastructure as an indicator for sustainable consumption in the Municipality of Varna: policy, program and practice	Chief Assist. Prof. Boryana Serbezova, PhD Assist. Prof. Yordan Nedev, PhD	UE - Varna	offline
29	Regulation and practices regarding separate waste collection	Assoc. Prof. Mariya Kehayova-Stoycheva, PhD Assist. Prof. Yordan Nedev, PhD	UE - Varna	offline

Section III: Marketing Transformations

Hall 221

Link for online participation: <https://meet.google.com/sbz-imqs-qqs>

Moderators: Prof. Lina Anastassova, PhD / Assoc. Prof. Violeta Dimitrova, PhD

secretary: Yordan Nedev, PhD / Assist. Prof. Teodora Daneva

11:15 – 13:00

1	New realities in marketing - effects of the pandemic	Prof. Lina Anastassova, PhD	BFU	offline
2	Modern projections of repeat purchases in marketing	Assoc. Prof. Alexander Hristov, PhD	UNWE	online
3	Problems before managing and promoting the brand in crisis situations	Assoc. Prof. Nadya Marinova, PhD Kameliya Karadoqeva, PhD student	NBU	online
4	A holistic approach to employer branding	Assoc. Prof. Evelina Hristova, PhD	NBU	online
5	The risks in international trade and the transformation of global markets	Assoc. Prof. Irena Nikolova, PhD	NBU	online
6	Consumption Ecosystem for Educational Services: An Authorized Student Experience in and out of the Learning Process	Assoc. Prof. Vanya Slancheva, PhD	MT&M College, Sofia	online
7	Research of the market of digital educational products for children in Bulgaria	Assist. Prof. Teodora Daneva	UE - Varna	offline
8	Retail Marketing Transformation and Cross-Functional Integration	Assoc. Prof. Violeta Dimitrova, PhD	UE - Varna	offline

14:00 – 16:00

9	Space advertising invasion - for or against?	Chief Assist. Prof. Boycho Boychev, PhD	University of Veliko Tarnovo	online
10	Omnichannel marketing - realities and challenges	Chief Assist. Prof. Violeta Peteva, PhD	UE - Varna	offline
11	Role of artificial intelligence in distribution	Assoc. Prof. Vanya Grigorova, PhD	D.A. Tsenov Academy of Economics, Svishtov	online
12	Marketing transformations in packaging	Chief assist. prof. Velichka Marinova, PhD	UE - Varna	online
13	Digital price transformations on B2B markets	Assist. Prof. Bilyana Ivanova	UE - Varna	offline
14	Use of dialogic principles and semantic annotations in digital marketing communications on the Web	Teodora Petkova, PhD	Sofia University "St. Kliment Ohridski"	online

15	Digital marketing and search engine optimization in the context of the development of social networks	Victoriya Lozeva, PhD student	UNWE	online
16	New marketing approaches for the restaurant business	Assist. Prof. Ayten Saydova-Georgieva	UE - Varna	offline
17	Ethical aspects in marketing communications in a digital environment	Chief Assist. Prof. Stefaniya Temelkova, PhD	NBU	online
18	An analysis of cryptocurrency adoption and its challenges for bulgarian business	Assoc. Prof. Teofana Dimitrova-Staneva, PhD Assist. Prof. Kiril Desev, PhD	"Paisii Hilendarski" University of Plovdiv	online
16:15 – 18:00				
19	Changes in corporate marketing strategies caused by the COVID-19 Pandemic	Kalina Kyurkchijska, PhD student	UNWE	online
20	Global marketing turbulence in the automotive industry /example of Stellantis/	Chief Assist. Prof. Hristo Georgiev, PhD Mariyana Stoyanova	University "Prof. D-r Asen Zlatarov", Burgas Burgas Auto PLC	offline
21	Functional economy - from consumer to consumer society	Daniela Penkova, PhD student	UE - Varna	online
22	Total quality management in modern marketing - transformation management	Assoc. Prof. Kiril Radev, PhD	NBU	online
23	Gambling marketing: legal-ethical norms vs. Financial and economic interests	Christian Ivanov, PhD student	VUZF	online
24	The potential of platform business models for internationalization of small and medium business	Assoc. Prof. Dragomir Iliev, PhD	D.A. Tsenov Academy of Economics, Svishtov	offline
25	Global markets - the new challenge	Chief Assist. Prof. Vanya Hadzhieva, PhD	NBU	online
26	Controlling in marketing	Chief Assist. Prof. Plamen Iliev, PhD	NBU	online
27	Some mathematical reasons about efficiency in e-marketing	Assoc. Prof. Radan Miryanov PhD	UE - Varna	online
28	Marketing challenges and the role of empathy in the web 3.0 era	Chief Assist. Prof. Irina Kostadinova, PhD Ana Todorova, PhD student	"Angel Kanchev" University of Ruse	online
29	Opportunities for marketing management of the tourist destination in the context of modern ways of mass impact	Chief Assist. Prof. Todor Dyankov, PhD	UE - Varna	offline
30	Reshaping Marketing Paradigm	Prof. Bistra Vassileva, PhD	UE - Varna	offline
31	Automation and opportunities to overcome subjectivism in marketing decisions	Assoc. Prof. Evgenia Tonkova, PhD	UE - Varna	offline
32	Unified classification of marketing effects	Assist. Prof. Plamen Yankov	UE - Varna	offline

