



PROGRAMME

JUBILEE INTERNATIONAL SCIENTIFIC CONFERENCE

**ECONOMIC SCIENCE, EDUCATION AND THE REAL ECONOMY:
DEVELOPMENT AND INTERACTIONS IN THE DIGITAL AGE**

11 – 12 May 2020

SCIENTIFIC COMMITTEE

Prof. Evgeni Stanimirov, PhD
Prof. Nadia Kostova, PhD
Prof. Veselin Hadzhiev, PhD
Prof. Stefan Vachkov, PhD
Prof. Tania Dabeva, PhD

ORGANISING COMMITTEE

Prof. Zoya Mladenova, PhD – Chair, Director of the Research Institute

Prof. Julian Vasilev, PhD
Assoc. Prof. Violeta Dimitrova, PhD
Assoc. Prof. Kaloyan Kolev, PhD
Assoc. Prof. Dobrin Dobrev, PhD
Assoc. Prof. Stoyan Kirov, PhD

Assoc. Prof. Temenuga Stoykova, PhD
Assoc. Prof. Ilian Minkov, PhD
Assoc. Prof. Ivan Kuyumdzhiev, PhD
Assoc. Prof. Valentina Genova-Makni, PhD
Assoc. Prof. Gergana Slavova, PhD

CONFERENCE TOPICS

- Economy and Digital Transformations
- Globalization of The Economy
- European Integration
- Economic Growth, Investment and Innovation
- Structural Adjustment, Sectoral and Regional Economy
- Sustainable Development
- Firms, Markets, Competition
- Management, Strategies, Policies
- Social and Institutional Issues
- Education in The Digital Age
- Languages and Language Education in The Digital Age
- Information and Communication Technologies in The Economy and Society

CONFERENCE PROGRAMME - 11 MAY 2020

Time period	Event	Google Meet Virtual Room
10:00 – 10:30	Opening ceremony	https://meet.google.com/uzp-vvbf-iek
10:30 – 12:00	Plenary session	https://meet.google.com/uzp-vvbf-iek
13:30 – 18:00	Section 1	https://meet.google.com/fqx-xvzp-rjw
13:30 – 18:00	Section 2	https://meet.google.com/zxw-yjqu-ruz
13:30 – 18:00	Section 3	https://meet.google.com/wqt-rncf-utf
13:30 – 18:00	Section 4	https://meet.google.com/omj-qugw-szm
13:30 – 18:00	Section 5	https://meet.google.com/ajt-ddcd-cno
13:30 – 18:00	Section 6	https://meet.google.com/qon-apyd-frg
13:30 – 18:00	Section 7	https://meet.google.com/dyz-dwot-ajw
13:30 – 18:00	Section 8	https://meet.google.com/xms-tcgy-mrh
13:30 – 18:00	Section 9	https://meet.google.com/nnh-qmxg-acv
13:30 – 18:00	Section 10	https://meet.google.com/pkt-omjf-fxn
13:30 – 18:00	Section 11	https://meet.google.com/zsi-kwkg-aqw

CONFERENCE PROGRAMME – 12 MAY 2020

FINAL DISCUSSION PANEL

Opening: 10:00

Virtual Room: <https://meet.google.com/nhp-mqua-umz>

PLENARY SESSION

QUO VADIS, EDUCATION?

Prof. Evgeni Stanimirov, PhD
Rector of University of Economics - Varna

COSTS AND BENEFITS OF EURO ADOPTION IN BULGARIA: LESSONS LEARNED FROM THE LONG PATH OF BULGARIA TO THE EURO

Prof. Daniela Bobeva, PhD
Economic Research Institute at the Bulgarian Academy of Sciences

BULGARIA - A PLACE FOR CREATING GLOBAL INITIATIVES

Plamen Rusev, PhD
Executive Chairman of the Webit Foundation



SECTION 1

ECONOMY AND DIGITAL TRANSFORMATIONS

Chair: Assoc. Prof. Stoyan Kirov, PhD

Secretary: Chief Assist. Prof. Radka Nacheva, PhD

ECONOMIC DEVELOPMENT AND DIGITALIZATION: GOALS AND IMPLEMENTATION

Prof. Dr.Sc.(Econ.) Rossitsa Chobanova

Economic Research Institute at the Bulgarian Academy of Sciences

ABOUT TRANSFORMATION DEVELOPMENT AND/OR COLLAPSE OF THE CIVILISATIONS. ARCHITECTURE „CIPISI”

Prof. Dr.Sc.(Econ.) Julia Uzunova

University of Economics - Varna, Varna, Bulgaria

THE TRANSFORMATIONS IN ACCOUNTING AND AUDIT

Prof. Fanya Filipova, PhD

University of Economics - Varna, Varna, Bulgaria

CBDC – A NEW STAGE IN MONEY DIGITALIZATION

Assoc. Prof. Anita Atanassova, PhD

University of Economics - Varna, Varna, Bulgaria

OPPORTUNITIES FOR DIGITALIZATION OF THE CREDITWORTHINESS ASSESSMENT

Assoc. Prof. Dimitar Rafailov, PhD

University of Economics - Varna, Varna, Bulgaria

ACCOUNTING BUSINESS ANALYSIS OF THE ENTERPRISE IN CONDITIONS OF COMPETITION AND DIGITAL TRANSFORMATION

Assoc. Prof. Marko Timchev, PhD

University of National and World Economy - Sofia, Bulgaria

NAVIGATING THROUGH THE OCEAN OF PLATFORM ECONOMY

Assoc. Prof. Maya Ivanova, PhD

Varna University of Management, Varna, Bulgaria

THE SYMBIOSIS “FINTECH-REGTECH-SUPTECH” OR VISION FOR HIGH-TECH FINANCIAL REGULATON

Assoc. Prof. Nedyalko Valkanov, PhD

University of Economics - Varna, Varna, Bulgaria

BLOCKCHAIN APPLICATIONS IN THE INSURANCE INDUSTRY

Assoc. Prof. Stoyan Kirov, PhD

University of Economics - Varna, Varna, Bulgaria

SIMULATORS FOR MUNICIPAL BUDGETING

Chief Asst. Prof. Denitsa Zagorcheva, PhD

Shumen University “Episkop Konstantin Preslavski”, Shumen, Bulgaria

PREREQUISITES FOR DIGITAL TRANSFORMATION IN BULGARIA – EVALUATION METHODOLOGIES AND APPROPRIATE INDICATORS

Chief Asst. Prof. Tzvetomir Tzanov, PhD

University of National and World Economy - Sofia, Bulgaria

APPLICATION OF DIGITAL TECHNOLOGIES IN INDUSTRY AND ENTERPRISE VALUE CHAIN

Chief Asst. Prof. Marin Geshkov, PhD

University of National and World Economy - Sofia, Bulgaria

MEDIA DIGITALIZATION-A FACTOR OF THE ECONOMIC POLICY UNCERTAINTY IN GREECE AND ITALY

Chief Assist. Prof. Petko Angelov, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

Silvia Zarkova, PhD Student

D. A. Tsenov Academy of Economics – Svishtov, Bulgaria

ELDER USERS' EXPERIENCE EVALUATION OF BULGARIAN AND RUSSIAN E-GOVERNMENT WEBSITES

Chief Assist. Prof. Radka Nacheva, PhD

University of Economics - Varna, Varna, Bulgaria

Assoc. Prof. Maxim Bakaev, PhD

Novosibirsk State Technical University, Novosibirsk, Russia

HOW BLOCKCHAIN AND CRYPTOCURRENCIES RECONSTRUCT THE BUSINESS

Chief Assist. Prof. Svetoslav Borisov, PhD

University of Economics - Varna, Varna, Bulgaria

TO APP OR NOT TO APP: USING MOBILE APPLICATIONS IN THE MARKETING OF SMALL CITIES AND REMOTE TOURISM DESTINATIONS

Assit. Prof. Irena Erbakanova

Varna University of Management, Varna, Bulgaria

THE CONTENT'S MAGIC IN A DIGITAL STRATEGY FOR THE HOTEL SECTOR – CASE STUDY OF THE HOTEL

Sofia Almeida, PhD

Universidade Europeia, Lisbon, Portugal

Yvonne Ivanescu, PhD student

Université Libre de Bruxelles, Bruxelles, Belgium

Ana Cláudia Campos

Universidade Europeia, Lisbon, Portugal

THE RESTAURANT BUSINESS IN THE CONDITIONS OF LOCKDOWN

Ayten Saidova-Georgieva, PhD student

University of Economics - Varna, Varna, Bulgaria

GLOBAL APPLICABILITY OF THE CRYPTOCURRENCIES

Mariya Zdravkova Yaneva, PhD student

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

OPPORTUNITIES, PERSPECTIVES AND CHALLENGES FOR ORGANIZATIONS APPLYING MULTILEVEL BUSINESS MODEL IN DIGITAL AGE

Ralitsa Ninosheva, PhD student

University of Economics - Varna, Varna, Bulgaria

ECONOMIC AND CONCEPTUAL ASPECTS OF INFORMATION SECURITY IN THE XXI CENTURY

Nevse Kamber Arnaud, Student

South-West University - "Neofit Rilski" – Blagoevgrad, Bulgaria

SECTION 2

GLOBALIZATION OF THE ECONOMY

Chair: Assoc. Prof. Kaloyan Kolev, PhD

Secretary: Chief Assist. Prof. Aleksandar Todorov, PhD

TWIN DEFICIT HYPOTHESIS - CONDITIONAL OR UNIVERSAL SIGNIFICANCE

Prof. Gancho Ganchev, PhD

South-West University - "Neofit Rilski" – Blagoevgrad, Bulgaria

Assoc. prof. Vladimir Tsenkov, PhD

South-West University - "Neofit Rilski" – Blagoevgrad, Bulgaria

Maria Panova, PhD student

South-West University - "Neofit Rilski" – Blagoevgrad, Bulgaria

EUROPEAN INTEGRATION INFLUENCE ON BULGARIAN TOURISM DEVELOPMENT

Professor Svetla Rakadzhiyska, PhD

University of Economics - Varna, Varna, Bulgaria

CONVERGENCE EVALUATION IN THE CONTEXT OF EPSR THROUGH CLUSTER ANALYSIS

Prof. Polyana Angelova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

Chief Assist. Prof. Tihomir Varbanov, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

THE FISCAL RISK: AN INDICATOR OF THE FINANCIAL SYSTEM'S STABILITY

Assoc. prof. Aneliya Radulova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

RESTRUCTURING OF GLOBAL VALUE CHAINS IN THE SECOND DECADE OF THE XXI CENTURY: CAUSES AND CONSEQUENCES

Assoc. Prof. Kaloyan Kolev, PhD

University of Economics - Varna, Varna, Bulgaria

GLOBALIZATION AND INTERNATIONAL ECONOMIC RELATIONS

*Assoc. Prof. Nadia Marinova, PhD
New Bulgarian University, Sofia, Bulgaria*

STRUCTURAL CONVERGENCE OF EU ECONOMIES: THEORETICAL IMPORTANCE AND DIMENSIONS

*Assoc. Prof. Stela Raleva, PhD
University of National and World Economy - Sofia, Bulgaria*

QUESTIONS ON THE EUROPEAN INTEGRATION OF THE WESTERN BALKAN COUNTRIES: INTERNATIONAL LEGAL PROBLEMS AND POLITICAL PERSPECTIVES

*Assoc. Prof. Todor Koburov, PhD
Institute of State and Law – Bulgarian Academy of Science*

EMPIRICAL ANALYSIS OF “BLACK SWAN EFFECT”: EVIDENCE OF CHINA

*Assoc. Prof. Elena Stavrova, PhD
South-West University “Neofit Rilski” - Blagoevgrad, Bulgaria
Assist. Prof. Mariya Paskaleva, PhD
South-West University “Neofit Rilski” - Blagoevgrad, Bulgaria
Chief Assist. Prof. Ani Stoykova, PhD
South-West University “Neofit Rilski” - Blagoevgrad, Bulgaria*

ALGORITHMS AND THE COMPETITIVE IDEAL

*Chief Assist. Prof. Aleksandar B. Todorov, PhD
University of Economics - Varna, Varna, Bulgaria*

CONVERGENCE OF THE OUTPUT STRUCTURE OF THE BULGARIAN ECONOMY TO THE EUROZONE

*Chief Assist. Prof. Dimitar Damyanov, PhD
University of National and World Economy – Sofia, Bulgaria*

SOCIETAL GLOBAL RISKS AND FUTURE OF WORLD ECONOMY IN PANDEMIC

*Chief Assist. Prof. Irena Nikolova, PhD
New Bulgarian University, Sofia, Bulgaria*

**VALUE-ADDED TAX AS AN INSTRUMENT OF THE EUROPEAN UNION
MEMBER-STATES' DISCRETIONARY FISCAL POLICY OVER THE LAST DECADE**

Chief Assist. Prof. Taner Ismailov, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

Researcher Alexandrina Alexandrova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

ANALYSIS OF TOURISM COMPETITIVENESS IN THE ASEAN COUNTRIES

Prof. Sazhida Safina, PhD

St-Petersburg State University of Economy – St. Petersburg, Russia

Student Irina Teterkina

St-Petersburg State University of Economy – St. Petersburg, Russia

**FISCAL GOVERNANCE FRAMEWORKS OF THE USA AND THE EU OR WHEN DOES DECENTRALISED FISCAL
DISCIPLINE WORK?**

Researcher Aleksandrina Aleksandrova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

REMIGRATION IN BULGARIA DURING GLOBAL PANDEMIC

Aleksandar Stoychev, PhD student

University of Economics - Varna, Varna, Bulgaria

BRAND DESTINATIONS AND EUROPEAN CAPITAL OF CULTURE CITIES AS A SPECIFIC FORM OF FLUID BRAND

Radina Ruseva, PhD student

University of Economics - Varna, Varna, Bulgaria

PREREQUISITES FOR IMPLEMENTATION OF PROJECT MANAGEMENT IN ORGANIZATIONS

Silviya Dobрева, PhD student

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

SECTION 3

ECONOMIC GROWTH, INVESTMENT AND INNOVATION

Chair: Assoc. Prof. Donka Zhelyazkova, PhD

Secretary: Chief Assist. Prof. Sevdalina Hristova, PhD

WORLD CRISIS 2020 IN THE CONTEXT OF THE LONG WAVES THEORY BY N. KONDRATIEV

Assoc. Prof. Galazova Svetlana Sergeevna, PhD

North Ossetian state University named after K. L. Khetagurov, Russia

Assoc. Prof. Egorenko Anna Olegovna, PhD

Moscow Regional Socio-Economic Institute, Russia

FOOD RESOURCES AND FOOD SECURITY: CHANGES AND PROBLEMS

Prof. Darina Ruscheva, PhD

Economic Research Institute at the Bulgarian Academy of Sciences

Assoc. Prof. Sasha Grozdanova, PhD

Economic Research Institute at the Bulgarian Academy of Sciences

INCREASING OF THE INVESTMENT ATTRACTIVENESS OF REAL ESTATE IN RUSSIA

Prof. Nikolay Chepachenko, Doctor of Economic Sciences

Emperor Alexander I St. Petersburg State Transport University, St. Petersburg, Russian Federation

Assoc. Prof. Nadezhda Polovnikova, PhD

Emperor Alexander I St. Petersburg State Transport University, St. Petersburg, Russian Federation

Assoc. Prof. Svetlana Nikolikhina, PhD

Emperor Alexander I St. Petersburg State Transport University, St. Petersburg, Russian Federation

Prof. Marina Yudenko, Doctor of Economic Sciences

Saint Petersburg State University of Economics, St. Petersburg, Russian Federation

TOTAL FACTOR PRODUCTIVITY AND INTANGIBLE ASSETS OF INDUSTRIAL COMPANIES

Assoc. Prof. Snezhinka Konstantinova, PhD

University of Food Technologies – Plovdiv, Bulgaria

Prof. Asen Konarev, D.Sc.

Technologies and Innovations Corporation PLC – Plovdiv, Bulgaria

SHARED MOBILITY AS A MODERN TRANSPORT SOLUTION

*Assoc. Prof. Donka Zhelyazkova, PhD
University of Economics - Varna, Varna, Bulgaria*

OPPORTUNITIES FOR DIVERCIFIED OFFERING IN BULGARIAN TOURISM

*Assoc. Prof. Zlatina Karadzhova, PhD
Valentina Marenova, PhD
“Prof. D-r Assen Zlatarov” University – Burgas, Bulgaria*

CHARACTERISTICS AND FEATURES OF ECONOMIC GROWTH RELATED BONDS

*Assoc. Prof. Ivaylo Mihaylov, PhD
“Prof. D-r Assen Zlatarov” University – Burgas, Bulgaria*

BULGARIAN INVESTMENT FUNDS RETURN PROFILE – FUND TYPE, ASSET MANAGER, FUND’S SIZE AND MANAGEMENT FEES

*Assoc. Prof. Jordan Jordanov, PhD
University of Economics - Varna, Varna, Bulgaria*

INNOVATIONS IN THE GLOBAL COURIER SERVICES MARKET

*Chief Assist. Prof. Elitsa Gramatikova, PhD
University of Economics - Varna, Varna, Bulgaria*

IN THE LOW INTERESTS TRAP

*Chief Assist. Prof. Krasimira Naydenova, PhD
University of Economics - Varna, Varna, Bulgaria*

INVESTMENT FACTORS DETERMINING THE GDP DYNAMICS IN SELECTED CEE COUNTRIES

*Chief Assist. Prof. Nikolay Velichkov, PhD
University of National and World Economy, Sofia, Bulgaria*

THE PLACE OF OPEN INNOVATION IN THE QUADRUPLE HELIX OF KNOWLEDGE

*Chief Assist. Prof. Radka Ivanova, PhD
University of Economics - Varna, Varna, Bulgaria*

DETERMINANTS AND LIMITATIONS ON MUNICIPAL FINANCING: CASE OF BULGARIA

Desislava Kalcheva, PhD

Sofia University St. Kliment Ohridski, Bulgaria

THE ROLE OF BUSINESS INCUBATORS IN THE CONTEXT OF THE INDUSTRIAL REVOLUTION 4.0

Assist. Prof. Nikola Tanakov, PhD

University of National and World Economy – Sofia, Sofia, Bulgaria

“RISK PREMIUM” OR “SENTIMENT PREMIUM”

Georgi Hristov, PhD student

Sofia University St. Kliment Ohridski, Bulgaria

INNOVATION AND CULTURAL VALUES - INDIVIDUALISM VS COLLECTIVISM. EU CASE STUDY

Desislava Dimitrova, PhD student

University of Ruse “Angel Kanchev”, Ruse, Bulgaria

TECHNOLOGICAL TRANSFER - CHALLENGES AND IMPLEMENTATION (BY THE EXAMPLE OF UNIVERSITY OF PLOVDIV "PAISII HILENDARSKI")

Megi Dakova

Gergana Dimitrova

Angel Dimitrov

University of Plovdiv "Paisii Hilendarski"

RESEARCH FOR INVESTMENT POTENTIAL OF MUNICIPALITIES FROM THE DOWN DANUBE REGION

Presiyan Vasilev, PhD student

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

BENEFITS AND CHALLENGES OF THE CLASSIFICATION AND CATEGORIZATION OF INBOUND MARKETING EFFECTIVENESS INDICATORS

Ralitsa V. Yaneva, PhD student

Shumen University “Episkop Konstantin Preslavski”, Shumen, Bulgaria

**STRATEGIC COLABORATION OF ACADEMIA AND INDUSTRY IN INNOVATION AND
TECHNOLOGY TRANSFER: ESSENTIAL FOR SUSTAINABLE GROWTH**

Simeon S. Stoilov, PhD student

Economic Research Institute at the Bulgarian Academy of Sciences

**ASSESMENT OF INWARD FOREIGN DIRECT INVESTMENT IN BULGARIA AFTER THE GLOBAL ECONOMIC
CRISIS**

Slavena Tsoneva, PhD student

University of Economics - Varna, Varna, Bulgaria

SECTION 4

STRUCTURAL ADJUSTMENT, SECTORAL AND REGIONAL ECONOMY

Chair: Assoc. Prof. Gergana Slavova, PhD

Secretary: Chief Assist. Prof. Vladi Kurshumov, PhD

BUILDING INDUSTRY AND DIGITAL TRANSFORMATION

Prof. Yatchko Ivanov, DSc

Member of Bulgarian Academy of Sciences

European University Polytechnical - Pernik, Bulgaria

Bulgarian scientific and technical union of civil engineering

ONE MODEL FOR OPTIMAL DISTRIBUTION OF HUMAN RESOURCES FOR DIFFERENT ACTIVITIES

Prof. Rosen Nikolaev, PhD

University of Economics – Varna, Varna, Bulgaria

Assoc. Prof. Tanka Milkova, PhD

University of Economics – Varna, Varna, Bulgaria

AGRICULTURE IN SOUTH CENTRAL REGION – TRENDS AND TRAJECTORIES OF DEVELOPMENT

Prof. Julia Doitchinova, D.Sc.

University of National and World Economy - Sofia, Bulgaria

Prof. Ivan Kanchev, D.Sc.

University of National and World Economy - Sofia, Bulgaria

POLITICAL AND CULTURAL PREREQUISITES OF THE ECONOMIC MODEL OF TRANSITION IN BULGARIA

Assoc. Prof. Alexander Karakachanov, PhD

University of Library Studies and Information Technologies, Sofia, Bulgaria

DYNAMIC PACKAGING IN TOURISM – CHALLENGES AND OPPORTUNITIES

Assoc. Prof. Velina Kazandzhieva, PhD

University of Economics - Varna, Varna, Bulgaria

DIGITAL TECHNOLOGIES IN AGRARIAN SECTOR

Assoc. Prof. Violeta Blazheva, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

ECONOMIC AND SOCIAL EFFECTS ON MANUFACTURERS IN VARNA REGION BASED ON SUPPORTING EUROPEAN PROGRAMS FOR THE PERIOD 2014-2020

Assoc. Prof. Gergana Slavova, PhD

University of Economics - Varna, Varna, Bulgaria

TENDENCIES IN THE REGIONAL DEVELOPMENT OF NORTH BULGARIA

Assoc. Prof. Kamen Petrov, PhD

University of National and World Economy – Sofia, Bulgaria

ASPECTS OF CONGRUENCE BETWEEN RETAILERS' DECISIONS FOR ASSORTMENT VARIETY AND CONSUMER PERCEPTIONS

Assoc. Prof. Simeonka Petrova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

RISK MANAGEMENT IN THE AGRICULTURAL SECTOR THROUGH DIVERSIFICATION

Assoc. Prof. Hristina Harizanova-Bartos, PhD

University of National and World Economy - Sofia, Bulgaria

FUNDING THE STARTUPS' INNOVATION ACTIVITIES BY EUROPEAN FUNDS

Chief Assist. Prof. Vladi Kurshumov, PhD

University of Economics - Varna, Varna, Bulgaria

RISK DIAGNOSTIC OF COMPANY'S COUNTERPARTIES IN COMMERCIAL ENTERPRISES

Chief Assist. Prof. Zoya Ivanova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

CONDITION OF BULGARIAN MUNICIPALITIES FISCAL POSITION

Chief Assist. Prof. Mariyana Pavlova, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

DEVELOPMENT OF THE REGIONAL BIOECONOMY IN BULGARIA

*Chief Assist. Prof. Petia Branzova, PhD
Economic Research Institute at the Bulgarian Academy of Sciences*

SECTORAL LEVEL DISPARITIES BETWEEN LABOR PRODUCTIVITY AND WAGES IN BULGARIA

*Chief Assist. Prof. Silvia Gospodinova, PhD
University of Economics – Varna, Varna, Bulgaria*

EVALUATION OF PECULIARITIES OF PROVIDING REMOTE GAMBLING SERVICES IN THE ENTERTAINMENT SECTOR

*Prof. Irena Mačerinskienė, PhD
Mykolas Romeris University – Vilnius, Lithuania
Prof. Rima Žitkienė, PhD
Mykolas Romeris University – Vilnius, Lithuania
Greta Genelienė, PhD student
Mykolas Romeris University – Vilnius, Lithuania*

TRANSFORMATION OF SHOPPING CENTERS IN VARNA

*Ivaylo Ivanov, PhD
Real Bulland JSC, Bulgaria*

CULTURE AS AN OPPORTUNITY FOR INTELLIGENT DEVELOPMENT AND ECONOMIC GROWTH (THE EXPERIENCE IN THE PREPARATION OF THE STRATEGY FOR THE DEVELOPMENT OF CULTURE OF THE VELIKO TARNOVO MUNICIPALITY 2020 – 2030)

*Lyubomir Kutin, PhD
Art Dialog LTD, Bulgaria*

MANAGEMENT OF THE WATER SECTOR IN BULGARIA IN THE FACE OF CLIMATE CHANGE

*Ralitsa Dimitrova, PhD
Medical University – Varna „Prof. Dr. Paraskev Stoyanov“, Varna, Bulgaria*

INDUSTRIAL TOURISM IN BULGARIA – CONCEPTUALISATION AND FUTURE POSSIBILITIES

*Assist. Prof. Irina Petkova
Varna University of Management, Varna, Bulgaria*

**APPLICATION AND REGIONAL DIFFERENCES OF THE HUMAN DEVELOPMENT
INDEX IN BULAGRIA**

Desislava Simeonova, PhD student

St. Cyril and St. Methodius University of Veliko Turnovo, Bulgaria

**FOREIGN INVESTMENTS IN THE BULGARIAN REGIONS FROM THE LOWER DANUBE AND OPPORTUNITIES
FOR ATTRACTING THEM**

Tanya Ivanova Risemova, PhD student

D. A. Tsenov Academy of Economics – Svishtov, Bulgaria

CURRENT SITUATION ANALYSIS OF THE BULGARIAN TRAVEL AGENCIES' BUSINESS ACTIVITIES

Hristina Santana, PhD Student

University of Economics - Varna, Varna, Bulgaria

MODERN TENDENCIES IN THE DEVELOPMENT OF CRUISE INDUSTRY IN THE BLACK SEA REGION

Yevheniia Kryzhanovska, MSc

University of Economics - Varna, Varna, Bulgaria

SECTION 5

FIRMS, MARKETS, COMPETITION

Chair: Assoc. Prof. Mihal Stoyanov, PhD

Secretary: Chief Assist. Prof. Miglena Mileva, PhD

TOOLS FOR REGULATION OF CORPORATE SOCIAL RESPONSIBILITY

Prof. Diana Antonova, PhD

University of Ruse "Angel Kanchev", Ruse, Bulgaria

Chief Assist. Prof. Irina Kostadinova, PhD

University of Ruse "Angel Kanchev", Ruse, Bulgaria

Chief Assist. Prof. Milena Todorova, PhD

University of Ruse "Angel Kanchev", Ruse, Bulgaria

CRITERIA AND APPROACHES FOR DIFFERENTIATION IN ACCOUNTING ESTIMATES FROM THE ACTUARIAL VALUATIONS

Assoc. Prof. Valentina Staneva, PhD

University of Transport - Sofia, Bulgaria

THE IMPACT OF BUSINESS EXCELLENCE ON COMPANY COMPETITIVENESS IN THE DIGITAL AGE

Assoc. Prof. Georgi Kondev, PhD

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

PRICE AUTOMATION MODELS IN B2C MARKETS

Assoc. Prof. Evgeniya Tonkova, PhD

University of Economics - Varna, Varna, Bulgaria

EVERYDAY LIFE IN THE INTERNET

Assoc. prof. Michal Stojanov, PhD

University of Economics – Varna, Varna, Bulgaria

A COMMON MODEL FOR ANALYSIS OF LABOR COST-BASED RATE OF RETURN OF THE INDUSTRIAL ENTERPRISE

Assoc. prof. Rositsa Ivanova, PhD

University of National and World Economy - Sofia, Bulgaria

IS YOUR HOSPITALITY ORGANIZATION READY FOR THE GDPR?

Assoc. Prof. Silvena Dencheva Yordanova, PhD

Varna University of Management, Varna, Bulgaria

A B2B PRICE OPTIMIZATION MODEL

Assoc. Prof. Todor Krastevich, PhD

D. A. Tsenov Academy of Economics - Svishtov, Bulgaria

RISK MANAGEMENT ATTITUDE OF BANKS: COMPARATIVE ANALYSES OF NATIONAL AND FOREIGN BANKS IN GERMANY AND KYRGYZSTAN

Prof. Dr. rer. pol. Dr. h.c. mult. H.-Christian Brauweiler

WHZ Westsächsische Hochschule Zwickau (Univ. of Applied Sciences)

Nurbek Madmarov, PhD Candidate

WHZ Westsächsische Hochschule Zwickau (Univ. of Applied Sciences)

POTATO MARKETING CHANNELS IN ROMANIA

Ec. Zsolt Hajdu, PhD Student

Transilvania University of Brasov, Brasov, Romania

THE GAUNTLET THROWN TO THE BANKS' BOARDS – TRANSFORMATION AFTER THE WORLD FINANCIAL AND ECONOMIC CRISIS

Chief Assist. Prof. Aleksandrina Pancheva, PhD

University of Economics - Varna, Varna, Bulgaria

FOREX TRADING: NEUROECONOMIC INSIGHTS AND PSYCHOLOGICAL BIASES

Chief Assist. Prof. Boyan Ivantchev, PhD

University of National and World Economy - Sofia, Bulgaria

CORPORATE GOVERNANCE AS A FACTOR IN THE COMPETITION OF THE CONSTRUCTION COMPANY

*Chief Assist. Prof. Velina Yordanova, PhD
University of Economics - Varna, Varna, Bulgaria*

COMPETITIVE STRUCTURE ANALYSIS OF BULGARIAN AVIATION INDUSTRY

*Chief Assist. Prof. Viktoriya Stancheva, PhD
University of Economics - Varna, Varna, Bulgaria*

CONSUMER BEHAVIOUR IN THE UNFORESEEABLE FUTURE – DIALECTICS AND CHALLENGES

*Chief Assist. Prof. Violeta Peteva, PhD
University of Economics - Varna, Varna, Bulgaria*

GOOD PRACTICES FOR CUSTOMER RETENTION IN TERMS OF CRISIS

*Chief Assist. Prof. Darina Pavlova, PhD
University of Economics - Varna, Varna, Bulgaria*

INTERACTIONS BETWEEN CONSUMERS IN THE SHARING ECONOMY PLATFORMS

*Chief Assist. Prof. Miglena Dushkova, PhD
University of Economics - Varna, Varna, Bulgaria*

CHALLENGES TO SUPPLY CONSTRUCTION COMPANIES IN CONDITIONS OF PANDEMIC

*Chief Assist. Prof. Plamena Milusheva, PhD
University of Economics - Varna, Varna, Bulgaria*

STUDY OF FACTORS FOR IMPROVING THE LABOUR PRODUCTIVITY OF OPERATIONAL EMPLOYEES IN INDUSTRIAL ENTERPRISES

*Chief Assist. Prof. Svilen Kunev, PhD
University of Ruse “Angel Kanchev”, Ruse, Bulgaria
Prof. Diana Antonova, PhD
University of Ruse “Angel Kanchev”, Ruse, Bulgaria*

RELATIVE EFFICIENCY ANALYSIS OF BULGARIAN PORT OPERATORS

Assist. Prof. Galina Sabcheva, PhD

University of Economics - Varna, Varna, Bulgaria

Chief Assist. Prof. Tsvetomir Manolov, PhD

University of Economics - Varna, Varna, Bulgaria

INFLUENCER MARKETING PLATFORMS AND KEY METRICS

Lecturer Boycho Boychev, PhD

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GAS MARKET ORGANIZATION

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PREFERRED INFORMATION SOURCES WHEN CHOOSING A MOBILE OPERATOR

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BULGARIA'S TOURIST COMPETITIVENESS AND ITS EFFECT OF MICE TOURISM IN THE NORTH-EAST REGION

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MONOPOLISTIC VS. COMPETITIVE "LOTTERY"

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EFFICIENCY FROM MERGERS AND ACQUISITIONS IN THE BANKING SECTOR

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APPLICATION OF LOGISTIC REGRESSION IN ASSESSING THE CREDIT RISK OF SMES

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REPOSITIONING IN THE CORPORATE BRAND IMAGE IN THE BANKING AREA

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IMPORTANT ASPECTS OF LOCATION IN MARKETING

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SECTION 6

MANAGEMENT, STRATEGIES, POLICIES, ACCOUNTING

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NECESSITY FOR ISSUING AN URBAN STRATEGY FOR THE DEVELOPMENT OF THE TERRITORY OF THE REPUBLIC OF BULGARIA – INVESTMENT ATTRACTIVENESS

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SOCIAL MARKETING VS MARKETING ON SOCIAL MEDIA

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CURRENT ISSUES RELATED WITH CULTURAL-HISTORICAL HERITAGE REPORTING IN PUBLIC SECTOR ORGANIZATIONS

Assoc. Prof. Daniela Georgieva, PhD

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REFORMING THE PROCESS OF STRATEGIC REGIONAL PLANNING – REGULATORY AND METHODOLOGICAL ASPECTS

Assoc. Prof. Elka Vasileva, PhD

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CRITICAL SUCCESS FACTORS FOR FACILITIES MANAGEMENT

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NEW ASPECTS IN CORPORATE GOVERNANCE OF THE PUBLIC ENTERPRISES IN BULGARIA

Assoc. Prof. Ivan Yovchev, PhD

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INTEGRATED MANAGEMENT APPROACH TO REALIZATION THE GOALS OF NEUTRAL ECONOMY - MODELS FOR TRANSFORMATION AND MANAGEMENT TOOLS

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THE POLICY OF TAX AUTONOMY – A TOOL FOR IMPROVING THE EFFICIENCY AND QUALITY OF THE PUBLIC GOODS

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PRIME COST IN STRATEGIC CONTEXT

Assoc. Prof. Lyudmila Mihaylova, PhD

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ROLE OF THE LOGISTICS IN DETERMINING THE SIZE AND THE STRUCTURE OF THE TRANSACTION COSTS IN EXPORT PRICE

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FOOD AND NON FOOD AUTOCHTHONOUS PRODUCTS

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LOGISTICS IN THE PLANNING OF SPECIAL EVENTS

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CHALLENGES FACED DURING THE INDEPENDENT FINANCIAL AUDIT OF FINANCIAL STATEMENTS OF INSURERS

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OPPORTUNITIES FOR IMPROVEMENT OF THE FINANCIAL MANAGEMENT AND CONTROL SYSTEM IN THE BUDGETARY ORGANIZATIONS

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STRATEGIC ACTIONS IN ADVERTISING POLICY

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THE PROCESS OF CONTINUOUS CHANGES IN SELF-LEARNING ORGANIZATIONS – PREREQUISITES, PRINCIPLES, KEY FACTORS

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THE BENEFITS OF MANDATORY NON-FINANCIAL REPORTING WITHOUT A SINGLE DISCLOSURE FRAMEWORK

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MANAGEMENT SOLUTIONS IN AN EMERGENCY SITUATION

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MOTIVES FOR COOPERATION IN THE BULGARIAN HOSPITAL SECTOR

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IMPACT AND INFLUENCE OF THE INTERNAL CONTROL SYSTEM ON INTEGRATED REPORTING

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IMPROVEMENT OF COMMUNICATION SKILLS AS A WAY TO REDUCE CONFLICTS IN THE ORGANIZATION

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CHALLENGES IN MANAGING VIRTUAL TEAMS

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IMPLEMENTATION OF THE DIGITAL MARKING IN THE SERVICE SECTOR

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ANALYZING OF STOCK EXCHANGE INDEX MOVEMENTS IN A REGION WITH THE OBJECTIVE OF EXTRACTS OVER-AVERAGE YIELD

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ACCOUNTING AT THE DOORSTEP OF THE FOURTH INDUSTRIAL REVOLUTION

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INTERNAL MARKETING - LEADERSHIP OPPORTUNITIES IN THE COVID 19 PANDEMIA

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OPPORTUNITIES FOR DESIGNING A DISTRIBUTION CHANNEL FOR NEW GOODS ON THE MARKET

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DIGITAL MARKETING – A STRATEGY FOR POSITIONING HOTELS WITH SPECIFIC TARGET MARKETS

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NON-FINANCIAL INFORMATION DISCLOSURE PRACTICES IN THE MINING ENTERPRISES

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MODELS AND METHODS FOR ANALYSIS AND RISK ASSESSMENT IN THE CONTEXT OF ITS DIGITAL MANAGEMENT

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ADVANTAGES OF INCREASE METHODS COMPANY SALES

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CRISIS MANAGEMENT IN CONDITION OF SOCIAL PSYHOSIS

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SECTION 7

SUSTAINABLE DEVELOPMENT

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GREEN ECONOMY IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

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ENVIRONMENTAL BANK SCORING (EBS) AS A METHOD TO QUANTIFY THE COMMERCIAL BANK'S COMMITMENT TO ENVIRONMENTAL AND CLIMATE PROTECTION - EXAMPLE OF THE POLISH BANKING SECTOR

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ATTITUDES FOR CERTIFICATION ON THE CULTURAL ROUTE "ALONG THE SILK ROAD" IN BULGARIA

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PUBLIC POLICIES AND CIVIL ENGAGEMENT (CROWDSOURCING) - A NEW FIELD OF DIGITAL DECISIONS IN PUBLIC ADMINISTRATION

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SUSTAINABLE DEVELOPMENT OF BULGARIAN TOURISM BASED ON ANTHROPOGENIC TOURISM RESOURCES

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ECONOMIC TOURIST RESOURCES AS A PREREQUISITE FOR A SUSTAINABLE DEVELOPMENT OF THE DESTINATION

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URBAN AGRICULTURE FOR SUSTAINABLE DEVELOPMENT IN THE CITIES

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SUSTAINABLE DEVELOPMENT AND CHALLENGES TO ACCOUNTING

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THE ROLE OF BULGARIAN HOUSEHOLDS IN RESOURCE CONSUMPTION – INITIAL ASSESSMENT

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SPECIFICITY OF THE RELATIONSHIP BETWEEN SUSTAINABLE MARKETING AND CONSUMER BEHAVIOR

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GREEN PUBLIC PROCUREMENT IN BULGARIA - OPPORTUNITIES AND CHALLENGES

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POLICIES AND INITIATIVES FOR SUSTAINABLE CONSUMPTION AND PRODUCTION

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GUIDELINES FOR IMPROVEMENT OF THE REGULATORY ENVIRONMENT OF THE MUNICIPALITY OF VARNA TO ACHIEVE SUSTAINABLE CONSUMPTION

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QUALITY OF GOODS AND DIGITAL CONSUMPTION - PROSPECTS AND DISADVANTAGES

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PUBLIC EXPENDITURE AND ENVIRONMENTAL POLICY

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GUIDELINES FOR THE DEVELOPMENT OF THE AVAILABLE ROAD INFRASTRUCTURE TO THE SEA AND RIVER PORTS OF BULGARIA

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**CONSUMER "SOPHISTICATION" - A MANIFESTATION OF SUSTAINABILITY AT
INDIVIDUAL CONSUMER BEHAVIOR LEVEL**

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**FORMATION AND IMPLEMENTATION OF SUSTAINABLE DEVELOPMENT IN GREEN INFRASTRUCTURE OF
URBANIZED URBAN SPACES**

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THE USE OF BIO AND ECO-PRODUCTS – MOTIVES AND THE IMPACT OF DEMOGRAPHICS

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**THE CLASSIFICATION OF RISK ASSESSMENT TECHNIQUES AS A PREREQUISITE FOR SUSTAINABLE
DEVELOPMENT**

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SUSTAINABLE TOURISM DEVELOPMENT IN SOUTH – WEST PLANNING AREA

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CONFLICTS BETWEEN CONCEPTS OF SUSTAINABILITY AND ECONOMIC GROWTH

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EVOLUTION OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT IN MODERN EUROPEAN POLICIES

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**POVERTY ALLEVIATION THROUGH SUSTAINABLE TOURISM: CHALLENGES,
OPPORTUNITIES AND GOOD PRACTICES**

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**SUSTAINABLE DEVELOPMENT, HAPPINESS AND SUSTAINABLE BUSINESS- IS THERE A RELATIONSHIP
BETWEEN THEM?**

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SOME PARAMETERS OF THE REVERSE LOGISTICS SYSTEM IN THE FORESTRY ENTERPRISES

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SECTION 8

SOCIAL, INSTITUTIONAL AND LEGAL ISSUES

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SOCIAL ISSUES IN GENERAL ECONOMIC THEORY

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INSTITUTIONAL FRAMEWORK OF INCOME INEQUALITY

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ECONOMIC IDENTITY - A PHENOMENON WITH INDEPENDENT BEING IN SOCIAL REALITY

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THE CONTROVERSIAL HEALTH CARE REFORM IN BULGARIA: FINANCIAL SUSTAINABILITY OF HEALTH INSURANCE TWENTY YEARS ON

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CHALLENGES TO THE SOCIAL PROTECTION OF THE PERSONS WITH NON-STANDARD EMPLOYMENT

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THE CONSTRUCT OF CULTURAL INTELLIGENCE

Chief Assist. Prof. Silviya Dimitrova, PhD

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**STRATEGIC PLANNING IN CULTURE: ATTITUDES TOWARDS A CULTURAL STRATEGY
OF THE CITY OF VARNA**

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THE STATE OF HUMAN CAPITAL IN SCHOOL EDUCATION IN BULGARIA

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**RESEARCH OF THE CONTRACTING STRENGTH OF INSURANCE BROKERS OPERATING ON THE NON-
INSURANCE MARKET IN BULGARIA**

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ORGANIZATION OF SOCIAL BUSINESS IN UKRAINE

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**THE ANALYSIS OF THE AVERAGE MONTHLY SALARY OF EMPLOYEES IN RUSSIA FOR 2001 -2019 USING A
CALCULATOR CASIO FX-9860GSD**

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**THE APPLICABILITY OF THE GENERAL RULES IN CONTRACT LAW FOR THE CONCLUSION OF ELECTRONIC
CONTRACTS**

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**TEN YEARS AFTER THE REFORM OF THE LEGAL REGIME OF THE ANNUAL PAID LEAVE:
WERE THE “SOCIAL” MOTIVES FOR THE CHANGES JUSTIFIED?**

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REFLECTION OF THE DIGITALIZATION ON THE EMPLOYMENT PROCESS – RISKS AND PERSPECTIVES

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NEW APPROACHES TO COUNTERACTING CRIME IN THE DIGITAL ERA

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PRINCIPLES OF THE ELECTRONIC HEALTHCARE – LEGAL FRAME AND ETHICAL ASPECTS

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**DYNAMICS OF THE INDICATORS FOR ASSESSING THE PROGRESS OF BULGARIA IN THE CONTEXT OF THE
EUROPEAN PILLAR OF SOCIAL RIGHTS**

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**INTERDISCIPLINARY SCIENTIFIC RESEARCHES AND PUBLICATIONS IN THE CONTEXT OF THE ACADEMIC
DEVELOPMENT**

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APPEAL OF THE ADMINISTRATOR'S ACTION OR PROCESSING PERSONAL DATA

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REGULATORY ACTIONS AND CONTROL PROCEDURES FOR THE PREVENTION OF CORRUPTION

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ACTUAL PROBLEMS OF THE PROTECTION OF IMMOVABLE CULTURAL HERITAGE IN BULGARIA

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CONTINUITY OF CARE – ONE OF THE DIMENSIONS FOR MEASURING QUALITY OF CARE TOWARD HEALTH SYSTEM PERFORMANCE ASSESSMENT

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DIGITAL ASSETS AND DIGITAL HERITAGE

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THE ANTICHRESIS CONTRACT IN THE LIGHT OF THE APPROACH TO THE ECONOMIC ANALYSIS OF LAW

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THE EFFECT OF HARDSHIP IN THE GERMAN LEGAL SYSTEM

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IFRS 16 – LEASING – FROM THE PERSPECTIVE OF THE LESSOR

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LEGAL MEANING OF THE METHODS FOR DEFINING THE INTEREST RATE IN CONSUMER CREDITS

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SECTION 9

EDUCATION IN THE DIGITAL AGE

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COMMERCIALIZATION OF THE ACADEMIC SCIENTIFIC PRODUCT IN BULGARIA

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EDUCATION DURING A CRISIS

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EDUCATION THROUGH DIGITAL COMMUNICATION

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DIGITIZATION - BLESSING OR CURSE FOR THE STATISTICAL EDUCATION

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VIRTUAL TECHNOLOGY BASED LEARNING

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CHALLENGES REGARDING IN TEACHING INTERNATIONAL FINANCIAL REPORTING STANDARDS

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SOME DIFFERENCES BETWEEN EDUCATION AND TRAINING IN ACCOUNTANCY

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TEXTOCENTRICITY AS A PROBLEM OF COMPETENT UNIVERSITY EDUCATION OF TEACHERS IN THE DIGITAL AGE

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COMMODITY SCIENCE IN MODERN MARKET CONDITIONS

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INTERNAL CONTROL AND INTERNAL AUDIT ONLINE TRAINING - A REAL REALITY

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DISTANCE E-BASED LEARNING – OPPORTUNITIES AND PROBLEMS

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THE DIGITALIZATION AND THE CHALLENGES TO EDUCATION OF ECONOMICS AND COMMERCE

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FORMATION OF A FITNESS CLUB CUSTOMER LOYALTY PROGRAMME

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Candidate of pedagogical sciences, Oksana Yatsenko

Ural federal University named after the first President of Russia B.N.Yeltsin

INTERACTIVITY IN MUSEUM PEDAGOGY

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INDICATORS FOR EVALUATING THE RESULTS OF UNIVERSITY-BUSINESS INTERACTION IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT EDUCATION

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ACHIEVING PROMINENCE IN THE DIGITAL AGE

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THE VALUE ADDED AND THE TRANSFORMATIONS OF ECONOMIC SCIENCE IN THE DIGITAL AGE

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FORMS OF INTERACTION BETWEEN HIGHER EDUCATION INSTITUTIONS AND BUSINESS ORGANISATIONS IN THE FIELD OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT

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KEY FACTORS FOR COLLABORATION BETWEEN HIGHER EDUCATION INSTITUTIONS AND BUSINESS ORGANIZATIONS

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CHALLENGES IN IMPLEMENTING PERSONALIZED MODELS IN STUDENT EDUCATION

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THE TEACHER - A FACTOR FOR INCREASING THE ENTREPRENEURIAL COMPETENCE OF STUDENTS FROM PRIMARY SCHOOL

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INNOVATIVE METHODS IN THE CAREER CONSULTING PROCESS

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THE DIGITAL STUDENT IN THE DIGITAL SOCIETY

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SECTION 10

LANGUAGES AND LANGUAGE EDUCATION IN THE DIGITAL AGE

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FOR ONE TYPE OF ZIG-ZAG THEMATIC STRUCTURE IN VOIP CONVERSATION WITH VIBER APP

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LANGUAGE TOOLS TO INCREASE VISIBILITY USED BY DIGITAL JOURNALISM

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PHRASEMES WITH COMPONENT „MONEY“ IN THE BULGARIAN AND IN THE ROMANIAN LANGUAGE

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Lecturer Anita Todoranova
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THE DIVERSITY OF THE STUDENT'S PORTFOLIO (ESP)

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SOCIAL MEDIA IN FOREIGN LANGUAGE TEACHING

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TOURISM TERMINOLOGY IN THE DIGITAL AGE

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THE CONCEPT OF SOLIDARITY ON THE INTERNET

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TERMINOLOGICAL "MIGRATION" IN THE BULGARIAN AND RUSSIAN ECONOMIC TERMINOLOGY IN THE DIGITAL AGE

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STUDY OF IDIOMS: DIFFICULTIES AND POSSIBILITIES

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THE ART OF COMMUNICATION AND PROFESSIONAL TRAINING OF TOURIST GUIDES AFTER THE GLOBAL PANDEMIC

Hristina Nedialkova, PhD

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IS THE INTERNET MEME LINGUA FRANCA OF INTERNET COMMUNICATION

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ONLINE COLLABORATIVE WRITING: A TOOL FOR ENHANCING STUDENTS' BUSINESS SKILLS AND CROSS-CULTURAL AWARENESS

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MULTIPLE PERSPECTIVES: RESEARCH-LED INTEGRATED APPROACH TO DEVELOPING LANGUAGE AND BUSINESS SKILLS AT TERTIARY EDUCATION LEVEL

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BILINGUALISM IN THE CONTEXT OF ECONOMIC GLOBALIZATION

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"ST. ST." OR MORE ABOUT HYPERCORRECTNESS

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TECHNOLOGIES IN ENGLISH LANGUAGE TEACHING AND LEARNING

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SECTION 11

INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE ECONOMY AND SOCIETY

Chair: Prof. Juliyan Vasilev, PhD

Secretary: Chief Assist. Prof. Latinka Todoranova, PhD

KEY ASPECTS OF IMPLEMENTING THE SMART CITY CONCEPT IN THE TOURISM SECTOR

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DETERMINATION OF THE DEGREE OF DIGITALIZATION LEVEL

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DATA MANAGEMENT CHALLENGES IN THE CONTEXT OF THE DIGITAL TRANSFORMATION OF BUSINESS

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ELECTRONIC MARKETPLACE PLATFORMS AND THEIR USE BY THE COMPANIES SELLING ONLINE

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EXPLORING ON-LINE IDENTITY

Chief Assist. Prof. Miglena Pencheva, PhD

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ELECTRONIC PLATFORMS FOR EDUCATION AND ASSESSMENT IN HIGH SCHOOLS AND UNIVERSITIES - POSSIBILITIES AND CHALLENGES

Assist. Prof. Ina Stanoeva, PhD

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**THE BIG DATA WORKING PROCESS IN DIGITAL TRANSFORMATION CONDITIONS
(ORIGIN, FEATURES AND OPPORTUNITIES)**

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INFORMATION SYSTEMS FOR THE MERCHANT SHIPPING IN REPUBLIC OF BULGARIA

Milen Todorov

Bulgarian Ports Infrastructure Company

**ARTIFICIAL INTELLIGENCE AND ROBOTISATION – A CHANGE IN THE DIGITAL ERA OF SOCIAL WORK
ORGANIZATION**

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USE OF PHOTOGRAMMETRY IN BRAND POSITIONING

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REGULATING THE SINGULARITY

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INFORMATION SYSTEMS FOR STARTING SOFTWARE COMPANIES

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ERP IMPLEMENTATION PROCESS

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