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AND ENTREPRENEURSHIP"**

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**ENTREPRENEURSHIP IN THE CONTEXT OF THE CONCEPT OF
SUSTAINABLE DEVELOPMENT**

ABSTRACT

**ON A DISSERTATION FOR THE AWARD OF EDUCATIONAL AND
SCIENTIFIC DEGREE OF DOCTOR
DOCTORAL PROGRAM
"ECONOMICS AND MANAGEMENT (INDUSTRY)"**

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The dissertation work has been discussed and proposed for defense in accordance with the Law on the Development of the Academic Staff and the Regulations for its Implementation in AE "D. A. Tsenov" - Svishtov from the Department of "Industrial Business and Entrepreneurship" at the Faculty of "Manufacturing and Commercial Business" of the Academy of Economics "D. A. Tsenov" - Svishtov.

The author of the dissertation was a full-time doctoral student at the Industrial Business and Entrepreneurship Department at the D. A. Tsenov" - town of Svishtov.

The dissertation has a volume of 238 standard pages. Structurally, it consists of: title page, table of contents (3 pages), list of abbreviations used (1 page), list of tables (1 page), list of figures (3 pages), introduction (5 pages), three chapters (212 pages), conclusion (4 pages), list of sources used - a total of 198 sources, of which 125 Bulgarian, 25 pcs. foreign and 48 pcs. websites and Declaration of originality and authenticity (1 page). In support of the above, 7 tables and 66 figures are included. Apart from the main text, 13 appendices have been developed in a volume of 17 pages.

The defense of the dissertation will take place on the date: 12.01.2024 in the Meeting Hall of the Rectorate at SA "D. A. Tsenov", Svishtov. The materials for the defense are available to those interested in the "PhD and Academic Development" department of the "D. A. Tsenov" Svishtov Academy of Economics and on the website of the "D. A. Tsenov" - town of Svishtov.

I. GENERAL CHARACTERISTICS OF THE DISSERTATION

1. Relevance of the research

The large-scale transformations in the socio-economic environment in the 20th century put the development of the entrepreneurial business in front of problems and

serious challenges, while also providing new opportunities for prosperity. The trends unfolding in the world reflect on the development of entrepreneurship in our country and impose profound changes in terms of priorities and market behavior.

The chosen topic is complex, with great practical potential, tied to processes and trends on a national, local and international scale. Its relevance and importance are indisputable. In the context of global problems, the idea of the need for a dynamic balance between the interests of entrepreneurs and society is launched. Adaptation to the high modern requirements is associated with the perception and application in practice of the concept of sustainable development. The center of gravity is moving towards going beyond purely economic indicators of success and engaging with social, environmental and other responsibilities.

The need for the formation of a new type of modern Bulgarian entrepreneurs to meet the increased public expectations is proved: highly motivated, innovative, responsible, possessing the necessary knowledge, skills, professional competencies, with an open attitude and the potential to realize opportunities in the new conditions.

The issue of stimulating entrepreneurial activity provokes strong scientific and practical interest. Adequate ways are being sought to ensure the prerequisites for entrepreneurial activity to reach higher levels of rationality and efficiency, contributing to solving important problems for society and business.

In connection with the undisputed actuality and importance of the issue under consideration, an impressive number of studies are accumulating. The first fundamental steps in the Theory of Entrepreneurship were made by R. Cantillion, A. Smith, J. Say, subsequently continued by D. Ricardo, W. Sombart, L. von Mises, F. von Hayek, I. Kirzner, D. Schumpeter, M. Weber, P. Drucker, M. Porter, P. Burger, B. Burger, A. Marshall, R. Hisrich, R. Stevenson, M. Kramer, E. Henson, V. Stepak, V., I. Senenko, R. Hisrich, T. Gallucci and others.

The earliest studies, affecting in one form or another the development of entrepreneurship in Bulgaria, were carried out by researchers such as: B. Boev, S. Bochev, K. Popov, N. Sarafov, N. Sheitanov, P. Mutafov. Among the leading contemporary Bulgarian authors, the names of Y. Koev, Ts. Davidkov, K. Todorov, A. Deneva, V. Hristova, L. Varamazov, I. Panteleeva, P. Kanev, R. Avramov, P. Penchev,

S. Stavrev, I. Kalvachev, M. Karamfilov, N. Kolev, I. Naydenov, I. Rusev, M. Dimitrov, A. Zlatanov, S. Atanasova, G. Nedeva, P. Ganev, G. Koleva, S. Kyuchukov, K. Vunova and others also contributed to research, including young scientists.

At the same time, the issues related to sustainable development are unfolding, and subsequently the connections with entrepreneurship are being developed. In a historical aspect, Hans Carl von Sremsky contributed to the understanding of the need for sustainability. The importance of the ideas of M. Mesarovich, E. Pestel, E. Laszlo, D. Forrester, L. Brown, D. Gabor, A. King, A. Schweitzer and others is fundamental. Current Western authors include M. Keener, D. Moran, D. Pierce, C. Hamilton, D. Norton, R. Kaplan, D. Ellington, T. Dunphy, E. Nemli, and many others. Among the Bulgarian scientists, H. Kalev, Yu. Dobрева, I. Ivanov, E. Mihailova stand out. The problems of sustainable development are interpreted in an immediate economic context by R. Gechev, P. Penchev, R. Nikolov, G. Atanasov and others.

Taking in consideration the dynamic changes and increasing demands of practice, the researched area is promising and opens up opportunities for future research.

2. Object and subject of the research

The object of the present study are modern Bulgarian entrepreneurs, active in sector "C" - processing industry.

The subject of the study are the attitudes and behavior of Bulgarian industrial entrepreneurs in the context of understandings of sustainable development.

3. Purpose and tasks of the research

The main goal of the dissertation is to examine the current state and prospects for the development of entrepreneurship in our country through the prism of the concept of sustainable development, based on a thorough study and interpretation of the existing scientific and theoretical statements and the data from an own empirical study. The aspiration is to derive and approve a modern model for the deployment of

entrepreneurial activity, based on the motivation to achieve stability and economic prosperity.

The set goal is realized by solving the following research tasks:

1. In direct connection with the achievements in the scientific literature, to define the essence of entrepreneurship, its main characteristics and role in society.
2. To classify and analyze the factors for the development of entrepreneurship.
3. To explore the challenges arising from the requirements of sustainable development as a global context for the implementation of entrepreneurial activity.
4. To become acquainted with the genesis of Bulgarian entrepreneurship with its specifics and on this basis to analyze modern processes and trends in development.
5. To develop a methodological toolkit for an empirical study identifying the priorities, motives and problems of modern Bulgarian entrepreneurs.
6. Based on the analysis of the results and subsequent assessment of the possibilities, to determine the guidelines for stimulating the entrepreneurial initiative, proposing a model adequate to the modern realities for achieving sustainable entrepreneurship in Bulgaria.

4. Research thesis

The main research thesis, defended in the dissertation work, is expressed in the statement that at the modern stage, reasonably implemented transformations with assuming responsibilities in the spirit of understanding sustainable development, is a decisive condition for the long-term success of one's own business and achieving competitive advantages for our national economy .

The following hypotheses have been defined, which are to be verified in the course of the study:

Hypothesis 1: There is a positive attitude towards entrepreneurial activity and high motivation on the part of entrepreneurs to work, despite unfavorable conditions.

Hypothesis 2: In order to adapt to the latest trends and challenges, Bulgarian entrepreneurs need new knowledge, skills and competences to provide them with competitive advantages.

Hypothesis 3: There is a need for institutional, informational, financial, scientific and technical support, in which the state, local authorities and European funds are actively involved, guiding Bulgarian entrepreneurship on the path of sustainable development.

5. Research methodology

Methodologically, research methods and approaches are used such as: historical approach, systemic-structural approach, descriptive approach, prescriptive approach, the basic methods of induction, deduction and translation, analysis and synthesis, method of comparison, modeling, graphic method, etc.

6. Sources of Information

For the purposes of the dissertation development, **the information** is provided in different forms **/field and office/**, combining quantitative and qualitative methods.

The main source of information is the structured survey of Bulgarian entrepreneurs. In addition, data from direct observations, statistical data, unstructured interview, projective methods are applied.

A review of scientific publications was carried out, such as: monographs, publications in specialized periodicals, proceedings of scientific conferences, Internet sources, current national and international programs and normative documents, publications of non-governmental organizations and associations, interviews with representatives of the entrepreneurial class, etc. Conversations were held - in person (meetings and on-site visits) and by phone.

7. Limiting conditions of the study

Some **limitations** have been adopted in the study, among which we should highlight:

Corporate entrepreneurship is not included as an object of research, but individual subjects are studied - *owners or managers of enterprises*, which are mainly representatives of small and medium-sized businesses.

Economic activity in the private sector is primarily of interest, and non-market activities in the field of education, health care, and social activities remain outside the scope of the study.

Only Bulgarian entrepreneurs are surveyed. Experiences and problems of foreign recipients are not the subject of this study.

The applied part of the development concentrates predominantly on production in *sector "C" - processing industry*.

8. Approval

The dissertation work has been discussed and directed for defense by the "Industrial Business and Entrepreneurship" Department at "D. A. Tsenov" Academy of Economics - Svishtov. Parts of the research have been presented at scientific forums and published in specialized publications. The ideas, guidelines, recommendations derived and substantiated in the development have been brought to the attention of representatives of the practice in our country.

II. STRUCTURE AND CONTENT OF THE DISSERTATION

INTRODUCTION

CHAPTER ONE. ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT

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- 1.1.3. Essence of entrepreneurship

1.2. Factors for the development of entrepreneurship

- 1.2.1. Distinguishing criteria
- 1.2.2. Classification of factors for the development of entrepreneurship

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1.3. Concept of sustainable development - essence, evolution, meaning

1.3.1. Nature and features of "sustainable development"

1.3.2. Historical path of the concept of sustainable development

1.3.3. Basic aspects of sustainable development

1.3.4. Criteria and indicators for sustainable development

CHAPTER TWO. OPPORTUNITIES FOR ASSESSMENT OF THE SUSTAINABLE DEVELOPMENT OF ENTREPRENEURSHIP IN BULGARIA

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2.1.1. Defining the problem of the genesis of entrepreneurship and entrepreneurial culture in Bulgaria

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2.1.3. Trends and problems facing Bulgarian entrepreneurship after the middle of the 20th century

2.2. Development of entrepreneurship in modern Bulgaria in the context of the relationship: national specificity - global trends for sustainable development

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III. SYNTHESIZED EXPRESSION OF THE DISSERTATION INTRODUCTION

INTRODUCTION

In the introductory part of the dissertation, the actuality and significance of the researched issues are proven. The object and subject of the research are defined. The main goal and the tasks related to its achievement are outlined. The research thesis and three hypotheses are formulated. The research methodology is presented and the restrictive conditions introduced are indicated.

CHAPTER ONE. ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT

Chapter one is developed in a volume of 63 pages and is structured in three paragraphs. It has a theoretical orientation.

In paragraph 1.1. the conceptual apparatus is examined. Characteristic ideas and conceptual approaches are explored and systematically presented. The basic concepts of "entrepreneur" and "entrepreneurship" are clarified in the process of their genesis. It is pointed out that entrepreneurship evolves, therefore introducing new nuances in interpretation. *Overall, the concept gravitates around: the idea of co-construction, innovation, embarking on ventures under uncertain circumstances..*

In the 18th century, Cantillon imposed the classical understanding of entrepreneurship as an intermediary activity related to foresight and risk-taking, and defined the entrepreneur as an active economic agent integrating the main elements of the economic system. With this, he outlines a direction for further theoretical views. The understandings were further developed by Adam Smith, Jean-Baptiste Say, Sombard, Kirzner, and others. In his concept of "entrepreneurial discovery" Friedrich von Hayek specifically highlights the importance of knowledge for realising the entrepreneurial role. Schumpeter presented a comprehensively grounded study of the role of the entrepreneur in societies, perceiving him as an "engine of development" with the capacity and impulse for change. Entrepreneurship is primarily understood as a distinct economic function, a behaviour that transcends personal characteristics. Continuous innovation is at the heart of entrepreneurship, which is at the heart of the market system. This view is supported by P. Drucker, who highlights the presence of the idea of the entrepreneur as a subject who maximizes favourable opportunities and is the main carrier of innovations and change.

The analysis of different opinions helps to highlight accents, through which the semantic scope of the concepts is clarified. Despite the plurality of definitions, characteristic features inherent in the figure of the entrepreneur can be deduced: initiative, orientation to action, high creative potential, motivation and responsibility, striving for self-realization and the need for achievement, propensity to risk, striving for growth and the ability to quickly stabilization after failure, perseverance, self-confidence, visionary, leadership. In general terms, the understanding of the entrepreneur is formed as a person who undertakes a new initiative for the purpose of profit and development. The phenomenon of "entrepreneurship" has a complicated and changing nature, which is a reason to update discussions. In our opinion, it should be seen both as an activity and a process and as a direction towards the qualities, values and behaviour of the person. Entrepreneurship is also a certain type of attitude, different from the standard one, developed in a specific conditions of the market environment, economic freedom and competition.

What has been stated so far gives reason to state that entrepreneurship is an activity with personal and social significance. It could be defined not only as a manifestation of

economic activity but as a phenomenon with a certain significant historical mission. It contains a potential - a historical perspective associated with continuous transformations in development. Entrepreneurship has a decisive influence on all aspects of the functioning of the socio-economic system. Expectations and important responsibilities fall on him. Society relies on entrepreneurship to solve current problems and achieve various goals..

In paragraph 1.2. the factors influencing the development of entrepreneurship are investigated. Understanding the factors would help to reduce the spontaneity in the manifestation of various forces, master the unfolding tendencies and direct the development towards the achievement of previously set goals.

In general, it should be noted that the development of entrepreneurship is influenced by a large number of factors, different in type, strength and direction of impact. To achieve clarity and adequate orientation among the many impacts, the factors are categorized. Different factor classifications were analyzed and used. The structuring adopted in the development is in accordance with the "essence" criterion of the factors, which is appropriate in view of the research tasks set. The following groups of factors affecting entrepreneurial activity are outlined and subsequently clarified: economic factors, demographic factors, natural geographical factors, cultural factors, social factors, personal factors, situational factors, technological factors, political factors, legal factors, psychological factors, and others. *The fact is emphasized that in the conditions of internationalization and globalization, turbulence in the unfolding of economic and other processes, political instability, and social and cultural transformations - the forces driving the development of entrepreneurship form a complex symbiosis. It, in turn, leaves an imprint on the way they act. This necessitates taking into account the increasing complexity of interactions and identifying hidden potential.*

Central to **paragraph 1.3.** takes the concept of sustainable development. In the realities of the XXI century, it intervenes as a colossal factor in its importance, influencing the development of societies and businesses on a global scale. The concept turns out to be an actual context of the processes, breaking the action of the entire system of development factors. The dissertation traces the genesis of this significant concept

and paradigm, which is indicative of the dynamics of global trends. The need for alignment is justified about global issues and challenges.

Analyzing different definitions helps to clarify the category of "sustainable development". It is pointed out that sustainable development refers above all to a state of the economy in which ecological and acceptable solutions are used so that the parameters affecting human life are not changed. (Kalev, 2020) The Rio de Janeiro World Conference of 1992 defined it as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs." The development followed the logic of the series of reports prepared by participants in the Club of Rome. This sheds light on attempts to model and understand the processes. Various predictions for the future of the planet and society are revealed, and alternative scenarios, both optimistic and pessimistic, are developed.

Sustainable development has three main aspects which are interconnected and interdependent: economic sustainability, social sustainability, and ecological sustainability. This means achieving a balance between social and environmental principles, such as economically sustainable and environmentally sound development that is socially justifiable. The transformation towards meeting the requirements of modern times is urgent.

A system of criteria and indicators for sustainable development is foreseen. It focuses on the special document developed by the UN in 2015 - "Agenda 2030", containing 17 goals for sustainable development /17 SDG/. (Agenda 2030, n.d.)

Naturally, the idea that Bulgarian entrepreneurs should align their activities with the set priorities is necessary. On them fall responsibilities of a socio-economic and ecological nature and long-term profit and prosperity are determined by the contribution to the global interest and public welfare.

CHAPTER TWO. OPPORTUNITIES FOR ASSESSMENT OF THE SUSTAINABLE DEVELOPMENT OF ENTREPRENEURSHIP IN BULGARIA

Chapter two is developed in a volume of 68 pages and is structured in three paragraphs. It shifts the centre of gravity of the exhibition to entrepreneurship in Bulgarian conditions. It combines theoretical and methodological aspects.

In paragraph 2.1. an attempt is made to understand the process of the formation of entrepreneurship and entrepreneurial culture in Bulgaria.

Bulgaria is part of the European economic and cultural space. Along with that, many divergent forces, critical moments, clashes, successes and failures definitely left their mark on the formation of native entrepreneurship and the business mentality in our country. In the dissertation development, research related to economic development and folk psychology, such as those of I. Hadjiyski, T. Panov, M. Draganov, M. Semov, B. Boev, S. Bochev, N. Sheitanov, P. Mutafov, R. Avramov, A. Deneva, V. Hristova, Ts. Davidkov, P. Penchev, R. Ivanov, I. Naydenov, I. Rusev.

When outlining the contours of our economic history, a periodization of the Bulgarian entrepreneurial practice was carried out into five main historical stages with their own characteristic features. (Hristova & Stoyanov, *Entrepreneurship - theoretical foundations and practical dimensions*, 2015, p. 80) In our opinion, tracing the complex and contradictory path of the Bulgarian entrepreneurial institution from the Renaissance to today is useful in order to better understand the peculiarities of the entrepreneurial mentality in the country, as well as to explain modern processes and problems.

The first stage: from the 18th-19th centuries until the Liberation, is presented as the initial history of our entrepreneurship as a modern economic activity. From the period of the Renaissance, an entrepreneurial community with its own interests and a unique professional culture was formed. The entrepreneurial endeavors of the renaissance Bulgarians are a fact, despite the unfavorable conditions: the lack of their own state as a support, economic and political instability and uncertainty, the threat of bankruptcy and a number of financial difficulties, riots, insufficient regulation of entrepreneurial activity, etc. The consolidation of the scale of the activity naturally led to the establishment of the first Bulgarian factories in the 30s and 40s of the XIX century, located in revival centers such as: Sliven, Gabrovo, Karlovo, Kalofer, Tryavna, Plovdiv, Pazardzhik, Svishtov, Kotel, Zheravna, Teteven, Burgas, etc. Entrepreneurs are presented as bearers of a new type of economic thinking and business culture. "As

economic subjects, they form attitudes, build modern functioning capitalist structures and change the social and cultural landscape in individual settlements or regions. Their professional practices are strongly influenced by a number of external and internal factors that determine imperial policy or European ambitions in the Balkans'. (Atanasova, 2019, p. 119)/

In the dissertation work, a direct attitude is taken to the question of the factors influencing the formation of the figure of the entrepreneur, modern for its time. The aim was to avoid unequivocal explanations.

The second stage, which spans from the Liberation of Bulgaria to the Balkan Wars, marks the period when freely organized entrepreneurial activity began in the country. This period saw significant changes and transformations in the field of entrepreneurship. The development of entrepreneurship during this period was rather contradictory due to the intertwining of various constructive and destructive tendencies. The time after Liberation was a period of the initial accumulation of capital and the realization of the Industrial Revolution. In this context, the rapid increase in the number of factories in Bulgaria is explained. The characteristic alternation of economic boom with crises is presented - conditions in which the factory industry tries to stabilize. The significance of the emerging legislative framework governing business initiatives is considered. It is emphasized that the encouraging measures taken generate the prerequisites for the successful development of industrial capitalism. The conclusion has to be drawn that the rate of industrial development has increased. "The development of industrial entrepreneurship, unreservedly supported by the state, is particularly strong. Trade, banking, insurance entrepreneurship,... are getting a boost, although compared to other countries, the rate of industrialization lags behind many times". (Hristova V., Support for entrepreneurship in Bulgaria over the centuries - some aspects, 2018, p. 156)

The studied period is subject to predominantly positive evaluations. Jacques Natan notes: "The period from the beginning of the 20th century to the Balkan wars was a period of intensive industrial development of Bulgaria." (Natan, 1957, p. 342)

The third stage of development: between 1912 - 1947 is understood as a time highly saturated in terms of historical events and economic transformations. This is

understandable given the fact that the two Balkan Wars, the First World War with its consequences, crises, as well as the Second World War with the radical change of the historical situation in the mid-40s of the XX century, reflect on it. The development of entrepreneurship is seen as accompanied by continuous changes and challenges. In the most unfavorable moments, entrepreneurs use alternative strategies, survive and prosper. The policy of protectionism carried out by the state, as well as the anti-crisis policy, contribute to the realization of economic initiatives and overcoming difficulties.

The process of the industrialization of the country, continuing at a not particularly fast, but stable pace, with the creation and development of new industries, has been tracked. The findings regarding the state at the end of the considered period are supported as follows: mainly light industry enterprises are functioning, requiring lower capital investments; the scale of these enterprises is not large / approx. 26 workers/; the technical reconstruction and the application of novelties in the industry - for objective and subjective reasons, is difficult, delayed; labor productivity is still relatively low compared to other more developed countries. At the same time, the relative share of foreign capital in industry decreased from 16-18% /1931/ to about 12% /1941 (Berov, 1974, pp. 104-146) The research places the evolution of the processes related to entrepreneurship on the general cultural matrix. It contains the key to the explanatory scheme. Economic activities are tied to a new, modern for its time mental attitude and character qualities of the Bulgarian. It is important to trace, in parallel with the evolution of entrepreneurship and its achievements, the "path" traveled by the Bulgarian society, transforming itself, at that relatively intensively considering the shortened historical terms that have been assigned to it. For the sake of a more justified and objective presentation of entrepreneurship in our country, it is necessary to understand what is happening in the depth of historical life, in attitudes, relationships and business contacts - where the "roots" of our entrepreneurship are. Research on Bulgarian folk psychology points to layers in the mentality, the bearer of which is the figure of the budding Bulgarian entrepreneur. In this direction, reflections were expressed and author's interpretations were made, which, in our opinion, could be useful in the subsequent presentation. It is important to consider that the 2-3 centuries preceding the appearance of the first entrepreneurs were the time of the patriarchal collectivist spirit of the peasant

cooperative on the Bulgarian lands. Dominant principles are those of fraternity, equality, mutual aid, and the main regulator is public opinion based on manners and customs. The behavior is maximally standardized according to traditional patterns. Leveling and the absence of pronounced individualism are typical. The underdevelopment of the personal principle excludes personal assumption of responsibility and initiatives. The study of the traditional system of values shows sound moral foundations, which found expression in qualities such as: trustworthiness, honesty, sincerity, mutual respect and the incalculable concern for the other. They are combined with persistence, patience, diligence, life-affirming optimism. (K. Licheva, Bulgarian society, business and morality, 2001, pp. 44-45) Labor occupied a pivotal position. T. Panov notes that he was elevated to the meaning of existence, a measure for man and placed above all religion. It is a source of material goods, but also of self-respect. Ivan Hadzhiyski writes that "work is understood not as personal, but as a common work - a joint effort" (Hadzhiyski, 1974, p. 52) The main driving force is survival - "survival through hard work and mutual aid", which also explains the power of collectivistic beginning. Bulgarian industriousness is "the industriousness of poverty, devoid of scope, initiative, deeply submissive to routine and conservatism (Risks of transition., 1994). The specific conditions impose a reason for self-doubt, moderation, caution. Therefore, the historical context of budding Bulgarian entrepreneurship is unfavorable, and along with overcoming economic and political difficulties, it is required to overcome deep-rooted ideas and beliefs. All this forms the explanatory framework of Bulgarian entrepreneurship, which is very different from the Western one. The prototype of entrepreneurship is craftsmanship, where individualism corresponds to the spirit of noble competition and cooperation, initiative and affirmation of personal responsibility. Understandings of professional honor, dignity, integrity, good reputation of the professional come to the fore. They are conditions for success, and motivation is maintained by the positive social evaluation given to work and abilities. Ingenuity, persistence, self-discipline, dedication and competences achieved through systematic training are valued. The development shows how transformations in the system of values take place with the establishment of the industrial society. Hadzhiyski emphasizes that the conditions of rivalry prevail, with no clearly established rules and norms. (Hadjiyski, 1974, p. 151) The thought of "catching

up" with more developed countries often develops into a desire to borrow and imitate, and this leads to deformations. At the same time, the Bulgarian entrepreneur shows his exceptional creativity and determination, generating new ideas with a view to adapting to the conditions of the environment. He appears to be a contradictory figure, an intersection of positive and negative qualities, but he is definitely a bearer of progress. The entrepreneur is presented as paving the way for new relations in Bulgarian society.

The fourth stage of development (1947-1989) marks the state centralized socialist economy. It is the subject of contradictory assessments, but in general it is perceived as highly unfavorable for the development of entrepreneurship in our country. The upward trend in development is interrupted in connection with the imposition of a planned economy.

Although the country's industrialization continues at an accelerating pace, radically different economic mechanisms are at work. It has been analyzed how with the liquidation of private property, the incentives for the deployment of private business initiatives disappear, and the key factor - competition, cannot manifest its constructive functions. Paces, proportions, economic structures and modes of management are not determined by economic laws, because centralized economic institutions function in strict compliance with political decisions. It is stated that, apart from state enterprises, some forms of industrial business initiative remain functioning under conditions of restrictions - mainly in the sphere of cooperative associations and crafts. Their number is significantly decreasing over the years.

After the upsurge of the 70s of the 20th century, the development of Bulgaria definitely started in descending order. The problems deepened and by the mid-1980s there was an economic crisis. The famous "Decree 56 on economic activity" is an unsuccessful belated attempt to introduce a market mechanism. (Decree No. 56 on economic activity / Promulgated SG No. 4 of January 13, 1989, amended and amended/) The dissertation reports how difficult to overcome the consequences of the imposition of the "principle of equalization" are to this day. A fundamental value - responsibility - is almost erased and qualities such as lack of initiative, passivity, disinterest, not taking blame are provoked. The "entrepreneurial spirit" is suppressed. and energy.

The fifth stage: of modern entrepreneurship /from 1989 to today/ is a time of new radical transformations, which are the subject of a more detailed examination in the exposition of the dissertation work.

Paragraph 2.2. is focused on the development of entrepreneurship in modern Bulgaria in the context of the relationship: national specificity - global trends for sustainable development.

It is considered that the transition of our country to a normal market economy coincides with the globalization of the world economy and the unfolding trends to achieve sustainable development. Given the initial level from which Bulgaria started after November 10, 1989, the challenges facing our entrepreneurs are serious. In this regard - for a better understanding of the situation and problems in our country, the trends determining the development on a global scale are outlined.

1. Tendency to deepen the process of internationalization and globalization of economic contacts.
2. Tendency towards transnationalization of corporations and banks
3. Transformations in the structure and development of the main groups of countries
4. Integration processes leading to the formation of regional economic structures
5. Tendency to increase the importance of global problems requiring joint efforts to solve them .

It is necessary to understand that the processes in the world economy at the end of the 20th century and the beginning of the 21st century are complex, multifactorial and often contradictory in nature, generating multidirectional consequences /both positive and negative/.

Important indicators in the EU business economy are presented and analyzed: the population of active enterprises, newly created enterprises and ratio to the total number of active enterprises, 1-year survival rate and 5-year survival rate, the ratio between small, large and medium-sized enterprises and their relative weight in the countries' economies, employment share, and high growth enterprises. According to the data from Eurostat, the existence of significant differences between the EU member states stood out.

The situation in Bulgaria in the process of establishing full-fledged market mechanisms is presented against the background of numerous changes and difficulties. In the development, entrepreneurial activity in our country is analyzed primarily through the prism of sector "C" - Processing industry, based on the use of economic indicators for structural business statistics and demography, pointing to the state, trends, key problems.

Bulgaria's official accession to the European Union on January 1, 2007, as well as the role of the cohesion and regional policy of the EU, of the European funds, of the interaction between state and local institutions and various NGOs, are indicated as an achievement. A positive point is the growth of entrepreneurship education with a view to mastering important entrepreneurial competencies, increasing professionalism and creativity and, in general, modelling adequate attitudes towards activity. Special attention is paid to the dynamics in the development of SMEs, which form the backbone of the Bulgarian economy. Due to the harsh conditions and trials in which the enterprises are placed /prices of electricity, water, raw materials, increasing costs of transport, the continuous raising of wages under the pressure of the trade unions, reduced solvency of the population, etc./, the process of achieving a sustainable and balanced development turn out to be very difficult. The problematic institutional environment and technological conditions hinder the alignment of SME activity with EU standards. Short-term plans and individual survival strategies prevail.

It found that after a gradual increase over the years, the number of active enterprises in 2019 marked a sharp decline. While between 2012 - 2018 it gravitated around 32,000, in 2019 it was 31,076, which shows a significant contraction in the sector. In 2019, the situation led to a significant reduction of active enterprises in the sector - to 31,076 units. The size structure of enterprises generally remains constant, with a clear preponderance of SMEs.

The birth of new businesses is often seen as one of the key drivers of job creation and economic growth. The birth of enterprises is believed to increase the competitiveness of the entrepreneurial population. From the data in the diagram in Fig. 1, it is visible that immediately after Bulgaria's entry into the EU, the birth rate of enterprises increased enormously. However, on the eve of a new global crisis in 2019,

the highly unfavourable trend towards the abrupt suspension of the activities of enterprises in the processing industry stands out.

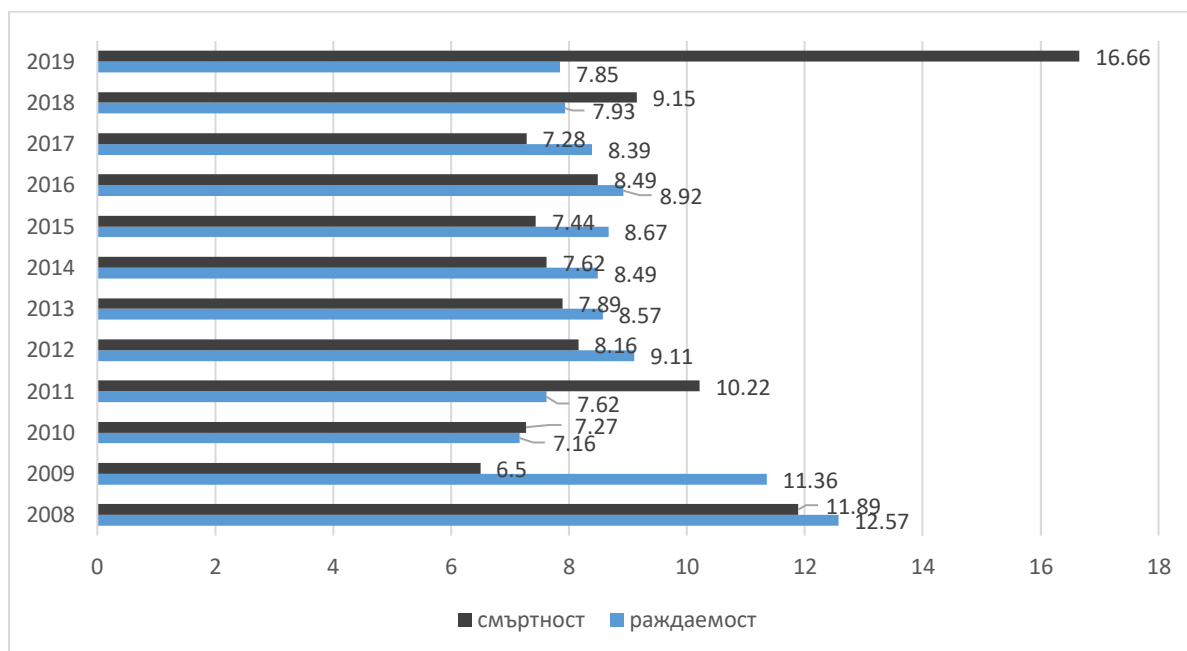


Fig. 1. Birth rate and death rate of industrial enterprises in Bulgaria %/ - Production: sector "C" - Processing industry Source: Developed by the author based on Eurostat data

As can be seen from the diagram in **fig. 2** with the economic dynamics in the country, the relative share of 1-year enterprises significantly exceeds that of 5-year enterprises.

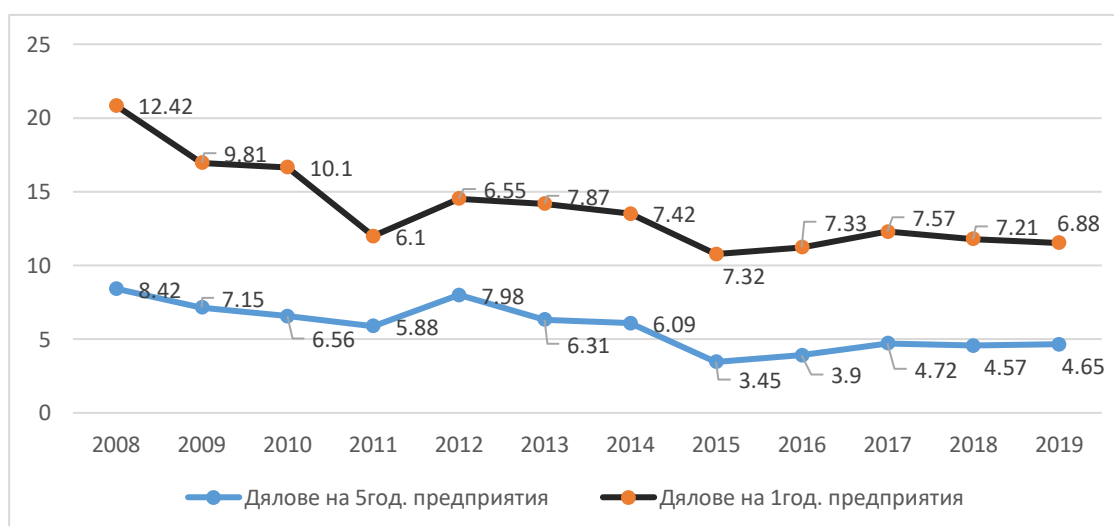


Fig. 2. Shares of 1-year-old and 5-year-old enterprises in the business population in Bulgaria %/

Source: Developed by the author based on Eurostat data

The highlights from fig. 3 changes in employment at the newly appeared enterprises in our country are evidence of a consistently deepening unfavorable trend. The lowest values are for 2019. The dynamics of the economic environment prevent newly created enterprises from growing and developing their potential.

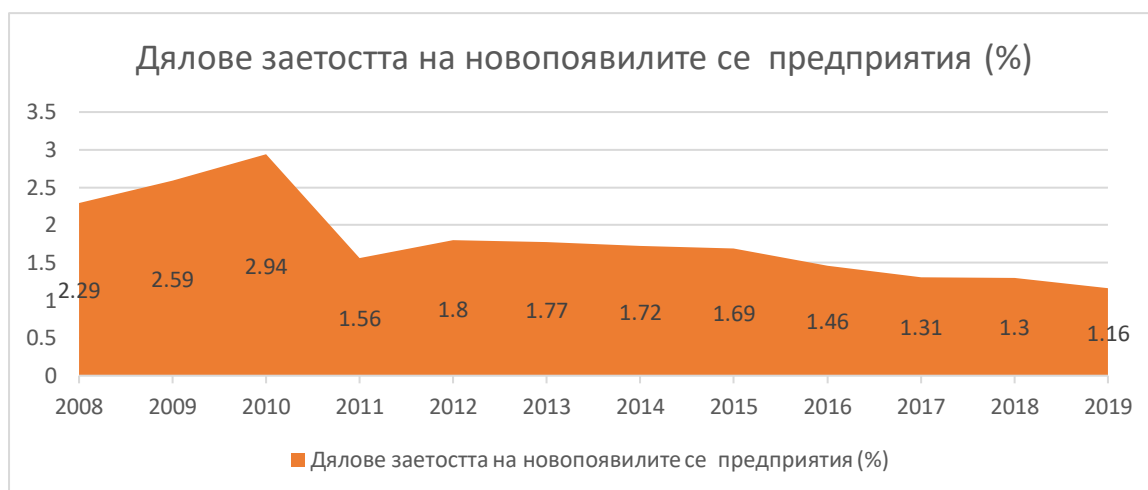


Fig. 3. Shares of employment at newly established enterprises in Bulgaria /%/

Source: Developed by the author based on Eurostat data.

About the indicator: Average size of newly created enterprises is indicative data in fig. 4. With the exception of 2010, when the number of employees was about 7 people, in the remaining years the newly created enterprises numbered a little more than 3 employees, and from 2016 a more serious decline was noticed - below 3 units. busy The statistics for 2019 are alarming, when 1.16 people were employed in the enterprises, or practically speaking - 1 person performing various functions was engaged in the newly created enterprises. This indicates a very limited scale of activity.

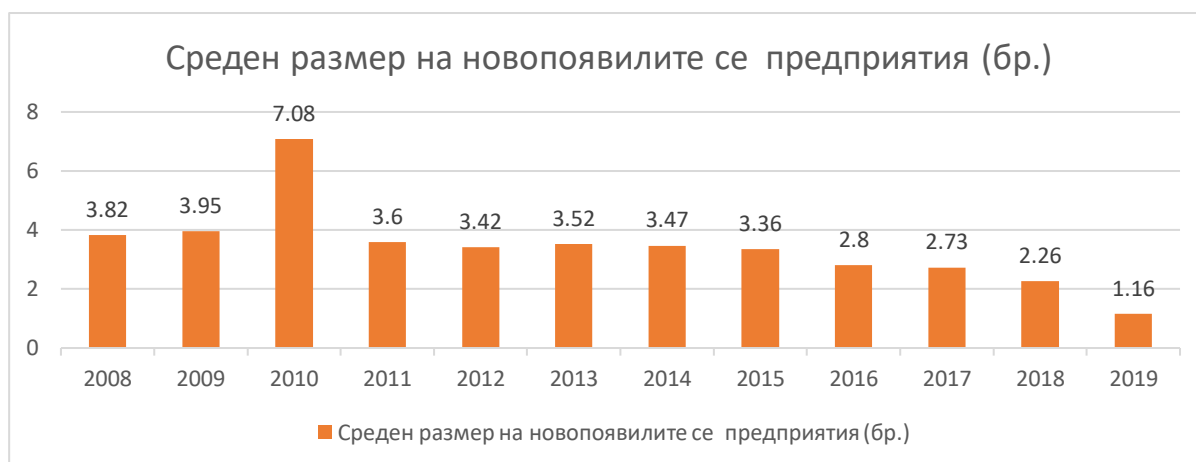


Fig. 4. Average size of newly emerging enterprises in Bulgaria /number/

Source: Developed by the author based on Eurostat data.

The production of industrial enterprises in sector "C" - Processing industry for 2020 marked a value of 61,759,156 thousand BGN, which is significantly higher than the values in Mining industry /3,097,435 thousand BGN/, Production and distribution of electrical and thermal energy and gaseous fuels /7,005,546 thousand BGN/, Water supply; sewage services, waste management and recovery / BGN 1,795,884 thousand (NSI, Statistical Yearbook, 2021)

The NSI data from recent years indicate that the processes of change in the structure of the Bulgarian processing industry continue, as "traditional" for the Bulgarian industry and economic data are losing positions due to the number of employed persons for the purpose of economic data , c more added toy/car industry, the production of computer and communication technology, electronic and optical products; electrical appliances, machines'. (Alexiev, Ya. How is the mindset changing in Bulgaria?, 2019)

In the development, an attempt is made to link the problems posed in this way with the trends in the development of the territorial units in Bulgaria. For this purpose, the NACE Rev.2 classification of economic activities is used together with the NUTS 2 classification regarding statistical regions.

In summary, two regions, Southwest and South Central, stand out, which have the highest values in terms of: aggregate of active enterprises in sector "C", wages and salaries, employed persons, employment growth rate. At the same time, the North-West region shows the lowest values for all indicators. In general, the northern regions are developing at a slower pace than the southern regions of the country. There are clear

disproportions in the development of the industry in a territorial aspect. The general conclusion is that in our country there are areas that are highly problematic and do not meet the requirements of the EU for inclusive development, as well as overall lagging behind other EU member states. (Kotseva-Tikova, 2022, pp. 92-129) The question of an urgent need for a good dialogue between state structures and municipalities in connection with the assistance to allocate funds under cohesion programs, to build flexible financial mechanisms, to assume responsibilities is brewing.

In connection with the pursuit of the idea of achieving sustainable development, data from the NSI is cited, which is used to judge the situation in the country and possible problems. The attitude towards the environment and innovation, presented in the form of invested costs, having a long-term return, has been adopted as a reference point. Data are given in relation to the emissions of harmful substances, costs for environmental protection and restoration in the direction of pollution removal - the result of production and other processes, generated production and hazardous waste, costs for research and development activities, investing in innovations with responsibility towards the environment and ensuring resistance to negative impacts.

It is correct to summarize that the indicated data from NSI testify to the development of Bulgarian business, incl. industrial entrepreneurship, quite different from the requirements set out in the concept of UR. There is serious work ahead in a targeted study of the situation.

After everything stated up to this point, we believe that the issue of carrying out studies on modern business practice in our country is relevant. The desire to carry out our own empirical research was inspired by the desire to clarify exactly how entrepreneurship has been positioned in Bulgaria in recent years.

Paragraphs 2.3. and 2.4. affect the methodology and methodological tools of the study. They are related to the development of the research strategy for the study of entrepreneurship in modern Bulgaria. The general conceptual framework, the main steps for conducting the empirical study are presented, and the system of empirical indicators for collecting the empirical data is constructed. The main phases of the research work are outlined.

First phase: preparation of the empirical study. It covers: defining the problem situation, outlining the goals and determining the key moments of the research, formulating the hypotheses, identifying the sources of information, the target group of respondents, as well as the approach, work methods, etc.

Second phase: "trial piloting" /aprobation/. It is an intermediate phase that includes testing the suitability of the prepared questionnaire and making the necessary corrections.

The third phase: real. This is the practical part, which covers the actual implementation of the empirical study within the planned schedule and in compliance with the organizational plan. Primary data are collected.

Fourth phase: processing the empirical data and establishing the values of the selected indicators.

Fifth phase: interpretation of the results of the conducted empirical study.

Typologies and summaries of current empirical information are included. Verification of hypotheses. Substantiation and argumentation of the research thesis of the dissertation. Formulation of conclusions and proposals for improving the situation. Only on this basis can one proceed to the construction of an approbative model for the development of Bulgarian entrepreneurship.

Within the survey, the research paper is structured into five interrelated sections. Each of the sections sets certain criteria by which primary information is required and classified.

Section 1: Respondent Profile

Section 2: Company Profile

Section 3: Business development and parameters. Perspectives

Section 4: Startup and motivation for activity

Section 5: Funding, material status. European support

The questions presented in the survey card are of a closed type in order to facilitate the respondents to complete them more expeditiously. Some of the questions allow the selection of more than one answer /questions with multiple answers/.

We believe that the selected empirical indicators help to reference the real socio-economic practice. The system of indicators reflects the influence of many factors: the macro-environment, the micro-environment and the personality of the entrepreneur.

The system of empirical indicators in the study is constructed on the basis of certain priorities, corresponding directly or indirectly with the relevance of issues for the sustainable development of society and business. It is important to reach through it the identification of the actual intentions of the entrepreneurs, the trends and the key factors for the development of entrepreneurship in our country.

CHAPTER THREE. APPLIED ASPECTS IN RESEARCHING ENTREPRENEURSHIP IN BULGARIA

Chapter three is developed in a volume of 80 pages. The presentation is organized in three paragraphs with an emphasis on practical application.

Paragraph 3.1. *contains a wealth of empirical material illustrated graphically. The main method of gathering empirical evidence is a survey on the topic:: "Researching the attitudes and behavior of modern Bulgarian entrepreneurs"*,, carried out in the period December 2022 - March 2023. The survey covers 50 respondents from different parts of the country and different types of settlements. The collected empirical material was subsequently processed, with the data subjected to analysis, synthesis, interpretations and summaries. They are the basis for reaching a more in-depth and objective understanding of the researched current problems and for shaping the guidelines and specific recommendations for changes in practice. The questionnaires were completed both directly /in direct personal communication/ and indirectly /on-line/. The guaranteed anonymity of individuals is a condition for frank and correct answers.

Through the questions from the first section, the profile of the respondents is outlined. The coverage of a set of entrepreneurs with heterogeneous characteristics according to the various characteristics: age structure, gender, educational level and type of education, knowledge of foreign languages, previous commitment, etc. is established. Regarding the position of the respondents in their organizations, the survey found that

14% were owners, 24% were senior managers, and the remaining 62% covered these two categories simultaneously. In many cases, it turned out that despite their education, the respondents did not have sufficient entrepreneurial knowledge and competences and needed additional training. The majority of them - 58% also declare a lack of management experience when starting their entrepreneurial activity. / see fig. 5



Fig. 5. Results of a survey - question No. 1.9.

A peculiar business portrait of the enterprises covered in the sample is outlined. Their legal status is different: ET - 38%, EOOD - 34%, OOD - 24%, AD - 4%. Most of them, 68%, started their activity relatively recently - between 2013 and 2022. It is noteworthy that 44% of the enterprises whose main activity is only production, while 56% also develop other activities. This combination of activities is typical for modern Bulgarian entrepreneurs, according to the conditions in which they are placed. The data regarding the scale of activity are also in unison. The representatives of micro-enterprises are the most numerous - 68% / see fig. 26/. The structures of small businesses dominate, showing flexibility and adaptability to the conjuncture of modern markets. Although most of the enterprises employ outsiders, in a significant part of them the participants are closely related on a family basis. Regarding the salary information, the findings are not optimistic /fig. 6/.



Fig. 6. Results of a survey - question No. 2.6.

At the same time, the trends for the coming years are also unfavourable. In the context of the macroeconomic situation, the real possibility of an increase is almost non-existent. Largely related to this is the problem of job prospects in enterprises. Only 12% of entrepreneurs declare intentions to open new jobs, looking for opportunities to achieve relative stability in the general uncertainty and instability of the environment /fig. 7/

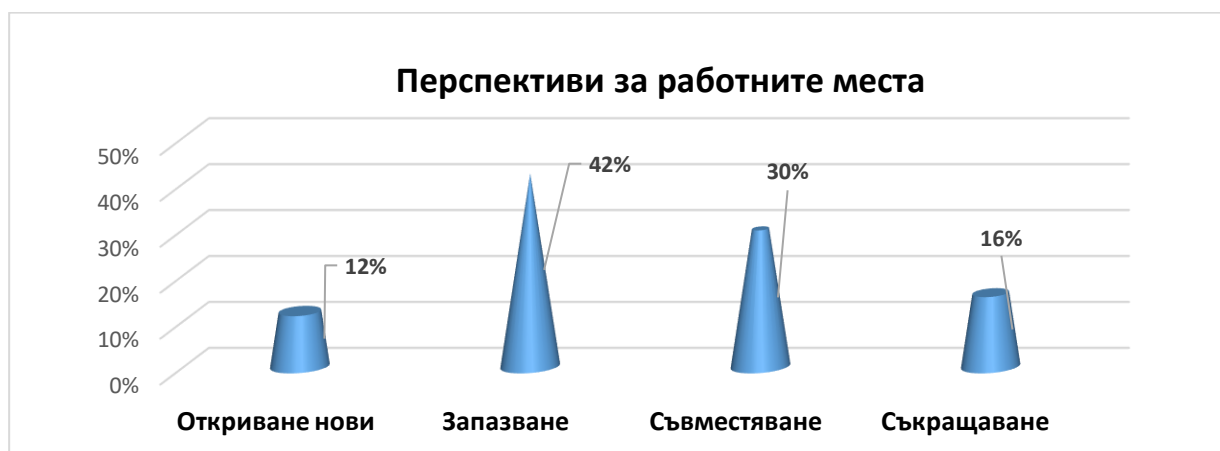


Fig. 7. Results of a survey - question No. 2.8.

Regarding the final financial result for the previous year - 30% of the respondents stated a profit, 38% a minimum profit and 32% a loss. This leads to the understanding that the competition and the increased requirements in the transition to sustainability are now difficult for Bulgarian entrepreneurs to overcome.

In relation to the attitudes of entrepreneurs, we consider that 30% of them are aware of the need for environmentally friendly activity and introduce innovations adequate to

the requirements to be positive. For 28% of respondents in the manufacturing industry, compliance with higher requirements is due to compulsion. Another 28% do not implement relevant innovations due to lack of sufficient funds, and 14% do not consider it necessary to comply with modern environmental standards and demonstrate a maximum low level of preparedness for their activity. Such behaviour is short-sighted.

/Fig.8/



Fig. 8. Results of a survey - question No. 3.2.

Among the numerous difficulties and obstacles that entrepreneurs encounter at the moment, the most clearly stand out: the reduced purchasing power of the population, administrative obstacles, and the lack of support from legislation and regulations. /see fig. 9/ This reflects on plans regarding future business, innovation attitudes and projects. In our opinion, the willingness to take risks is reasonably measured.

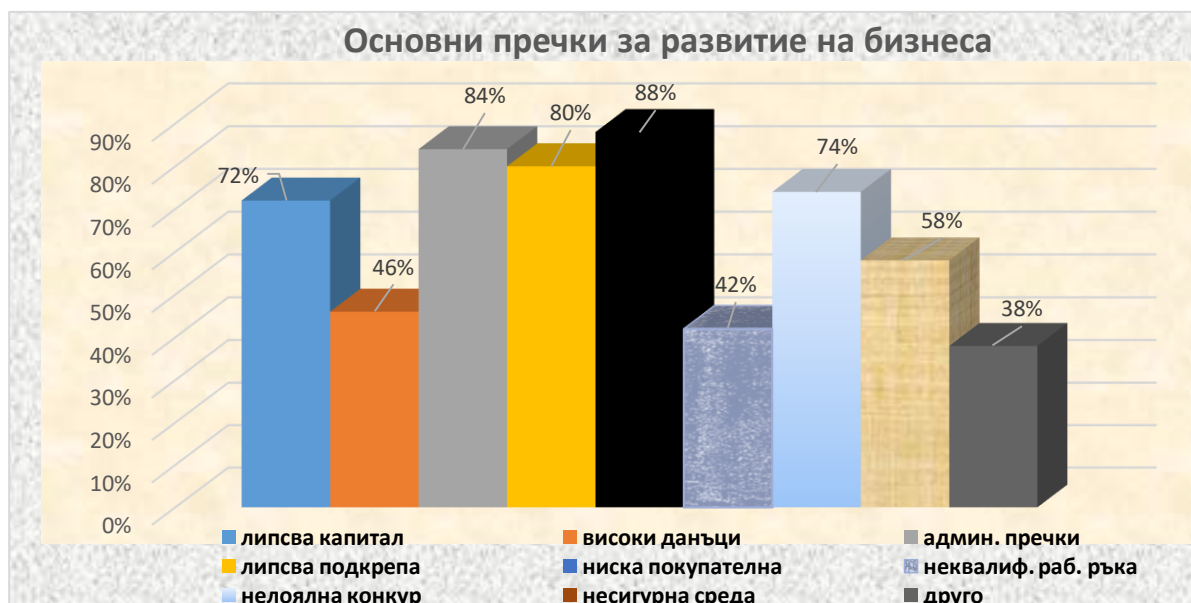


Fig. 9. Results of a survey - question No. 3.5.

The problems surrounding the start of the entrepreneurial activity deserve special attention. The motives for starting the business are an indicative moment when clarifying the entrepreneurial behaviour in Bulgaria, as they very well present the expectations of the entrepreneurs. The motives themselves are diverse, they correspond to basic and social needs. In some cases, entrepreneurship has the character of a compulsion related to survival, in others - the leading expectation is for serious financial income, ensuring material well-being and a satisfactory lifestyle. A significant place is also given to the desire for independence. The consciousness of involvement in solving a wide range of problems, exceeding their own, is identified in a small part of the current Bulgarian entrepreneurs. /fig. 10/



Fig. 10. Results of a survey - question No. 4.1.

In general, the motivation when starting a business is high and continues to be maintained in the process of persistently overcoming various difficulties. Among them are: the lack of support in state policy and local authorities, regulatory restrictions, administrative obstacles, corruption and strong competition, financial problems, difficulties in hiring personnel, etc. / see **fig. 11/**

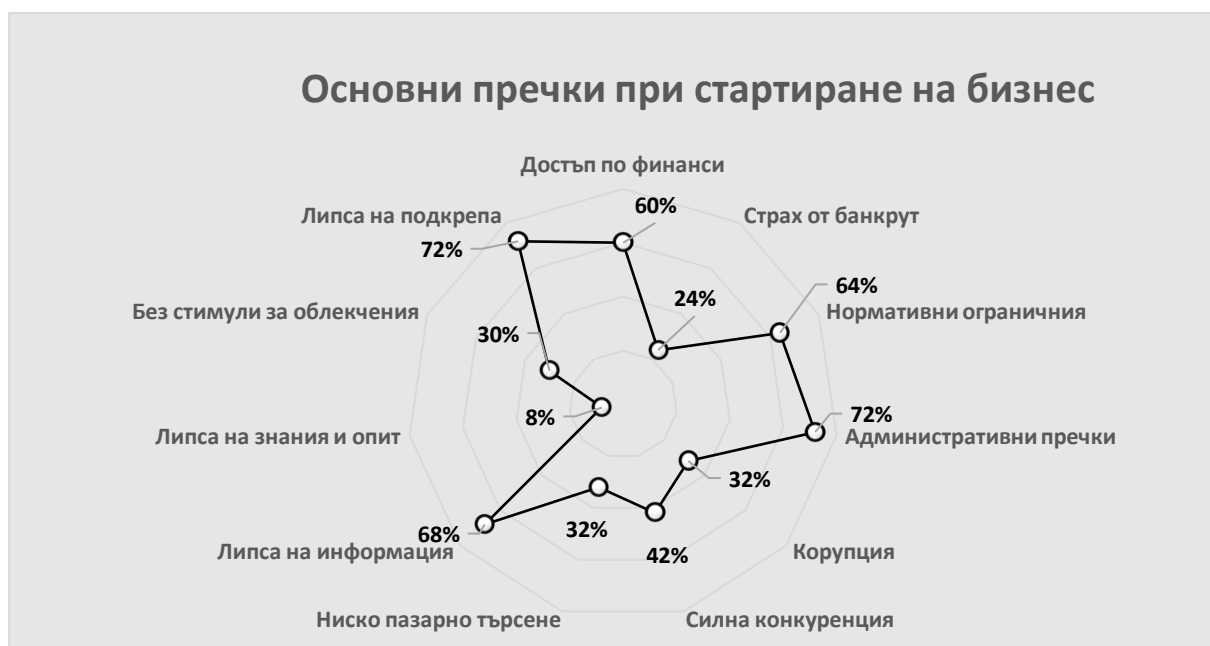


Fig. 11. Results of a survey - question No. 4.2.

The most clearly positive attitude towards entrepreneurial activity stands out from the prevailing view of Bulgarian entrepreneurs about their work as fascinating, interesting and challenging. This is the basis of taking risks, looking for sources of financing, striving for self-improvement through education, self-education. /fig. 12/



Fig. 12. Results of a survey - question No. 4.8.

The difficulties that entrepreneurs in the "C" sector - Processing industry face when hiring staff are multifaceted. Among them, the respondents most strongly single out: personnel without the necessary education and culture - 62%, followed by personnel without specific qualifications and experience - 54%. Apparently, securing suitable personnel - sufficiently educated, qualified, motivated to work, responsible and loyal - turns out to be a serious challenge. However, in the conditions of a limited budget, a

very large part of entrepreneurs - 42% do not conduct training to improve the qualifications of their staff. This point is controversial. More and more in the circles of entrepreneurs, it is realized that an absolute condition for success is the continuous acquisition of new complex knowledge and skills, ensuring their adaptation to the dynamic market environment.

The empirical study highlights the need to raise the level of training, which should be understood not only on a professional level but also on a wider scale. Categorical proof of this is the findings of a low level of entrepreneurial culture in Bulgaria. The respondents are almost unanimous about the inconsistency of the behaviour with the requirements for the implementation of civilized business relations, they show dissatisfaction with the professional environment in which they function. The conclusion we can draw is that the Bulgarian entrepreneurial culture is still in the process of its formation. In this process, it is subjected to the influence of contradictory forces, including highly erosive factors.

The survey clearly shows that a significant part of the enterprises in the country are on the verge of survival due to the lack of reliable sources of financing. The most serious are the financial problems that SMEs face in every attempt to implement their projects, including those related to solving environmental and social problems. The conditions for business lending by banking institutions are unfavourable, and there is dissatisfaction with the many barriers to access to European funds and with the manner of their distribution.

Among the difficulties in achieving the desired funding under European programs, the leading ones are complicated conditions, numerous bureaucratic procedures, and insufficient information. For part of the Bulgarian entrepreneurs, such programs are not of interest and/or do not inspire confidence. In the current crisis in the country and the world, unsatisfactorily resolved questions regarding financing face the development of entrepreneurship in front of special tests. This is especially true for small businesses. Therefore, in Bulgaria, the conditions for financing business ventures are definitely unfavourable and it is imperative to look for ways to improve the characteristics of the financial environment.

In the context of the above, the attitude towards the priorities imposed on the entrepreneurial business can also be perceived. The perspectives of entrepreneurial activity in our country are tied to attitudes towards and the concept of sustainable development - the extent to which it is shared. The results show a predominantly critical perception of this concept - with some reservations and considerations for the time being. In our opinion, they have a rather constructive character, they point to the need to rethink this important modern concept in the direction of the possibilities for its practical application. /fig. 13/



Fig. 13. Results of a survey - question No. 3.10.

The expedient and correct implementation of the procedures for providing the relevant funds should make it easier for Bulgarian entrepreneurs to take advantage of the advantages in order to successfully start and develop their businesses. This is the possible way to achieve the outlined strategic priorities: smart growth based on the economy of knowledge and innovation; sustainable growth supporting a competitive, green, efficient economy that uses resources responsibly; inclusive growth, promoting territorial and social cohesion and supporting high levels of employment in the economy.

The given empirical data allow taking into account the working hypotheses raised in the study, namely:

Hypothesis 1: There is a positive attitude towards entrepreneurial activity and high motivation on the part of entrepreneurs to work, despite unfavourable conditions.

Hypothesis 2: In order to adapt to the latest trends and challenges, Bulgarian entrepreneurs need new knowledge, skills and competencies to provide them with competitive advantages.

Hypothesis 3: There is a need for institutional, informational, financial, scientific and technical support, in which the state, local authorities and European funds are actively involved, guiding Bulgarian entrepreneurship on the path of sustainable development.

Collected and processed empirical evidence verifies the raised hypotheses.

The results of the empirical study and their interpretations are a good basis for synthetic work on the problems of Bulgarian entrepreneurship. They provide building materials for deriving priorities, guidelines and recommendations on the way to achieving sustainable development.

In paragraph 3.2. an attempt is made to identify the key problems by outlining opportunities for successful and sustainable development of entrepreneurship

The path to entrepreneurial success is sought in the direction of the interaction between the entrepreneur and the environment for functioning. The environment - national, European and global, with the relevant features, requirements and challenges determines the framework conditions for the development of entrepreneurship. Regarding the environment: legal and normative; administrative; institutional; informative; scientific and technological; innovative; financial; public; business environment, etc., the dissertation presents several unfavorable characteristics that hinder the development of entrepreneurship in our country. The conclusions are reached:

1/ The situation in the country categorically does not favour the development of sustainable entrepreneurship.

2/ There is an actual need for serious changes to ensure the objective and subjective prerequisites for a desire to prosper

It advocates the understanding that the defining guidelines in relation to the upcoming change are the education and professional training of entrepreneurs,

innovation activity, management of motivations, financing. Institutional support is of particular importance.

Relevant pathways for change have been identified:

- effective legislation regarding the activities of business entities;
- clear rules and laws applicable to all;
- optimal synchronization of European and Bulgarian legislation on problems affecting entrepreneurial activity;
- high-quality, correct, fast administrative service;
- tax reliefs as a tool to promote SMEs;
- simplification of the registration regimes and preferences for the "start-up period" of enterprises;
- expansion of financing options;
- optimization of lending;
- easier access to subsidization from the European funds and increasing the degree of utilization of the funds;
- improved access to information;
- expert assistance from consulting companies;
- introducing on recognized international standards regarding the environment;
- transparency of actions and procedures;
- a consistent policy for the protection of competition;
- providing of raw materials, etc. at appropriate prices;
- limiting the growth of the "gray sector" in the economy;
- mutual assistance, cooperation and distribution of responsibilities between the state, banks, small and medium-sized businesses, etc.;
- entrepreneurship support networks;
- possibility of getting a "second chance";
- renewal of the material and technical base of SMEs and changes in the organization of work with a view to increasing profitability and productivity;
- optimization of the educational and professional structure;

- development of human resources by means of investments for the development of knowledge, skills, competences that meet practical needs;
- stimulating the entrepreneurial spirit and innovation activity;
- definition of national innovation priorities:
- providing conditions and incentives for priority development of production over trade and services;
- overcoming the imbalance in the development of the entrepreneurial potential in the various planning areas in our country;
- improving access to local and global markets;
- increasing purchasing power on the basis of improved living standards, controlled inflation, stable labor markets, wage growth, etc.;
- flexible bonus schemes to motivate staff;
- mastering good practices;
- clear priorities at all levels and uncompromising compliance.

To this should be added the need for:

- stimulation of the business /starting and developing/ by ensuring protection of the rights of the entrepreneurs;
- social security;
- increasing trust within the community and correcting negative public attitudes regarding entrepreneurship;
- better understanding of responsibilities in the spirit of the concept of sustainable development;
- raising the level of entrepreneurial culture in Bulgaria;
- strengthening the feeling of satisfaction;
- encouraging the pursuit for development, improvement, sustainability;
- more and more serious involvement of different business mechanisms in solving social problems.

Favorable factors are:

- a family environment which actively supports the entrepreneur both financially and morally;
- development of personal skills, accumulation of experience, increasing education and practical suitability;
- motivation to work in the presence of entrepreneurial spirit and potential;
- the possibility to use and rethink someone else's experience.

Regarding entrepreneurs, our understanding is that it is necessary to work on changing mentality and business attitudes, to overcome destructive ideas from the past, to raise the level of entrepreneurship education and maintain high motivation. Coordination between private companies and public institutions /universities, research institutions/ is considered a particularly important premise for the formation of the new type of entrepreneurs. This corresponds to the global need for a transition to knowledge-based growth.

The development focuses on the most important personal qualities of a successful entrepreneur - characteristics corresponding to the current needs and requirements of the time. Emphasis is placed on the need to develop the motivation to take responsibility - especially since responsibility is a key point in the concept of sustainable development. Awareness and acceptance of high socio-ecological responsibilities is perceived as a "learning process". It is necessary to comply with the standards of civilized relationships and a stable value system as the basis of ethical and responsible business behavior within the entrepreneurial ecosystem.

Paragraph 3.3. affects the creation of a model of sustainable development of entrepreneurship in Bulgaria.

We consider it necessary to take a position on the problem of the achievement of goals and tasks set in the main strategic documents. The careful analysis of the situation in our country and outside it unambiguously shows that the announced time horizon for achieving sustainable development and sustainable entrepreneurship - 2030 is unrealistic and a new one should be set. There is a contradiction between goals and opportunities - i.e. between sustainable development policies and realities.

It reflects on a system of barriers, risks and challenges, requiring the rethinking of the transition. We also believe that the concept of sustainable development could not be effectively applied in our country in its abstract theoretical variation without breaking through the unique characteristics of the Bulgarian reality and business practice.

The understanding is reached that for the sustainable development of entrepreneurship in the Bulgarian conditions, a model suitable for adaptations should be applied. We present our vision for the process of realizing the idea of sustainable entrepreneurship in Bulgaria. This includes marking the levels of community and subordination:

First level: a global European framework for sustainable development;

Second level: national framework for sustainable development;

Third level: entrepreneurship at the national-strategic level;

Fourth level: entrepreneurial business practices in Bulgaria;

The process acquires the availability of sufficient time, and the final goals have a long-term character and should appear in the form of positive effects in the three key areas for achieving sustainability.

Attention is drawn to the fact that sustainable development should be understood not as a state, but as a process. In this spirit, a Generalized output model of a process aimed at sustainable development was developed / see fig. 14/. A feature of the model is the introduction of the key component - the "time" parameter.

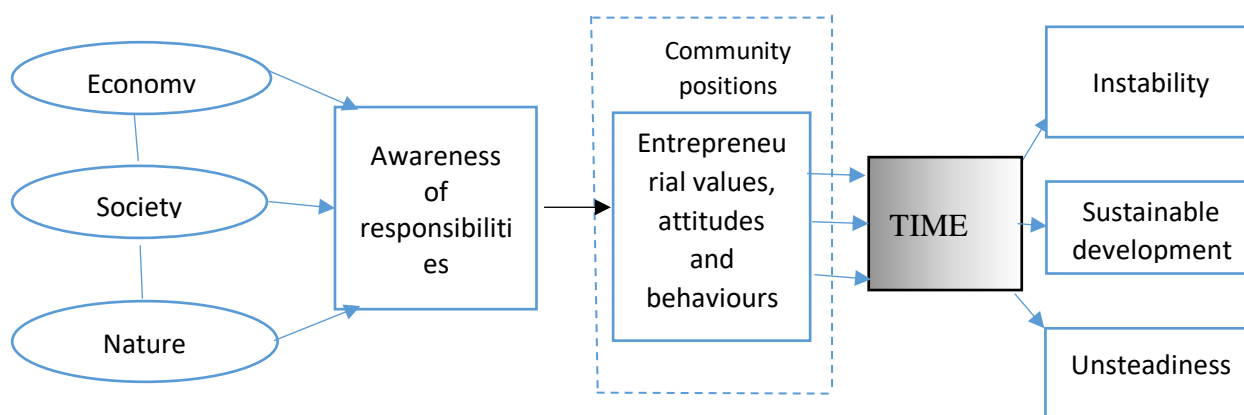


Fig. 14. Generalized output model of a process aimed at sustainable development
Source: The author

In our view, achieving sustainable development can be reached in stages. In this regard, we present a sequence of steps grouped into several stages of development.

For the purposes of approval, a model for the development of sustainable entrepreneurship in our country has been developed and substantiated. / see fig.15/ This is the Behavioral perspective model, distinguished by a marked evaluation point. The focus of the model is on the role of consequences in stimulating entrepreneurs towards responsible behavior in the spirit of long-term goals and objectives.

The initial positions of the model include goals and tasks that go beyond the immediate interests of the individual entrepreneur. A subordination of priorities is presented. In this spirit, relationships and attitudes are formed and a certain level of awareness of responsibilities is achieved. The model clearly makes the connection with the concept of SD, and the attitude towards it largely determines the success or failure of the entrepreneur.

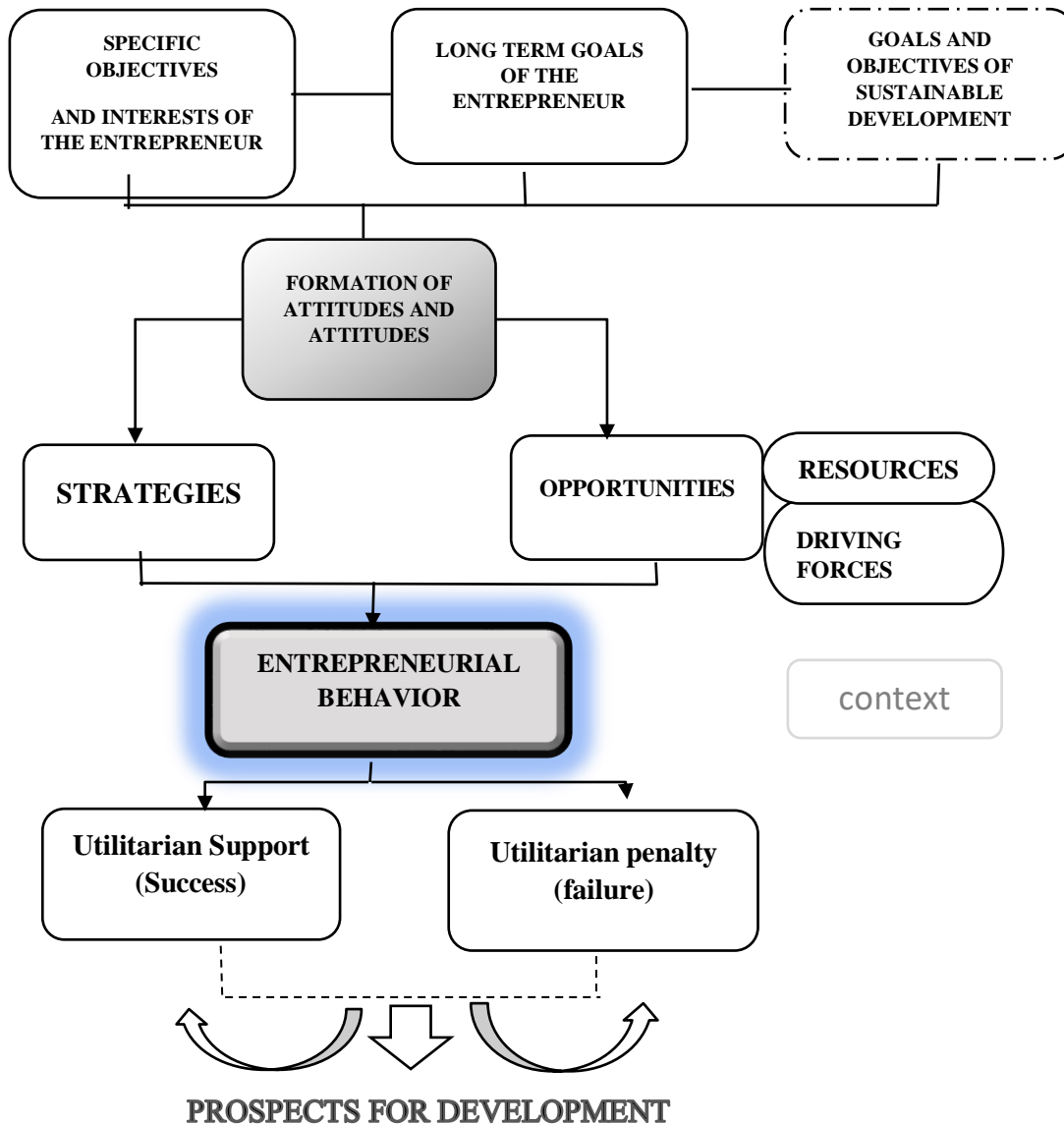


Fig. 15. Behavioral Perspective Model at the "Entrepreneur" Level

Source: The author

Of particular importance to us is the attitude of active entrepreneurs to the proposed model construction in relation to its suitability to participate in solving current problems.

With a view to validation and possible improvement, the model was discussed together with representatives of the practice. The model was qualified as up-to-date, logically sound and suitable for application in a business environment. It is hoped that it will be useful both for start-up companies and for those already operating in the business field for years.

It should be emphasized that the presented and justified model is aimed at stimulating responsible entrepreneurial activity. It does not claim to be exhaustive, but rather an attempt to highlight the possibilities for positive changes and achieving sustainable development of Bulgarian society with the leading role of entrepreneurship.

CONCLUSION

In the conclusion of the dissertation, the achieved results are summarized. Empirical analyzes are the basis for forming more synthesized conclusions supporting the research thesis of the dissertation development. The conclusions and the attached recommendations are oriented towards highlighting opportunities for stimulating entrepreneurial activity and achieving competitive advantages for our national economy under modern conditions.

IV. REFERENCE ON THE SCIENTIFIC AND SCIENTIFIC-APPLIED CONTRIBUTIONS IN THE DISSERTATION

On the basis of the conducted theoretical and empirical research, the following more significant contributing points in the dissertation work can be highlighted:

1. As a result of an in-depth study of literary sources, the genesis of the entrepreneurial institution and its importance in the development of societies has been traced. The essence and scope of the basic concepts "entrepreneur" and "entrepreneurship" are defined. This is not an end in itself, but is connected with the evolution of phenomena in our country, by outlining historically determined features, manifested against the background of unfolding modern global trends.

2. Perceptions and statements related to clarification of sustainable development and understanding of new responsibilities towards entrepreneurs have been examined, summarized and critically analyzed. On this basis, the author's position presented in the dissertation and corresponding interpretations affecting the possibilities for practical implementation under modern conditions have been upgraded.

3. A methodological toolkit was developed and an empirical study was conducted on modern Bulgarian entrepreneurship in connection with considering the possibilities for a transition to sustainable development. The analysis of the results of the practical study made it possible to identify significant problems, highlight priorities and outline guidelines for positive changes in entrepreneurial practice in our country.

4. Taking into account the requirements of the concept of sustainable development and taking into account the specifics of the current situation, an author's model was developed and substantiated, aimed at stimulating the development of responsible and sustainable entrepreneurship in Bulgaria.

V. LIST OF PUBLICATIONS OF THE DOCTORAL STUDENT

Articles

Lichev, A. Entrepreneurship from the Renaissance to the middle of the 20th century - the practical interpretation of the emerging Bulgarian entrepreneurial culture - Annual almanac "Scientific research of doctoral students", "Dimitar A. Tsenov" Academy of Economics, Svishtov: AI Tsenov, December 2, 2022, ISSN: 1313-6542

Lichev, A. The concept of sustainable development - a challenge for modern entrepreneurship. - In "Socio-Economic Analysis," VTU "St. St. Cyril and Methodius", item 14, vol. 1, 2022, UI, pp. 9-20,

DOI: <https://doi.org/10.54664/IJCM3961>

Scientific reports

Lichev, A. Green economy and entrepreneurship. - International Scientific and Practical Conference "Sustainable Development and Socio-Economic Cohesion in the XXI Century - Trends and Challenges", Svishtov, AI "Tsenov", November 8-9, 2021, pp. 740-748, ISBN: 978-954-23- 2070-8

Lichev, A. Sociocultural factors for the development of entrepreneurship. - Scientific Conference: "Knowledge, Science, Technologies, Innovations", V. Tarnovo, June 2022, Publishing House "Institute for Knowledge, Science and Innovations", pp. 212 - 225, ISSN: 2815-3472 (Print), ISSN: 2815 -3480 (CD)

VI. REFERENCE FOR PARTICIPATION IN SCIENTIFIC FORUMS OF DOCTORAL STUDENTS WITH ARTICLES AND REPORTS

XV doctoral scientific session - 2022, Academy of Economics, Svishtov, December 2, 2022. Organizers of the forum: Academy of Economics "D. A. Tsenov", Svishtov

International scientific and practical conference "Sustainable development and socio-economic cohesion in the 21st century - trends and challenges", dedicated to 85 years since the establishment of the „Dimitar A. Tsenov“ Academy of Economics, Svishtov, November 8-9, 2021. The conference was held under the patronage of the President of the Republic of Bulgaria Rumen Radev. Organizers of the forum: „Dimitar A. Tsenov“ Academy of Economics, Svishtov

Scientific conference: "Knowledge, science, technologies, innovations", V. Tarnovo, June 3-4, 2022. Organizers of the forum: "Institute for knowledge, science and innovation", V. Tarnovo

VII. REFERENCE FOR COMPLIANCE WITH THE NATIONAL REQUIREMENTS UNDER THE RULES FOR IMPLEMENTATION OF THE LAW ON THE DEVELOPMENT OF THE ACADEMIC STAFF IN THE REPUBLIC OF BULGARIA

National requirement in number of points: 30.00

Number of **articles** published in non-refereed peer-reviewed journals or published in edited collective volumes: **2 nos.**

Number of points for the author: **20.00**

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Number of points for the author: **20.00**

Total points: 40.00 > 30.00

VIII. DECLARATION OF ORIGINALITY AND AUTHENTICITY

by Alexandar Tihomirov Lichev

In connection with the procedure for obtaining the educational and scientific degree "doctor" in the doctoral program "Economics and management (industry)", I declare that:

1. The results and contributions in the dissertation work on "Entrepreneurship in the context of the concept of sustainable development" are original and are not borrowed from research and publications in which the author has no involvement.
2. The information presented by the author in the form of copies of documents and publications, personally compiled references, etc. corresponds to objective truth.
3. The results obtained, described and/or published by other authors are properly and in detail described and cited in the bibliography.

Date: 27.10.2023
city of Svishtov

Declarant:
/ Alexandar Lichev /