

**85**  
YEARS

ГОДИНИ

*D. A. Tsenov Academy of Economics -*  
SVISHTOV

# PROGRAMME

INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

**SUSTAINABLE DEVELOPMENT  
AND SOCIO-ECONOMIC COHESION  
IN THE 21ST CENTURY:  
TRENDS AND CHALLENGES**

**8th - 9th November 2021 r**







**D. A. TSENOV ACADEMY OF ECONOMICS – SVISHTOV**

# **PROGRAMME**

**of**

**INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE**

## **SUSTAINABLE DEVELOPMENT AND SOCIO-ECONOMIC COHESION IN THE 21ST CENTURY: TRENDS AND CHALLENGES**

8th - 9th November 2021

*Dedicated to the 85th anniversary since the establishment  
of D. A. Tsenov Academy of Economics*

***Project SF-2-2021***

Svishtov  
2021

## **8<sup>th</sup> November 2021**

**9.30 - 10.00**

Conference registration

**10.00 - 10.30**

Formal opening of the international scientific conference

**10.30 - 11.45**

Plenary session

**12.00**

Solemn procession to the grave of the Benefactor

**13.40 - 14.00**

Registration

**14.00 - 18.00**

Parallel sessions

## **9<sup>th</sup> November 2021**

**8.40 - 9.00**

Registration for parallel sessions

**9.00 - 11.45**

Parallel sessions

**11.45 - 12.00**

Registration for the closing session

**12.00**

Formal closing of the international scientific and practical conference

**8<sup>th</sup> November 2021**

**9.30 – 10.00**

**Registration in Zoom Meeting**

**10.00 – 10.30**

**Formal opening of the international scientific conference**

Keynote Speech of the Rector of D. A. Tsenov Academy of Economics

Welcome speeches to the attendees of the scientific forum

**10.30 – 11.45**

**Plenary session**

Moderator: Assoc. Prof. Rumen Erusalimov, PhD

Scientific secretary: Head Asist. Prof. Asen Bozhikov, Ph.D.

**Plenary papers**

THE PATH TO SUSTAINABLE DEVELOPMENT AND SOCIAL COHESION:  
ACROECONOMIC RISKS AND BARRIERS

**Prof. Dimitar M. Ivanov, DEconSc**

Doctor Honoris Causa of D. A. Tsenov Academy of Economics

Managing Director for Europe at the American Investment Fund Gerken Capital  
Associates

THE PROBLEMATIC DEVELOPMENT OF THE BULGARIAN ECONOMY

**Prof. Mitko Dimitrov, PhD**

Economic Research Institute at Bulgarian Academy of Sciences

**12.00**

**Solemn procession to the grave of the Benefactor**

**13.40 - 14.00**

**Registration in Zoom Meeting by sessions**

**14.00 – 18.00**

**Parallel sessions**

**9<sup>th</sup> November 2021**

**8.40 - 9.00**

**Parallel sessions**

**Registration in Zoom Meeting by sessions**

**9.00 - 11.45**

**Parallel sessions**

**11.45 - 12.00**

**Registration for the closing session**

**12.00**

**Adopting a closing document of the conference**

**Formal closing of the international scientific and practical conference**

## Section 1

### **CONFERENCE TOPIC:**

### ***FINANCE, ECONOMICS, INSURANCE AND SOCIAL SECURITY***

Moderators: Prof. Stefan Simmeonov, Ph.D.; Prof. Stoyan Prodanov, Ph.D.;  
Prof. Yordan Vasilev, Ph.D.; Assoc. Prof. Ventsislav Vassilev, Ph.D.  
Scientific secretary: Head Asist. Prof. Asen Bozhikov, PhD

**8<sup>th</sup> November**

**14.00 - 18.00**

ECONOMIC ASPECTS OF THE MANAGEMENT OF PUBLIC ENTERPRISES AND STATE AND MUNICIPAL PROPERTIES

**Prof. Borislav Borissov, DSc**

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

SYSTEM-STRUCTURAL CRISIS AND ITS MANIFESTATION IN THE CONDITIONS OF THE COVID-19 PANDEMIC

**Doctor of Economics, Professor, Corresponding Member National Academy of Sciences of Ukraine Zveryakov Mikhail**

Odesa State Economic University - Odesa, Ukraine

MEASURING THE IMPACT OF THE COVID-19 PANDEMIC ON CORPORATE SOCIAL RESPONSIBILITY POLICIES IN BULGARIA

**Prof. Andrey Zahariev, PhD**

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

ENHANCING THE FLAT TAX IN BULGARIA

**Prof. Rumen Brussarski, PhD**

University of National and World Economy - Sofia, Bulgaria

DRIVING FORCES OF INTEGRATION IN GLOBAL DIGITAL VALUE CHAINS

**Prof. Sava Hristov Dimov, PhD**

Burgas Free University – Burgas, Bulgaria

EFFECTS OF THE ECB'S PANDEMIC EMERGENCY PURCHASE PROGRAMME

**Prof. Silvia Trifonova, PhD**

University of National and World Economy - Sofia, Bulgaria

TESTING CORRECTIVE PROBABILITY MODELS FOR EVALUATION OF EUROPEAN STOCK OPTIONS

**Prof. Stefan Simeonov, PhD**

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

**Theodor Todorov, PhD**

MC „Select Asset Management“ JSC

COMPETITION AND CONCENTRATION OF THE BULGARIAN NON-LIFE INSURANCE  
MARKET (2011-2020). STRUCTURAL ANALYSIS AND EMPIRICAL OBSERVATIONS

**Prof. Stoyan Prodanov, PhD**

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

SOCIAL STATUS AND PROSPERITY - THE EUROPEAN CONTEXT OF SUSTAINABLE  
DEVELOPMENT

**PhD Professor Tatiana Houbenova-Delisivkova**

Economic Research Institute of the Bulgarian Academy of Sciences- Sofia, Bulgaria

**PhD Associate Professor Victor Yotzov**

University of National and World Economy, Economic Research Institute of the Bulgarian Academy of  
Sciences- Sofia, Bulgaria

THE IMPLEMENTATION OF GOALS OF BALANCED DEVELOPMENT OF POLAND  
AGAINST THE CHALLENGES AND DANGERS OF WASTE MANAGEMENT

**Assoc. Prof. Ireneusz T. Dziubek,**

**Dr Tatiana Manasterska**

Calisia University - Kalisz, Poland

MODERN FEATURES OF TRUST ASSET MANAGEMENT

**Assoc. Prof. Deniss Djakons, PhD**

**Postgraduate student Stanislav Perminov**

ISMA University of Applied Sciences, Riga, Latvia

THE HEDGE FUND INDUSTRY IN THE AGE OF LOOSE MONETARY POLICIES AND  
COVID-19

**Assoc. Prof. Alexander Ganchev, PhD**

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

THE EXPENSES AS AN INTEGRAL PART OF THE ANALYSIS OF PROPERTY INSURANCE  
RESULTS IN BULGARIA

**Assoc. Prof. Ventsislav Vassilev, PhD**

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

INFLUENCE OF ECONOMIC STRUCTURE ON PROVIDING SUSTAINABLE ECONOMIC  
GROWTH AND DEVELOPMENT

**Candidate of Sciences (Economics), Associate Professor Sharah Olena**

Odesa State Economic University - Odesa, Ukraine

The BANKS ARE NOT WHAT THEY WERE

**Assoc. Prof. Elena Stavrova, PhD**

SWU “Neofit Rilski” – Blagoevgrad, Bulgaria

STRATEGIC ACTIONS OF THE BULGARIAN BUSINESS ORGANIZATIONS IN THE  
CONDITIONS OF THE COVID-19 PANDEMIC

**Assoc. Prof. Ilian Minkov, PhD**

University of Economics – Varna, Bulgaria

## INSTITUTIONS AND INEQUALITY

**Assoc. Prof. Kalin Gospodinov, PhD**

University of Economics – Varna, Bulgaria

## BEHAVIORAL APPROACH TO ECONOMIC DEVELOPMENT – OPPORTUNITIES AND LIMITATIONS

**Assoc. Prof. Kaloyan Kolev, PhD**

University of Economics – Varna, Bulgaria

## PROBLEMS OF LOYALTY IN BANKING INSTITUTIONS THROUGH MODERN CONDITIONS

**Assoc. Prof. Katya Licheva, PhD**

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

## EXPEDIENCY AND EFFECTS OF INTERREGIONAL TAX COMPETITION

**Assoc. Prof. Lyudmil Naydenov, PhD**

University of Economics – Varna, Bulgaria

## POSSIBLE ERRORS IN THE AWARD OF PUBLIC PROCUREMENT IN BULGARIAN PRACTICE

**Assoc. Prof. Marin Marinov, PhD**

**Krasimir Parashkevov**

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

## CHALLENGES IN LONG-TERM CARE IN BULGARIA

**Assoc. Prof. Nikolay Ninov, PhD**

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

## EFFECTS OF THE COVID PANDEMIC ON HEALTH EXPENDITURE

**Assoc. Prof. Nikolay Atanasov, PhD**

Medical University of Plovdiv, Bulgaria

## APPROACHES AND PRACTICE OF STATE FINANCING OF PUBLIC PENSION INSURANCE

**Assoc. Prof. Plamen Yordanov, PhD**

**Head Assist. Prof. Margarita Nikolova, PhD**

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

## FISCAL BENEFITS FOR PEOPLE WITH DISABILITIES SUCH AS DISGUISED SOCIAL BENEFITS FOR DISABILITY IN BULGARIA

**Assoc. Prof. Plamen Yordanov, PhD**

**Assist. Prof. Yordan Yordanov, PhD**

**Janeta Angelova, PhD Student**

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

## IMPACT OF COVID-19 ON MOTOR CASCO INSURANCE INDEMNITIES IN BULGARIA

**Assoc. Prof. Rumen Erusalimov, PhD**

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

## DIGITALIZATION AND SOCIO-ECONOMIC JUSTICE – CHALLENGES AND OPPORTUNITIES

**Assoc. Prof. Silviya Topleva, PhD**

University of Food Technologies - Plovdiv, Bulgaria



LONG-TERM ECONOMIC EFFECTS OF PANDEMICS – LESSONS FROM SOME PREVIOUS CRISES

**Head Assist. Aleksandar B. Todorov, PhD**

University of Economics – Varna, Bulgaria

EUROFINANCING AS A MEANS OF INCREASING THE COMPETITIVENESS OF ENTERPRISES IN THE SECTOR „PRODUCTION OF TEXTILE CLOTHING“

**Head Assist. Prof. Angelina Terzieva, PhD**

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

SOME ASPECTS OF THE COVID-19 IMPACT ON THE BULGARIAN INSURANCE MARKET

**Head Assist. Prof. Anelia Paneva, PhD**

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

HEALTH INSURANCE MARKET IN BULGARIA – STATE, DEVELOPMENT AND TRENDS

**Head Assist. Prof. Valentina Ninova, PhD**

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

FISCAL INTEGRATION IN THE EU – NECESSITY, CONDITIONS AND EFFECTS

**Head Assist. Prof. Dimitar Kostov, PhD**

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

BULGARIA ON THE ROAD TO THE EUROZONE

**Head Assist. Prof. Petya Vasileva, PhD**

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

DYNAMICS OF BULGARIA'S FOREIGN TRADE WITH EU MEMBER STATES

**Head Assist. Prof. Sergey Rumyanov Radukanov, PhD**

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

THE CHANGING ROLES OF FISCAL AND MONETARY POLICY IN THE LIGHT OF COVID-19 IN COUNTRIES WITH DIFFERENT MONETARY REGIMES

**Head Assist. Prof. Sonya Georgieva, PhD**

Economic Research Institute at the Bulgarian Academy of Sciences – Sofia, Bulgaria

ASPECTS OF THE NATIONAL EMPLOYMENT POLICY AND CHALLENGES FACING IT

**Head Assist. Prof. Tanya Ilieva, PhD**

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

BEHAVIOURAL INVESTMENT STRATEGIES – AN OPPORTUNITY FOR CONSISTENT RESULTS FROM ACTIVE INVESTING

**Head Assist. Prof. Tsvetan Pavlov, PhD**

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

**9<sup>th</sup> November**

**9.00 - 11.45**

THE OPPORTUNITIES FOR FUTURE PENSIONERS IN THE CONTEXT OF THE REGULATORY CHANGES IN THE SECOND PILLAR OF THE PENSION MODEL IN BULGARIA

**Assist. Prof. Yordan Stefanov Yordanov, PhD**

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

THE BANK DEPOSITS MARKET IN BULGARIA DYNAMICS AND STRUCTURAL CHANGES

**Assist. Radoslav Kanovski, PhD**

Varna Free University „Chernorizets Hrabar“ – Varna, Bulgaria

ASSESSMENT OF THE SUSTAINABILITY OF THE AGRICULTURAL SECTOR IN BULGARIA

**Anton Sotirov, PhD**

Bulgaria Economic Forum, Branch Kyustendil, Bulgaria

**Nikola Pistalov, PhD**

Association Club „Vanguard“, Kyustendil, Bulgaria

OVERWEIGHT AND OBESITY AS HEALTH RISK FACTORS

**Orlin Tsvetkov, PhD**

Hospital MBAL – Botevgrad, Bulgaria

MEASURES OF THE US FEDERAL RESERVE TO TACKLE COVID-19

**Svilen Kolev, PhD**

University of National and World Economy - Sofia, Bulgaria

STATE AID ENFORCEMENT LAW IN THE ENERGY SECTOR IN ALBANIA

**Lecturer of Law, Dr. Anduena Gjevori**

University „Aleksander Xhuvani“ Elbasan, Albania

„BANKING SECRET AS A COMPONENT OF BANKING SECURITY – FINANCIAL AND LEGAL ASPECTS“

**Teacher Ignat Papazov**

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

THE HISTORICAL EVOLUTION OF THE GOVERNMENT SECURITIES MARKET IN THE REPUBLIC OF MOLDOVA

**Olesea Speian, PhD Student**

Moldova State University

CHANGES TO EUROPEAN REGULATORY CAPITAL REQUIREMENTS FOR COVERED BONDS IN A CRISIS

**Borislav Kirov, PhD Student**

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

THE AUTOMOTIVE MARKET IN BULGARIA AND THE PLACE OF ITS TRADE  
REPRESENTATIVE OFFICES

**Vanya Vladimirova Galcheva, PhD Student**

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

THE EFFECTS ON MONETARY POLICY AS A RESULT OF CASH HOARDING

**Vladimir Sirkarov, PhD Student**

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

IMPACT OF THE P/E RATIO AND THE DIVIDEND YIELD ON THE SHARE PRICES ON THE  
BULGARIAN CAPITAL MARKET

**Vladislav Lyubenov, PhD Student**

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

OPPORTUNITY FOR SUSTAINABLE SME DEVELOPMENT IN THE CONDITIONS OF A  
PANDEMIC

**Daniel Danchev, PhD Student**

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

POSSIBILITIES FOR REGULATION OF SOCIAL INSURANCE THROUGH THE LIMITS OF  
INSURANCE INCOME

**Janeta Angelova, PhD Student**

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

DIGITAL TRANSFORMATION IN HEALTHCARE – A MEANS OF IMPROVEMENT QUALITY  
OF LIFE AND A RADICAL CHANGE IN THE WAY OF PROVIDING MEDICAL AND HEALTH  
CARE

**Zhivka Petrova, PhD Student**

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

THE DEBATE OF THE BANKING SCHOOL AND THE CURRENCY SCHOOL IN THE 19TH  
CENTURY – CHARACTERISTICS AND PARALLELS WITH MODERN MONETARY  
REALITIES

**Kuzman Iliev, PhD Student**

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

CHALLENGES IN THE MANAGEMENT OF MEDICAL INSTITUTIONS DURING THE COVID-  
19 PANDEMIC (FOLLOWING THE EXAMPLE OF THE UNIVERSITY MULTIPROFILE  
HOSPITAL FOR ACTIVE TREATMENT „HEART AND BRAIN“ - PLEVEN)

**Lyuba Miteva, PhD Student**

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

BLOCKCHAIN TECHNOLOGY – THE BIG BENEFITS FOR SMALL BANKS

**Marina Milinova, PhD Student**

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

NEGATIVE INTEREST RATES – EMPIRICAL EXPERIENCE

**Milena Pesheva, PhD Student**

University of National and World Economy - Sofia, Bulgaria

THE FINANCIAL FAIR PLAY IN WOMEN'S FOOTBALL – A NECESSITY OR AN OPPORTUNITY

**Neno Nenov, PhD Student**

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

IMPACT OF COVID-19 ON THE MOTOR CASCO INSURANCE PREMIUM INCOME IN BULGARIA

**Nikolay Iliev, PhD Student**

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

DEVELOPMENT OF PROPERTY INSURANCE IN BULGARIA THROUGH THE PRISM OF REINSURANCE RELATIONS

**Radka Vasileva, PhD Student**

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

THE CONSOLIDATION OF THE BANKING SECTOR IN BULGARIA AS A FACTOR FOR SUSTAINABILITY

**Raya Dragoeva, PhD Student**

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

INSTRUMENTS FOR PREVENTION OF TAX FRAUD IN TRADE IN FUELS AND PETROLEUM PRODUCTS

**Stefan Peshov, PhD Student**

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

FORECASTING OF PUBLIC FINANCES – DEVIATION OF ACTUAL PERFORMANCE OF CONSOLIDATED FISCAL PROGRAM VERSUS BUDGET ACT OF BULGARIA

**Julian Voynov, PhD Student**

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

## **Section 2**

### **CONFERENCE TOPIC:**

### **ACCOUNTING, CONTROL, AUDITING, STATISTICS AND MATHEMATICS**

**Moderators:** Prof. Atanas Atanasov, Ph.D., Assoc. Prof. Silviya Kostova, PhD  
Assoc. Prof. Krasimira Slaveva, Ph.D.

**Scientific secretary:** Head Assist. Prof. Zhelyo Zhelev, PhD

**8<sup>th</sup> November**

**14.00 - 18.00**

ABOUT THE ROLE AND POSSIBILITIES OF DIGITALIZATION IN ACCOUNTING  
DOCUMENTATION

**Prof. Atanas Atanasov, PhD**

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

FEATURES OF ACCOUNTING OF GOODS IN COVID CONDITIONS 19

**Assoc. Prof. Galia Ivanova–Kuzmanova, PhD**

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

CURRENT CHALLENGES IN FRONT OF THE ACCOUNTING PROFESSION IN THE CONTEXT  
OF CHANGES AFTER BREXIT

**Assoc. Prof. Galina Chipriyanova, PhD**

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

**Marii Stoyanov, PhD**

Kreston BulMar Veliko Tarnovo, Bulgaria

TOWARDS A NEW APPROACH IN THE TRAINING ON INTERNATIONAL FINANCIAL  
STATEMENT STANDARDS

**Assoc. Prof. Diana Imalova, PhD**

**Assoc. Prof. Ventsislav Vechev, PhD**

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

BULGARIA'S SOCIO-ECONOMIC DEVELOPMENT IN THE CONTEXT OF THE  
SUSTAINABLE DEVELOPMENT GOALS – STATISTICAL ASPECTS

**Assoc. Prof. Krasimira Slaveva, PhD**

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

STATISTICAL ANALYSIS OF THE RELATIONSHIP BETWEEN THE DIGITALIZATION OF  
THE ECONOMY AND ECONOMIC GROWTH

**Assoc. Prof. Margarita Shopova, PhD**

**Head assist. Prof. Evgeni Ovchinnikov, PhD**

**Head assist. Prof. Tihomir Varbanov, PhD**

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

APPLICATION OF THE EUROPEAN FREE TRADE AGREEMENTS WITH THIRD COUNTRIES  
AND THEIR IMPORTANCE FROM THE POSITION OF CUSTOMS CONTROL IN THE EU

**Assoc. Prof. Momchil Antov, PhD**

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

INNOVATIVE METHODS FOR ACCOUNTING EDUCATION – EXPERIENCE AND GLOBAL  
LESSONS LEARNED

**Assoc. Prof. Nadya Velinova-Sokolova, PhD**

Sofia University „St. Kliment Ohridski“ - Sofia, Bulgaria

EUROPEAN POLITICS FOR VENTURE CAPITAL FINANCING

**Assoc. Prof. Nikolina Grozeva, PhD**

Varna Free University „Chernorizets Hrabar“ - Varna, Bulgaria

APPLYING UNIT ROOT TESTS ON LABOR FORCE INDICATORS IN BULGARIA TAKING  
INTO ACCOUNT THE IMPACT OF STRUCTURAL BREAKS

**Assoc. Prof. Plamen Petkov, PhD**

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

ROLE OF INTERNAL AUDIT FOR SUSTAINABLE DEVELOPMENT OF SMALL AND  
MEDIUM ENTERPRISES

**Assoc. Prof. Silviya Kostova, PhD**

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

THE EXTENDED BUSINESS REPORTING LANGUAGE (XBRL) AS A FINANCIAL  
REPORTING TOOL IN DIGITAL ENVIRONMENT

**Head Assist. Prof. Borislav Boyanov, PhD**

University of National and World Economy - Sofia, Bulgaria

PRACTICAL ASPECTS OF MODERN INTERNAL AUDIT IN THE PUBLIC SECTOR IN  
BULGARIA

**Head Assist. Prof. Diyana Ivanova, PhD**

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

MEASURING DEMOGRAPHIC AGEING AND LONGEVITY

**Head Assist. Prof. Kamellia Lillova, PhD**

Institute for Population and Human Studies at the Bulgarian Academy of Sciences – Sofia, Bulgaria

POLISH ANALYTICAL MODELS APPLICABLE IN ASSESSING THE FINANCIAL  
SUSTAINABILITY OF ENTERPRISES IN THE REPUBLIC OF BULGARIA

**Head Assist. Prof. Krasimir Kulchev, PhD**

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

TRANSPORT PROBLEMS WITH PARAMETERS

**Head Assist. Prof. Miglena Ivanova, PhD**

University of National and World Economy - Sofia, Bulgaria



## INVENTORY ISSUES OF TANGIBLE ASSETS IN ENTERPRISES WITH COMMERCIAL ACTIVITY

Boryana Simeonova, PhD Student

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

## FINANCIAL STATEMENT OR INTEGRATED STATEMENT

**Kiril Luchkov, PhD Student**

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

### Section 3

#### **CONFERENCE TOPIC:**

#### **MANAGEMENT, MARKETING, PLANNING, INTERNATIONAL ECONOMY, BUSINESS INFORMATICS**

Moderators: Assoc. Prof. Ivan Marchevski, Ph.D.; Assoc. Prof. Galina Zaharieva, PhD;  
Assoc. Prof. Irena Emilova, PhD; Assoc. Prof. Petya Emilova, PhD  
Scientific secretary: Kiril Stoyanov

**8<sup>th</sup> November**

**14.00 - 18.00**

THE INTERNATIONAL PRODUCTION SPECIALIZATION IN THE MODERN  
TECHNOLOGICAL BUSINESS

**Professor Doctor of Science (Economics), Tanya Gorcheva**

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

INTEGRATION PROCESSES IN INTERNATIONAL BUSINESS: DIAGNOSIS OF  
PREREQUISITES, PARAMETRIZATION AND SIMULATION

**D. Sc. Econ., Professor, Illya Khadzhynov**

**D. Sc. Econ., Professor, Maryna Savchenko**

**Docent, PhD in Economics, Mariia Shkurat**

Vasyl' Stus Donetsk National University, Ukraine

TERRITORIAL PROPORTIONS, DISPROPORTIONS... COHESION? (THEORETICAL BASIS)

**Prof. Veselin Boyadzhiev, PhD**

Sofia University „St. Kliment Ohridski“ - Sofia, Bulgaria

CHALLENGES IN HUMAN RESOURCES MANAGEMENT IN THE CONTEXT OF THE COVID-  
19 PANDEMIC

**Prof. Emil Dimov, PhD**

**Assos. Prof. Boriana Trifonova, PhD**

**Head Assist. Prof. Borislava Galabova, PhD**

**Head Assist. Prof. Vessela Petrova, PhD**

University of Mining and Geology St Ivan Rilski - Sofia, Bulgaria

THE CITY – ECONOMIC CATALYST FOR THE SUSTAINABLE DEVELOPMENT OF THE  
REGION

**Prof. Konstantin Kalinkov, PhD**

University of Economics – Varna, Bulgaria

(NON)EVIDENCE BASED POLICIES

**Prof. Margarita Bogdanova, PhD**

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

## CONCEPTUALIZATION OF SYSTEMS' STRATEGIC TURNOVERS

**Prof. Nikola Yankov, PhD**

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

## INSTITUTIONAL CHANGES IN THE PUBLIC ADMINISTRATION OF AGRICULTURE TO INFLUENCE UKRAINIAN AGRO – EXPORTS

**Assoc. Prof. Oksana Kiforenko, PhD**

Educational and Scientific Institute of Public Administration and Civil Service of Taras Shevchenko National University of Kyiv

## FEATURES OF PROFESSIONAL COMPETENCIES OF BELARUSIAN MANAGERS

**Doctor of Economics, Professor Natalia Makovskaya**

Mogilev State A. Kuleshov University, Republic of Belarus

## PROBLEMS OF STIMULATING THE DEVELOPMENT OF ECONOMY OF THE REPUBLIC OF ARMENIA

**Professor, Doctor of Economics Vardan Bostanjyan**

Yerevan State University - Yerevan, Republic of Armenia

**PhD in Economics Armine Zakharyan**

National Academy of Sciences of Republic Armenia - Yerevan, Republic of Armenia

**Yuliana Hakobyan**

Yerevan «Haybusak» University - Yerevan, Republic of Armenia

## HUMAN RESOURCES MANAGEMENT OF ENTERPRISES AS A FACTOR OF EFFICIENCY IMPLEMENTATION OF A NEW PARADIGM OF INDUSTRY DEVELOPMENT

**Assoc. Prof. Alexander Alexandrovich Sergeev, PhD**

Financial University under the Government of the Russian Federation - Moscow, Russia

## ORGANIZATIONAL PROCESSES AND SUSTAINABLE DEVELOPMENT

**Assoc. Prof. Anatoliy Asenov, PhD**

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

## CONTEMPORARY MARKETING ASPECTS ON THE MARKET OF TOURIST PRODUCTS IN BULGARIA

**Assoc. Prof. Vanya Grigorova, PhD**

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

## BURNOUT AND MOBBING IN THE DIGITAL WORKING ENVIRONMENT

**Assoc. Prof. Veneta Hristova, PhD**

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

## BUSINESS MODELS AND TRENDS SHAPING DIGITAL TRANSFORMATION

**Assoc. Prof. Veselin Popov, PhD**

**Assoc. Prof. Petya Emilova, PhD**

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

## APPLICATION OF INFLUENCER MARKETING IN BUSINESS

**Assos. Prof. Virginia Ivanova, PhD**

Varna Free University „Chernorizets Hrabar“ - – Varna, Bulgaria

## IMPACT OF THE COVID-19 PANDEMIC ON BULGARIA'S FOREIGN TRADE IN SERVICES

**Assoc. Prof. Galina Zaharieva, PhD**

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

## STAKEHOLDERS - A KEY FACTOR FOR EFFECTIVE MANAGEMENT OF CHANGE

**Assoc. Prof. Georgi Kondev, PhD**

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

## IMPACT OF TQM AND EXTERNAL RISKS OF THE PROCESSES ASSOCIATED WITH MANAGING CHANGE IN ORGANIZATIONS

**Assoc. Prof. Georgi Kondev, PhD**

**Irena Mihaylova, PhD Student**

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

## ECO-INNOVATION AND RESOURCE EFFICIENCY

**Assoc. Prof. Dafina Doneva, PhD**

„Angel Kanchev“ University of Ruse, Bulgaria

## ETHICSC AND ETHICAL INFRASTRUCTURE – PUBLIC SECTOR MODELS

**Assoc. Prof. Evelina Parashkevova, PhD,**

**Izabela Yonkova, PhD Student**

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

## MODELING OF THE EXPORT MARKET ORIENTATION

**Assoc. Prof. Zdravko Lyubenov, PhD**

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

## IMPACT OF THE COVID-19 PANDEMIC ON LONG-TERM CONSUMER BEHAVIOR IN TOURISM

**Assoc. Prof. Ivan Marchevski, PhD**

**Assist. Prof. Krista Neykova, PhD**

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

## THE ROLE OF ORGANIZATIONAL CULTURE FOR SUSTAINABLE DEVELOPMENT OF THE ORGANIZATION

**Assoc. Prof. Kornelia Todorova, PhD**

Konstantin Preslavsky University of Shumen, Bulgaria

## TRANSFORMATIONS IN THE BULGARIAN ECONOMY CAUSED BY COVID-19

**Assoc. Prof. Lyudmil Nestorov, PhD**

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

## ADVERTISING AGENCIES IN THE COMMUNICATION PROCESS

**Assoc. Prof. Penka Goranova, PhD**

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

#### THE EFFECT OF ROSENTAL: CONTROL AND MANAGEMENT ASPECTS

**Assoc. Prof. Pepa Stoykova, PhD**

**Assoc. Prof. Irena Emilova, PhD**

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

#### THE DIGITAL ECOSYSTEM – TECHNOLOGIES AND BUSINESS MODELS

**Assoc. Prof. Petya Emilova, PhD**

**Assoc. Prof. Veselin Popov, PhD**

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

#### UNDERSTANDING THE ROLE OF EDUCATION IN ACHIEVING SUSTAINABLE DEVELOPMENT

**Assoc. Prof. Rumyana Zlateva, PhD**

Konstantin Preslavsky University of Shumen, Bulgaria

#### THE GROWTH DECREASING AND DESTABILIZATION EFFECTS OF THE COVID-19 PANDEMIC ON THE GLOBAL ECONOMY

**Assoc. Prof. Rumyana Zlateva, PhD**

Konstantin Preslavsky University of Shumen, Bulgaria

**Assoc. Prof. Ali O. Balkanli, PhD**

Istanbul University, Turkey

#### THEORETICAL AND EMPIRICAL DIMENSIONS OF THE COMMUNICATION STRUCTURE OF COMMERCIAL STRUCTURE

**Assoc. Prof. Hristina Mihaleva, PhD,**

**VAP Svetla Atanasova, PhD**

University „Prof. Dr. Assen Zlatarov“ – Burgas, Bulgaria

#### PLACE AND CONTENT OF THE PROJECT MANAGEMENT PROCESS IN RELATION TO OTHER PROCESSES

**Assoc. Prof. Hristo Sirashki, PhD**

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

**9<sup>th</sup> November**

**9.00 - 11.45**

#### INNOVATION MANAGEMENT OF THE INDUSTRIAL ENTERPRISE IN A CRISIS CONTEXT

**Head Assist. Prof. Borislava Galabova, PhD**

University of Mining and Geology St Ivan Rilski - Sofia, Bulgaria

#### DIFFUSION OF INNOVATIONS IN BULGARIA

**Head Assist. Prof. Daniela Ilieva PhD**

„Angel Kanchev“ University of Ruse, Bulgaria

#### ALGORITHM FOR FINANCIAL MANAGEMENT IN AN EDUCATIONAL INSTITUTION

**Head Assist. Prof. Denitsa Zagorcheva-Koycheva, PhD**

Konstantin Preslavsky University of Shumen, Bulgaria

## CAREER MANAGEMENT – PROBLEMS AND DECISIONS

**Head Assist. Prof. Desislava Aleksieva, PhD**

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

## PERFORMANCE MANAGEMENT IN THE ORGANIZATION

**Head Assist. Prof. Elena Yordanova, PhD**

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

## CHALLENGES FOR PLANNING OF SUSTAINABLE BUSINESS DEVELOPMENT

**Head. Assist. Prof. Elitsa Lazarova, PhD**

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

## GLOBAL TRADE IN HIGH-TECHNOLOGY PRODUCTS AS A DRIVER OF GROWTH

**Head Assist. Prof. Ivaylo Petrov, PhD**

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

## INFLUENCE OF THE DIGITALIZATION OF EDUCATION ON THE DIGITAL COMPETENCIES OF EDUCATORS

**Head Assist. Prof. Kremena Marinova-Kostova, PhD**

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

## STRATEGIC CORPORATE RESPONSIBILITY – FEATURES AND SIGNIFICANCE FOR THE ORGANIZATION

**Head Assist. Prof. Milen Emilov Dinkov, PhD**

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

## MEDICO-GEOGRAPHICAL COHESION IN BULGARIA

**Head Assist. Prof. Neli Veselinova, PhD**

Sofia University „St. Kliment Ohridski“ - Sofia, Bulgaria

## STATE OF BULGARIAN EXPORT IN THE CONTEXT OF THE COVID-19 PANDEMIC

**Head Assist. Prof. Nedyalko Nestorov, PhD**

Economic Research Institute at the Bulgarian Academy of Sciences – Sofia, Bulgaria

## CORPORATE SOCIAL RESPONSIBILITY AS A COMPONENT OF SUSTAINABLE DEVELOPMENT - RELATIONSHIPS AND CHALLENGES

**Head Assist. Prof. Stanislava Stoyanova, PhD**

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

## INTEGRATED TERRITORIAL INVESTMENTS AS AN INSTRUMENT FOR ACHIEVING CONVERGENCE BETWEEN REGIONS

**Assist. Prof. Mariela Stoyanova, PhD**

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

## SUSTAINABLE DEVELOPMENT IN A CRISIS – MODERN DIMENSIONS AND POSSIBLE BUSINESS SOLUTIONS

**Assist. Prof. Nadezhda Stefanova, PhD**

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



## ROLE AND SIGNIFICANCE OF THE ADVERTISING PROCESS IN AGROBUSINESS

**Assist. Prof. Plamen Petrov, PhD**

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

## INTERNATIONAL ENTREPRENEURSHIP IN THE NEXT NORMAL: CHALLENGES AND OPPORTUNITIES

**Sen. lect. Margarita Mihaylova, PhD**

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

## MARKETING EFFICIENCY SYSTEMS IN A DIGITAL ENVIRONMENT

**Ralitsa Yaneva, PhD**

Konstantin Preslavsky University of Shumen, Bulgaria

## RESTRUCTURING THE MERCHANDISING PRODUCT LEVEL BY THE ARTHUR D. LITTLE MATRIX – A. D. L.

**VAP Svetla Atanasova, PhD**

University „Prof. Dr. Assen Zlatarov“ – Burgas, Bulgaria

## THE IMPACT OF ELECTRONIC HUMAN RESOURCES MANAGEMENT PRACTICES ON ACHIEVING COMPETITIVE ENTREPRENEURSHIP FOR BUSINESS ORGANIZATIONS

**Mohamed Mostafa Ali AlBaz, PhD**

Suez Canal University, Ismailia, Egypt

**Lecturer, Adham Said Ali Ibrahim, MSC, PhD Student**

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

## MANAGING PROJECT TEAMS IN MULTI-PROJECT ENVIRONMENT

**Boyan Vranchev, PhD Student**

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

## INNOVATIONS IN THE IMPLEMENTATION OF „GREEN“ POLICIES IN THE HOTEL

**Vlado Bozhlov, PhD Student**

University of National and World Economy - Sofia, Bulgaria

## CONFLICTS IN THE ORGANIZATION AND SUSTAINABLE DEVELOPMENT

**Mariya Velkova, PhD student**

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

## **Section 4**

### ***CONFERENCE TOPIC: SECTORS OF THE ECONOMY***

Moderators: Prof. Aneta Deneva, Ph.D.; Assoc. Prof. Marina Nikolova, PhD;  
Assoc. Prof. Iskra Panteleeva, Ph.D.

Scientific secretary: Assoc. Prof. Ventsislav Perkov, PhD

**8<sup>th</sup> November**

**14.00 - 18.00**

**CULTURAL AND HISTORICAL TOURISM AND THE BULGARIAN VISION**

**Prof. Mariyana Bozhinova, PhD**

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

**INDUSTRIAL POLICY IN STATES WITH DEVELOPING MARKETS IN THE CONTEXT OF  
INDUSTRY 4.0**

**Prof. Yevhen V. Savelyev, DESc**

**Prof. Vitalina Kuryliak, DESc**

West Ukrainian National University - Ternopil Ukraine

**FEATURES OF FORMATION OF THE MECHANISM OF MANAGEMENT OF SOCIALLY  
RESPONSIBLE COMPANIES IN THE SUPPLY CHAIN**

**Prof. Aneta Deneva, PhD**

**Rustam Aslanzade, PhD student**

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

**BULGARIA AND ROMANIA AS ATTRACTIVE NEARSHORING DESTINATIONS**

**Prof. Lyubcho Varamezov, PhD**

**Karmen Vranchev, PhD student**

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

**THE DIGITAL INFRASTRUCTURE - A TOOL OF THE MANAGEMENT CONSULTING FOR  
DEVELOPMENT OF SMART TOURISM**

**Assoc. Prof. Nickolay Tsonev, PhD**

**Danail Alekov, PhD Student**

University of National and World Economy - Sofia, Bulgaria

**INFLUENCE OF CRISIS EVENTS ON RETAIL TRADE**

**Assoc. Prof. Ventsislav Perkov, PhD**

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

**SIGNIFICANCE OF THE AGRICULTURAL SECTOR ABOUT THE NATIONAL ECONOMY**

**Assoc. Prof. Violeta Blazheva, PhD**

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

## NEW DIMENSIONS OF ENTREPRENEURIAL BUSINESS IN A DIGITAL ENVIRONMENT

**Assoc. Prof. Iskra Panteleeva, PhD**

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

## TOURISM IN THE CONDITIONS OF COVID-19

**Assoc. Prof. Lyubka Ilieva, PhD**

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

## FORMATING SENSORY EXPERIENCES IN THE TOURISM PACKAGES AS A FACTOR FOR RETURNING TOURISTS BACK IN THE DESTINATION

**Assoc. Prof. Mariana Ianeva, PhD**

**Ralitsa Georgieva, PhD**

University of National and World Economy - Sofia, Bulgaria

## BUSINESS IDENTIFICATION OF THE HEALTH TOURISM PRODUCTS AND THE OPPORTUNITIES FOR THEIR DEVELOPMENT IN THE TOURISM REGIONS IN BULGARIA

**Assoc. Prof. Mariana Ianeva, PhD**

**Stiliyana Basmadzhieva, PhD**

University of National and World Economy - Sofia, Bulgaria

## STATE AND DEVELOPMENT OF THE BULGARIAN AGRICULTURAL SECTOR IN CONDITIONS OF TRANSFORMING TOWARDS SUSTAINABILITY ECONOMY

**Assoc. Prof. Marina Nikolova, PhD**

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

## OPPORTUNITIES FOR BUILDING A SUSTAINABLE COOPERATIVE MODEL IN BULGARIAN AGRICULTURE

**Assoc. Prof. Marusya Linkova, PhD**

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

## REQUIREMENTS FOR HEALTHY AND SAFETY LABOR CONDITIONS IN THE SHOPS FOR SHOE PRODUCTION

**Assoc. Prof. Nikolay Karev, PhD**

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

## BULGARIA'S TRADE WITH THIRD COUNTRIES - ANALYSIS AND TRENDS

**Assoc. Prof. Petranka Midova, PhD**

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

## OPPORTUNITIES FOR EVALUATION OF SHARE PACKAGES

**Assoc. Prof. Svetoslav Iliychevski, PhD**

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

## ORIGIN AND DEVELOPMENT OF THE TEXTILE INDUSTRY IN BULGARIA

**Assoc. Prof. Sergey Naidenov, PhD**

**Kalin Petrov Kiryakov, PhD Student**

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

THE OMNICHANNEL INTENSITY OF ASSORTMENT OFFERING AS THE DETERMINANT OF CONSUMER SATISFACTION

**Assoc. Prof. Simeonka Petrova, PhD**

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

COOPERATION AND SPECIALIZATION FOR SUSTAINABLE GROWTH AND TECHNOLOGICAL DEVELOPMENT

**Assoc. Prof. Slavena Stoyanova, PhD**

Konstantin Preslavsky University of Shumen, Bulgaria

REGIONAL POLICY AND PROGRAMS FOR TERRITORIAL DEVELOPMENT AND TOURISM IN MODERN CONDITIONS

**Assoc. Prof. Tihomir Lichev, PhD**

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

SOCIAL COHESION – CHARACTERISTICS AND THEORETICAL FRAMEWORK

**Head Assist. Prof. Vanya Ganeva, PhD**

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

CORPORATE SOCIAL IRRESPONSIBILITY

**Head Assist. Prof. Emil Nikolov, PhD**

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

EMPLOYEES IN COMMERCIAL ENTERPRISES – STATE AND TRENDS

**Head Assist. Prof. Zoya Ivanova, PhD**

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

INTELLIGENT RETAIL SOLUTIONS – CLOUD-BASED POINT OF SALE

**Head Assist. Prof. Ivan Sashev Marinov, PhD**

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

THE CIRCULAR ECONOMY - A MODEL FOR INCREASING THE SUSTAINABILITY OF AGRICULTURE

**Head Assist. Prof. Iliyana Krasteva, PhD**

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

DYNAMICS IN EMPLOYMENT OF THE BED BASE ON THE BULGARIAN BLACK SEA COAST FOR THE PERIOD 2019-2021

**Head Assist. Prof. Lyubomira Todorova, PhD**

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

IMPLEMENTATION OF WAREHOUSE MANAGEMENT SYSTEMS IN THE OMNICHANNEL TRADE PROCESSES

**Head Assist. Prof. Mariyana Kateva, PhD**

University of National and World Economy - Sofia, Bulgaria

HOSPITALITY IN BULGARIA IN THE CONDITIONS OF COVID-19

**Head Assist. Prof. Pavlin Pavlov, PhD**

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

## THE RECOVERY AND RESILIENCE PLAN OF REPUBLIC OF BULGARIA – CHANGING THE PRIORITIES IN SECTOR TRANSPORT

**Head Assist. Prof. Petya Koralova – Nozharova, PhD**

Economic Research Institute at the Bulgarian Academy of Sciences – Sofia, Bulgaria

**Head Assist. Prof. Shteryo Nozharov, PhD**

University of National and World Economy - Sofia, Bulgaria.

## NETCHAIN IN AGRIBUSINESS

**Head Assist. Prof. Radka Nenova, PhD**

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

## DYNAMICS AND DEVELOPMENT OF LABOR PRODUCTIVITY IN THE SERVICES SECTOR

**Head Assist. Prof. Silvia Gospodinova, PhD**

University of Economics – Varna, Bulgaria

## ESSENTIAL ASPECTS OF DIGITALIZATION

**Head Assist. Prof. Tsvetelina Kabakchieva, PhD**

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

## PHOTOVOLTAIC SYSTEMS IN THE CONTEXT OF THE GREEN DEAL

**Head Assist. Prof. Yavor Stanev, PhD**

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

## TERRITORIAL CONCENTRATION OF THE REAL ESTATE SECTOR AND THE FACTORS THAT AFFECTING IT

**Head Assist. Yana Stoencheva, PhD**

University of National and World Economy - Sofia, Bulgaria

## FACTORS INFLUENCING YOUNG PEOPLE'S ENTREPRENEURIAL INTENTIONS

**Assist. Prof. Ivaylo Kostov, PhD**

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

## WAYS TO REBUILD SMALL BUSINESSES IN THE TOURISM INDUSTRY AFTER COVID-19

**Sen. Lect. Elka Uzunova**

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

**9<sup>th</sup> November**

**9.00 - 11.45**

## HYDROGEN PRODUCTION THROUGH NUCLEAR POWER PLANTS – PROSPECTS AND CHALLENGES

Borislav Boev, PhD

## APPLICATION OF AUCTION PROCEDURES IN THE MANAGEMENT OF AGRICULTURAL LANDS - ACCENTS AND PROBLEMS

**Valeri Velkowski, PhD**

Ministry of Agriculture, Food and Forestry - Sofia, Bulgaria

THE PROGRAM FOR PREVENTION AND REHABILITATION OF THE NATIONAL SOCIAL SECURITY INSTITUTE AS PART OF THE STATE POLICY FOR HEALTH TOURISM

**Kristina Georgieva, PhD**

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

CHALLENGES TO SUSTAINABLE DEVELOPMENT OF INDUSTRIAL ENTERPRISES IN COHESION POLICY IN-XXI CENTURY

**Ayten Bayram Sabri, PhD Student**

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

THE GREEN ECONOMY AND ENTREPRENEURSHIP

**Aleksandar Lichev, PhD Student**

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

ADVENTURE TOURISM AS INSEPARABLE PART OF THE WORLD TOURISM

**Viktoriya Yanakieva, PhD Student**

University of National and World Economy - Sofia, Bulgaria

NEGATIVE MANIFESTATIONS FROM THE APPLICATION OF MEDICAL TOURISM

**Desislava Aleksandrova, PhD Student**

University of National and World Economy - Sofia, Bulgaria

A STRATEGIC APPROACH TO CMO SERIALIZATION OF MEDICINES

**Dimitar Raychev, PhD Student**

University of Chemical Technology and Metallurgy - Sofia, Bulgaria

FINANCING METHODS FOR SUSTAINABLE DEVELOPMENT OF WINE TOURISM IN BULGARIA

**Christian Rangelov, PhD Student**

University of National and World Economy - Sofia, Bulgaria.

SOCIAL ANTHROPOLOGY OF THE GAMBLING TOURIST

**Lubomira Georgieva, PhD Student**

University of National and World Economy - Sofia, Bulgaria

CRUISE HOLIDAYS – CHALLENGES AND OPPORTUNITIES

**Patrisia Sergey Tsankova, PhD Student**

University of National and World Economy - Sofia, Bulgaria

OPPORTUNITIES FOR OVERCOMING THE FLUCTUATIONS IN DEVELOPMENT RURAL AREAS

**Rosen Kotsev, PhD Student**

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

CHALLENGES BEFORE ORGANIZING EVENTS IN THE CONDITIONS OF COVID-19

**Siana Spasova, PhD Student**

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



INNOVATION AND INNOVATION PROCESS IN EDUCATION

**Snezhana Naydenova, PhD Student**

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

SUSTAINABILITY AND MOUNTAIN TOURISM: MOTIVATED DEMAND AND NATURAL RESOURCES PRESERVATION

**Tihomir Draganov, PhD Student**

University of National and World Economy - Sofia, Bulgaria.

MILITARY SECURITY WITHIN THE FRAMEWORK OF NATIONAL SECURITY

**Student Kaspars Kikste**

ISMA University of Applied Sciences, Riga, Latvia