

ABSTRACTS
of the scientific papers presented for review
by Chief Assist. Prof. Vanya Petkova Grigorova, PhD,

Candidate for the “Associate Professor” Academic Position Competition at Dimitar
A. Tsenov Academy of Economics, Svishtov in the Area of Higher Education

3. “Social, Economic and Legal Sciences”, Professional Field

3.8. “Economics”, scientific specialty “Marketing”,

announced in SG 51/19.06.2018

Appendix №2. MONOGRAPH

2.1. Grigorova, V. Marketing networks of companies: state and strategic decisions in the tourism sector. // Economic World Library, Svishtov, Tsenov Academic Publishing House, 2017, issue 136. ISSN 1310-2737, scientific review, 295 p. (as per the competition: 256 standard pages).

This monograph presents ideas related to the marketing networks of companies in the tourism sector in Bulgaria, which are perceived as the object of the study. The subject of the study is their conceptual dimensions, their state and the proposed strategic decision-making procedures for the networks as a whole and for the individual tourism partner organizations. The scientific exploration is dedicated to exploring in detail the manifestations of marketing networks in the tourism sector. The main purpose of the monograph is to identify the characteristics of these networks in the tourism sector in Bulgaria and to propose practical procedures for making strategic decisions for their creation and management, based on an analysis of the conceptual relationship of the network theory and the marketing paradigm.

Chapter One develops logically the conceptual framework through clarifying the origin and characteristics of networks as an economic phenomenon, their marketing dimension, and the global and corporate prerequisites for the emergence of marketing networks. Networks are viewed as complex adaptive systems of organized and purposeful

behaviour. The focus is on the interdisciplinarity of network science as well as on its multi-faceted manifestation in marketing in terms of the organizational-structural models and the strategic nature in economy.

Chapter Two complements the clarified conceptual framework by a marketing analysis of the tourism services market in Bulgaria as an environment for the emergence of marketing networks. Two empirical studies have been carried out to identify the relationships between tourism companies, and the profile of marketing tourism networks is clarified through a set of quantitative and qualitative parameters. As a result of the conducted empirical research, the state of marketing tourism networks in Bulgaria is diagnosed by examining the change in their characteristics for the period 2010 – 2014 through key parameters – the specifics of the participants, the characteristics of the relationships, the degree of centralization, the intensity of relationships, and the efficiency of operation.

Chapter Three elaborates on formulations related to the strategic dimension of marketing tourism networks. Strategic approaches to managing these networks are proposed, as well as alternative procedures, which are to serve as practical managerial tools of tourism organizations for making strategic decisions, related to the inclusion in, and the establishment or operation of marketing tourism networks. Their implementation results in an adequate response to problems in marketing networks or the behaviour of tourism companies in them.

Appendix №3. ARTICLES

I. Articles (single author)

3.1. Grigorova, V. Interfirm integration as a key factor for the emergence of global distribution networks. // *Economy and organization of management*, issue 2, 2018, ISSN 2307-2318, scientific review (as per the competition: 10 pages), accepted for publication, Certificate №123/01-13/01.1.3 of 06.08.2018

This article focuses on defining the specific features of the interfirm distribution networks resulting from the integration processes at a global level (global distribution networks). They are viewed from a structural and functional point of view along with their typology and possible strategic goals. Together with the manifestations of integration in distribution, the historical stages of its development are also examined, focusing on the synergistic effects, incl. the phenomenon of trade synergy. The study also focuses on some of the forms of existence of this kind of networks (subcontracting, keiretsu, chaebol, international distribution outsourcing), as one of the modern dimensions of the manifestation of integration. Their importance for the development of the Bulgarian economy is emphasized.

3.2. Grigorova, V. Business networks and their integration flexibility. // *Finansi*, 2018, 04.08.2018, ISSN 2535-0684, scientific review, in: <http://financebg.com/> %d0%b1%d0%b8%d0%b7%d0%bd%d0%b5%d1%81-%d0%bc%d1%80%d0%b5%d0%b6%d0%b8%d1%82%d0%b5-%d0%b8-%d1%82%d1%8f%d1%85%d0%bd%d0%b0%d1%82%d0%b0-%d0%b8%d0%bd%d1%82%d0%b5%d0%b3%d1%80%d0%b0%d1%86%d0%b8%d0%be%d0%bd/ (last accessed 15.08.2018) (as per the competition: 9 standard pages).

Based on the system-network organizational approach of management, the present study looks at business networks as a form of networked economic structures. It focuses on the essence and dimensions of integration and flexibility as parallel inherent processes (properties) for creating activities and operating in these networks, realized in such a way that a single specific property is manifested, representing their symbiosis – integration flexibility. This characteristic is discussed at a conceptual level, the process of its formation and the competitive advantages it provides are presented, and its role in the development of this type of formations in the modern conditions of a dynamic business environment is identified.

3.3. Grigorova, V. Strategic dimension of business alliances. // *New Knowledge*, issue 3/July-Sept. 2018, ISSN 1314-0787, scientific review (as per the competition: 16 standard pages), accepted for publication, Certificate №367 of 06.08.2018

Viewing business alliances as modern economic formations with their own specificity, this paper reveals the manifestation of their inherent characteristic – strategic nature. In this aspect, their conceptual features are presented, and strategic scenarios and a building model, which is applicable in the practice of business management, are proposed. The paper discusses the components of strategic planning that are vital for creating and developing successful business alliances. The role of strategic dimension is emphasized as a necessary factor for unleashing the potential of business alliances.

3.4. Grigorova, V. The Symbiosis of Integrated Distribution Systems and Modern Information Technologies. // *Business Management*, Svishtov, 2018, issue 3. ISSN 0861-6604, scientific review (as per the competition: 19 standard pages), accepted for publication, Certificate of 14.08.2018

Modern distribution systems are the result both of the impact of business environment factors and of information technology. Based on the conceptual characteristics of integrated distribution systems and the role of information technology in their development, the paper presents a new view of the relationship between them – as symbiotic, bidirectional, stimulating. It also highlights its manifestation, the short and long-term effects it generates, as well as the prospects for this symbiosis development.

3.5. Grigorova, V. Balanced approach for optimizing marketing networks in tourism. // *Ekonomichnyi visnik Donbasu*, 2017, 4, pp. 44-51. ISSN 1817-3772, scientific review (as per the competition: 18 standard pages).

The paper presents the modern manifestation of interfirm marketing networks in the tourism sector and aims to complement the approaches to optimizing their operation. These networks are revealed as modern structural formations, as a strategy for achieving competitive advantages for tourism business organizations and as a means of overcoming economic problems at company, national and global levels.

Viewing marketing tourism network as a flexible system and a single economic organism whose activity can be optimized, the main purpose of the paper is to propose an approach to improving its activity. Based on the logical linking of the specificity of marketing networks in tourism with the peculiarities of applying the established Balanced Scorecard approach to marketing networks, a new conceptual approach is proposed to optimize them – a Marketing Balanced Scorecard in Tourism (MBScT) together with a model for implementing it. This model includes four core panels with a specific Key Performance Marketing Indicators in Tourism Networks (KPMItN) that are tailored according to the strategic goals of the marketing tourism network.

3.6. Grigorova, V. Genesis of modern marketing networks. // *Dialog*, Svishtov, 2016, issue 2, pp. 44-65. ISSN 1311-9206, scientific review, <https://www2.uni-svishtov.bg/dialog/issue.asp?issue=176> (last accessed 03.08.2018) (as per the competition: 36 standard pages).

Modern business alliances with a common strategic goal, referred to as ‘networks’ are a complex market phenomenon with complex manifestation still studied by a number of interdisciplinary theories. Therefore, the paper aims to track the groups of factors (etymological, philosophical and economic) that lead to the emergence of the concept and the phenomenon of networks in the economy, to clarify their inherent characteristics, to reveal the specifics of their manifestation in the marketing sphere. Besides, it also presents the sources and factors for the emergence of such networks as well as their typologization. This enriches the new marketing paradigm in this aspect as a prerequisite for the development of new scientific approaches for building and managing the marketing networks in Bulgaria.

3.7. Grigorova, V. Information support for measuring the effects of marketing activities in banks. // *Economic and social alternatives*, UNWE, 2012, issue 4, pp. 75-86. ISSN 1314-6556, scientific review (as per the competition: 18 standard pages).

The purpose of this paper is to propose a new approach, more adequate to the modern market dynamics for information provision of the process of measuring the

effects of marketing activity, appropriate for the conditions of the banking sector in Bulgaria. The study focuses on the effects of marketing in banks as its object and, in particular, on the enrichment of the tools for measuring them. In this aspect, an answer is sought to questions of the modern marketing theory and practice related to the necessity to change the traditional marketing information system and to create an integrated system for information provision of the marketing activity in banks, designated as ISIOMB. The conceptual characteristics, the construction of this system and the logic of the action of its components are presented. Emphasis is also placed on integrated marketing information flows and marketing reporting within the presented model. The proposed system makes it possible to improve the operational functioning of marketing in banks in line with improving the implementation of their marketing strategy.

3.8. Grigorova, V. Measuring marketing performance in organizations for the production of industrial goods. // *Business management*, Svishtov, 2011, book 1, pp. 67-82. ISSN 0861-6604, scientific review (as per the competition: 13 standard pages).

In organizations in the sector for the production of industrial goods, measuring the marketing performance has its own specificity. The main tasks of the management in this sector are related to searching for new solutions to reduce resource absorption and to optimize managerial activities, including the marketing ones, which are vital to the success of the industrial enterprises' marketing strategies. For this reason, the importance of measuring and evaluating marketing performance increases. Therefore, the main purpose of the paper is to identify the factors that stimulate and that have to be overcome in measuring marketing performance in industrial enterprises. In this respect, on the basis of the B2B marketing principles, the conclusions drawn from an empirical survey among Bulgarian business organizations are presented. The priority trends and key indicators in measuring marketing activities in industrial business are identified. The problem areas of measuring marketing, the aspects of performance, as well as the motives that drive business organizations to measure marketing performance are identified and ranked. Their role as key milestones for making changes in the traditional approaches to measuring and evaluating marketing performance in organizations in the industrial sector is highlighted.

3.9. Dimitrova, V. Company partnership relationships in Bulgaria. // *Economy*, 2003, issue 1, pp. 77-80. ISSN 1312-2428, scientific review (total as per the competition: 3 p., 12 standard pages).

The paper focuses on the specifics of business partnerships in Bulgaria and the factors that stimulate their emergence. The conclusions are based on the results of an empirical study, focused on the specifics of the established partnerships between business organizations. The conditions of the business environment and the internal prerequisites that stimulate the establishment of partnership relations are analyzed. The companies' motives and ways of entering into such relationships, the success factors of business partnerships and key issues are identified. Recommendations are given which can serve as a reference point for companies when looking for strategic partnerships. Based on the analyses made, the conclusion drawn is that in Bulgaria there are suitable conditions for the development of successful long-term partnerships between companies of diverse activities and different scales as part of horizontal business networks and as a management approach for survival in highly competitive market conditions.

3.10. Dimitrova, V. Systematic study of the integration flexibility of entrepreneurial networks. // *Business management*, Svishtov, 2002, book 1, pp. 27-40. ISSN 0861-6604, scientific review (as per the competition: 13 standard pages).

The study aims to elaborate on the topic of one of the characteristics of entrepreneurial networks, viewed as cooperative business organizational structures in terms of the systems approach of management. The logic of the paper involves defining the concepts of 'network' and 'entrepreneurial network' and presenting a holistic management model. Emphasis is placed on the formation of the holistic property and the essential characteristic of 'integration flexibility', representing a joint manifestation of the integration of business organizations and the flexibility of the network structures but at a much higher level in order to derive synergistic effects. The importance of integration flexibility in a process-oriented integrated network model is presented. The significance

of integration flexibility is emphasized as a necessary condition for the development of entrepreneurial networks.

3.11. Dimitrova, V. Networks – a modern form of international business. // *Business management*, Svishtov, 1999, book 3, pp. 53-65. ISSN 0861-6604, scientific review (as per the competition: 14 standard pages).

Based on the characteristics of the international business environment that create the conditions and need for the emergence of networks, the paper focuses on modern international business networks. It clarifies the conceptual nature of the business networks and their creation, the emerging varieties in the international economic environment, as well as the structure of the relations in this environment associated with the movement of goods and services, capital, scientific and technical cooperation, information flows. It also presents organizational forms of international business networks and a developed multidimensional model for their visualization through 'plains' of international business and unified macrostructures and macro-entities, which have to overcome a number of barriers. Several prospects for future development of this type of network are outlined.

II. Articles (co-authored)

3.12. Banchev, P., Grigorova, V. Organizational behaviour models in building marketing tourism business networks in Bulgaria. // *Dialog*, ISR, Special thematic issue II, December 2013, pp. 27-39. ISSN 1311-9206, scientific review. Author's contribution as per the competition requirements: abstract (p. 27), introduction (p. 28), item 1 (pp. 28-31), item 3 (pp. 34-36), item 4 (pp. 37-38), conclusion (p. 39), published at https://www2.uni-svishtov.bg/dialog_old/I-MagBg.htm, article: https://www2.uni-svishtov.bg/dialog_old/2013/INI/07-statia-2013.pdf (last accessed 23.06.2018) (total as per the competition: 10 p., 16 standard pages).

The processes, which are flowing in the contemporary market of tourism products, like strong competition integration, globalization, boundaries' "erasure", demand and supply dynamics, invasion of information technologies, etc. drive the tourism

organizations on finding synergetic effects in all business aspects, mostly in marketing activities, where they realize through marketing networks partnership. Because of this arises necessity of science-based models development, what to support the organization's behavior in this process. The object of this study is the behavior of the organizations in tourism, which offers tourism products (services) on national market. The goal of this study is to determine as behavior types in building a networks partnerships, as the motivators and problems on existing marketing networks in tourism, taking empirically.

The author's contribution to the paper is related to clarifying the marketing characteristics in the tourism sector in Bulgaria and the specificity of marketing tourism networks, manifested in vertical and horizontal aspect (item 1), presenting motivators and barriers in building such networks, identified in an empirical study of the business practice in the sector (item 3) and proposing active and passive behavioural models (procedures) for their creation, which are recommended for managers in tourism business organizations (item 4).

3.13. Marchevski, I., Grigorova, V. The measuring and evaluation of results of marketing activity in Bulgarian enterprises – a state, problems and decisions. // *Dialog, ISR, Special thematic issue II, November, 2011, pp. 82-98. ISSN 1311-9206, scientific review. Author's contribution as per the competition: item II (pp. 85-98) published at: https://www2.uni-svishtov.bg/dialog_old/I-MagBg.htm, article https://www2.uni-svishtov.bg/dialog_old/2011/INI/19-2010-statia-2011.pdf (last accessed 23.06.2018) (total as per the competition: 14 p., 21 standard pages).*

The paper aims to support the economic research in the insufficiently researched field related to the evaluation of the marketing performance as one of the functional areas of the company activities. It is based on the presumption that this evaluation should be carried out in the context of the marketing contribution to the implementation of the tactical and strategic objectives of the business organization.

The author's contribution is related to clarifying the conceptual formulations, approaches and methodological problems of measuring and evaluating the marketing

performance and effects (according to the theory of marketing performance management), as well as presenting the results of the empirical survey conducted in Bulgarian business organizations on the studied subject (item II). On this basis, the state of measuring the marketing performance and the attitudes for introducing changes in the measurement approaches used in the Bulgarian business practice are identified.

3.14. Goranova, P., Dimitrova, V. Corporate aspects of advertising policy. // Aktiv, 2005, issue 4, pp. 44-48. ISSN 1312-1677, scientific review. Author's contribution as per the competition: item 3 (pp. 46-48) (as per the competition: 6 standard pages).

The purpose of this paper is to present the system of advertising activities and its place in the advertising policy as a means of achieving the goals and strategies of the business organization. A special place is dedicated to the Internet-advertising policy, highlighting the problem areas. A comparative analysis of Internet and traditional media is presented. In this regard, the study focuses on different approaches when choosing advertising activities. Guidelines for future development of advertising policy are outlined.

The author contributed by elaborating on the main highlights when choosing management decisions related to advertising activities of a business organization. Along with the classic well-established procedures, a step-by-step model is proposed. Within this model are presented aspects of advertising policy and tactics as well as activities and criteria for evaluating advertising efficiency and effectiveness, incl. commercial efficiency, perception of advertising messages and the psychological effects of advertising (item 3).

3.15. Banchev, P., Dimitrova, V. Post-sale marketing at the consumer services market. // Narodnostopanski arhiv, 2001, book 4, pp. 24-31. ISSN 0323-9004, scientific review. Author's contribution as per the competition: item 1 (pp. 24-25), item 2 (pp. 25-28) (as per the competition: 9 standard pages).

The paper aims to reveal the characteristics and the role of marketing carried out in the post-sales phase of services to end users. In this type of marketing, as a continuation of the modern process of customization, by actively organizing the post-sales phase of exchange, a lasting customer commitment is achieved through maximally satisfying their requirements. In this respect, the paper aims to clarify issues related to the strategic and tactical theoretical formulations and applied dimensions of the post-sales marketing of the consumer services market, a sector of growing importance worldwide.

The author's contribution to the paper involves conceptual formulations on the specifics of post-sales services and the tasks of marketing management in this aspect (item 1). The dimensions and types of consumer post-sales behaviour and the relationship between them (item 2) are identified. The importance of the economic differentiation of post-sales behaviour in repeated and subsequent purchases is emphasized, according to market loyalty and the scope of potential product and services turnover, achieved through ABC analysis.

3.16. Banchev, P., Dimitrova, V. Conceptual and strategic highlights of post-sales marketing. // Banks, investment, money. 2001, book 4, pp. 43-48. ISSN 1311-7947, scientific review. Author's contribution as per the competition: item 2, 3 and 4 (pp. 43-46) (as per the competition: 8 standard pages).

The paper focuses on the concept of post-sales marketing. It elaborates on consumer-orientated post-sales behaviour of business organizations in order to achieve synergistic effects from maximum satisfaction and long-term customer commitment. The strategic orientation of post-sales marketing is also revealed, the realization of which guarantees the success of the business organizations' marketing management.

The author's contribution is related to clarifying the essence of post-sales marketing on the consumer market in terms of the dynamic relations theory, which explores the interactive post-transaction relationships between business organizations and customers (item 2). This area is logically linked to the after-sales orientation of business organizations on the consumer market and the guidelines for its development (item 3). The dimensions of the methodological tools of the post-sales marketing, its conceptual

characteristics (item 4) are presented. The importance of this marketing in the system of integrated market relations is presented through a model, and interrelated sub-phases of its practical implementation are differentiated.

Appendix №4. PAPERS

I. Papers (single author)

4.1. Grigorova, V. Marketing alliances – a modern form of company integration. // Conference proceedings: Economic welfare through knowledge sharing, Vol. 3, International scientific conference – Svishtov, 2016, 9-10 November, pp. 110-116. ISBN 978-954-23-1187-4, scientific review (as per the competition: 8 standard pages).

Modern market uncertainty and low customer loyalty are key factors that enhance integration processes among business organizations, including in their marketing activities. There emerge network associations of companies for joint marketing as well as marketing alliances. The purpose of the paper is to present these alliances in two perspectives – as a strategy of modern companies for overcoming competitive pressure under the conditions of dynamic market environment, but also as a structure resulting from the integration processes, an expression of the inter-firm strategic partnership. The specificities and manifestations of marketing alliances, together with their conceptual features, are highlighted. The targeted beneficial effects of their creation and the limitations that need to be overcome in order for marketing alliances to function successfully in the market environment are also outlined.

4.2. Grigorova, V. The impact of social and ethical concept in creating marketing business networks. // Conference proceedings: Social sciences and development of society – theoretical and practical aspects, Scientific conference, Svishtov, 30-31 October 2015, pp. 309-315. ISBN 978-954-23-1093-8, scientific review (as per the competition: 9 standard pages).

The dynamically developing modern global economic environment generates new forms of business based on partnerships between business organizations – business networks. There is a growing tendency of business socializing and fully satisfying the interests of individuals and society as a whole. The marketing activities of business organizations are the most sensitive to the individual as a consumer, to his/her market behaviour, and to changes in the value system of society. As a result, business networking in marketing stems from the socio-ethical focus of economies. Devoted to this modern phenomenon, the paper presents the current trends in the development of the social-ethical concepts in marketing – the concept of corporate social responsibility, socially responsible marketing, and social marketing. The social principles of building marketing business networks are outlined and behavioural strategies for building social marketing networks appropriate for applying in different areas are developed.

4.3. Grigorova, V. Problems in measuring marketing results in the fast-moving consumer goods sector. // Roundtable proceedings: Legal and economic problems of the business environment in the Republic of Bulgaria, Svishtov, 23 October, 2015, pp. 213-218. ISBN 978-954-23-1086-0, scientific review (as per the competition: 7 standard pages).

The dynamics of the modern market environment requires making prompt and correct marketing decisions. In Bulgarian fast-moving consumer goods organizations, specific problems arise when measuring marketing performance. The paper outlines the marketing characteristics of this sector, the problem aspects in measuring marketing performance identified via empirical research, as well as the existing prerequisites and the attitude of business organizations to make positive changes in the approaches to measuring marketing performance. Achieving accurate measurement in the fast-moving consumer goods sector leads to an operational and strategic balance not only in the marketing activity but also in the organizations as a whole and their market manifestation in the business environment.

4.4. Grigorova, V. Distribution strategy – a major tool for competitive struggle of Bulgarian banks. // Conference proceedings: European practices and national reflections

in the planning, International scientific-practical conference, 24-25 April 2015, pp. 183-190. ISBN 978-954-23-1079-2, scientific review (as per the competition: 11 standard pages).

The paper studies distribution strategy in the context of a competitive struggle between the banks in Bulgaria. It focuses on the marketing characteristics of the Bulgarian banking product market, the specificity of the distribution strategy in the banking sector and the forms of distribution of banking products developed in Bulgaria, making a comparative analysis of the traditional and alternative forms of distribution of banking products. The state of the distribution networks of banks and their distribution tools are characterized based on an empirical study, and the indicator of distribution density of networks of leading Bulgarian banks is measured through interpreting primary information. The role of the distribution strategy is emphasized as one of the main tools for maintaining the rivalry between banks on a highly regulated financial market, such as the Bulgarian one.

4.5. Grigorova, V. Marketing network – a prospect for the development of modern tourism organizations. // Conference proceedings: Prospects for the development of the Bulgarian Economy, Scientific and Practical Conference, V. Tarnovo, 30-31 October 2014, pp. 1-9. ISBN 978-954-9689-84-6, scientific review (electronic resource – CD-collection) (as per the competition: 12 standard pages).

The modern trends in the development of the Bulgarian tourism services market – strong competition, technology penetration, business environment balancing, growing customer requirements, strong product substitutability and traditional geographical dependence require looking for organizational forms of tourism business that are more adequate compared to traditional company structures. This refers to each of the tourism business areas, including marketing activities. For this reason, the paper focuses on studying the specificity of marketing networks as a form of partnership of tourism organizations with their structure, principles, goals and typology. The state and the problems of the created marketing partnerships in the tourism sector are identified by

analyzing the results of an empirical research, as well as the positive effects for the business tourism organizations from participating in such type of networks. All this necessitates qualitative changes in the way they are perceived and in the principles of their creation and operation.

4.6. Dimitrova, V. Guidelines for creating successful business alliances. // Collection of papers: Problems of developing foreign economic relations and attracting foreign investment: regional aspect, Part I, Donetsk, 2004, pp. 161-164. ISBN 966-639-012-4, scientific review (as per the competition: 6 standard pages).

The paper focuses on the alliances of companies and the guidelines for creating them. It presents the framework of the business alliances concept as a package of intertwined links, as well as their strategic dimension and types. Different forms of business alliances are outlined according to classifications using diverse criteria. Some well-established approaches to creating strategic business alliances are identified and are further developed through a proposed strategy-based model suitable for Ukrainian business alliances. Conclusions are made on the future trends in the development of such business formations.

II. Papers (co-authored)

4.7. Banchev, P., Grigorova, V. Strategic alliances – a modern approach to business integration. // Conference proceedings: Problems and prospects of cooperation between the countries of South-Eastern Europe in the framework of the Black Sea Economic Cooperation, Tenth international scientific and practical conference – Albena, Tsenov Academic Publishing House Vol. 1, 18-19 September 2012, pp. 99-104. ISBN 978-954-23-0773-0, scientific review. Author's contribution: item 2 and 3 (pp. 100-104) (as per the competition: 4 standard pages).

The paper examines business integration as a modern approach to organizing economic processes. It is based on the incorporation of economic entities to carry out various joint activities, where coordination, cooperation and mutual assistance are at the

forefront. The main purpose is to present basic characteristics of one of the integration approaches – the strategic alliances of business organizations formed at national and global levels. The focus is on the essence of integration, the specificities of the alliances and the process of their creation.

The author's contribution involves clarifying the defining characteristics of strategic business alliances, the basic prerequisites for their emergence, as well as the components of the organizational-management structure of these formations, visualized by means of a model (item 2). Besides, an algorithm for creating strategic business alliances and the benefits for the participating business organizations (item 3) are presented. Emphasis is placed on the role of business alliances as a means of dominating the markets with insufficient resources of the individual organization.

4.8. Damyanov, A., Banchev, P., Yankov, N., Krastevich, T., Marchevski, I., Marcheva, A., Dimitrova, V., Iliev, D., Prushkovski, V., Kasich-Pilipenko, T., Krimskaya, L., Voznyanov, V., Korolkov, V., Nechaeva, I., Kyurchevskiy, M., Beletskaya, I., Lifar, V. The evolution of modern marketing. Tsenov Academic Publishing House, Svishtov, 2003, Author's contribution as per the competition: chapter IV, item 4.1 (pp. 87-92) and item 4.4 (pp. 105-108). ISBN 954-23-0133-2, scientific review (as per the competition: 11 standard pages).

This joint scientific work is devoted to the development of the marketing paradigm and its dimensions. The author's contribution involves two aspects of post-sales marketing. The first one reveals the current changes in the conceptual characteristics of this type of marketing with its customer orientation, the theory of changed relationships in the exchange process, the transformations that have occurred in the practice and in the methodological tools, as well as the emerging integrated pre-sales and post-sales relations, presented by a model which is visualized and includes separate sub-phases (item 4.1). The second aspect is about approaches to organizing post-sales operational marketing activities, marketing control tools, the new dimensions of customer service and achieving loyalty (item 4.4).

4.9. Banchev, P., Dimitrova, V. Upon some special marketing characteristics of the market of after-sale consumer services. // Ekonomske teme, Niš, 2001, 1-2, pp. 433-439. YU ISSN 0353-8648, scientific review. Author's contribution: item 2 and 3 (pp. 435-439) (as per the competition: 5 standard pages).

The paper is devoted to the specific marketing characteristics of the consumer market for after-sales services as well as to the marketing management tasks in this field. Post-sales consumer behaviour and, in this respect, market segmentation are presented. The main purpose of the paper is to clarify the conceptual link of post-sales marketing and consumer market segmentation, which leads to the formation of behavioural types that are important for the business organization's marketing activities and for the management of the after-sales phase.

The author's contribution focuses on the dimensions of after-purchase consumer behaviour and grouping the formed behavioural types, which are explained in detail (item 2). Besides, some formulations related to market segmentation oriented to the after-sales phase are presented, different criteria are identified and a segmentation algorithm is proposed, the relevant dimensions of the after-sales segmentation as elements of the after-sales marketing tools (item 3) are developed.

Appendix №5. RESEARCH STUDIES

I. Research studies (single author)

5.1. Grigorova, V. Potential for development of marketing networks in the tourism sector in Bulgaria. // Scientific Research Almanac: Management of knowledge, information and economic growth, ISR, Svishtov, Tsenov Academic Publishing House, 2017, vol. 24, part I, pp. 232-260. ISSN 1312-3815, scientific review (as per the competition: 36 standard pages).

Over the last decade, studying inter-firm networks in various marketing areas is becoming increasingly topical. The concept of these formations is developing, their manifestations in practice define their specificities and opportunities are sought for their development in the economic sectors. As one of the strategic priorities of the national

economy, tourism creates conditions for the emergence of marketing networks that are the subject of the study. The main purpose of the study is to highlight the main inter-firm factors (problems and motivation) that form the potential for the development of tourism marketing networks in Bulgaria. The thesis defended is that there is potential for positive development of marketing networks in the tourism sector in Bulgaria. In this aspect, the characteristics of the 'marketing network' phenomenon and its dimensions in tourism are identified, linking the specific features of marketing networks to the tourism marketing environment in which they develop. Next, the state of the existing networks of this type in Bulgaria is presented using empirical research. In this way, marketing partnerships in the tourism sector are studied in detail, the density, frequency, formalization and leadership in the relations between the tourism companies are analyzed and already established and operating long-term (strategic) marketing partnerships are identified. The focus is also on highlighting the incentives and attitudes of tourism organizations for inclusion in marketing networks, identifying the existing key issues and ideas for optimizing their structure. The specified problems and motivators of the existing tourism marketing networks are perceived as major opportunities and potential for the development of these modern market formations in our country.

II. Research studies (co-authored)

5.2. Banchev, P., Grigorova, V., Bozhikov, A., Gudzherov, P. Strategic decisions for marketing networks formation on the tourism market. // Scientific Research Almanac, ISR, Svishtov, Tsenov Academic Publishing House, 2013, Vol. 20, pp. 209-242. ISSN 1312-3815, scientific review. Author's contribution as per the competition: abstract (p. 209), introduction (pp. 210-212), section I – item 1.1. (pp. 212-214), item 1.3 (pp. 218-225); item 2.1 (pp. 228-231); section II (pp. 234-240), conclusion (pp. 240-241) (as per the competition: 22 p., 29 standard pages).

The modern market characteristics encourage tourism organizations in Bulgaria to create marketing network partnerships – a process that requires scientifically well-founded procedures. The study argues that the current state of marketing tourism networks in Bulgaria allows for the development of alternative strategic decisions when

creating them. The main purpose of the study is making such decisions in the form of procedures. The main results of the study are the established analytical database on the state of the marketing tourism networks in Bulgaria and the proposed marketing strategic decisions in the form of alternative procedures for creating these networks, applicable in the business practice of the tourism sector in Bulgaria.

The author's contribution to the paper is expressed in several aspects. The first one is related to the context of modern theoretical formulations regarding marketing networks in the tourism product market. Within this framework, the marketing specificity of the tourism product market (item 1.1) and the characteristics of marketing tourism networks, the partners' strategic decisions and the procedures for creating clusters and alliances in this sector (item 1.3) are identified. Next, the results of an empirical study of the state, the participants' motivation and the problems of these economic formations in our country (item 2) are presented. Particular attention is paid to the procedural options for making strategic decisions to build marketing networks on the tourism product market (section II). They are based on the theoretical and empirical conclusions made according to the type of behaviour of the tourism organizations – as initiating (active) or as initiated (passive). Each of the options is linked to a specific strategic decision for building a marketing network, presented in a matrix, which serves to identify the most appropriate options of strategic decisions according to the relevant marketing strategies of the tourism organizations.

5.3. Panayotov, D., Banchev, P., Dimitrova, V. Developing a procedure for choosing strategic decisions in corporate partnerships in Bulgaria. // *Scientific Research Almanac: Current issues of economic theory and practice*, Tsenov Academic Publishing House, Vol. 1, 2003, pp. 5-47. ISSN 1312-3815, scientific review. Author's contribution as per the competition: part I – item 1 (pp. 5-9), item 2 (pp. 9-13), item 3.1 (pp. 13-15); part II (pp. 21-37); part III (pp. 37-42), conclusion (pp. 42-47) (total as per the competition: 31 p., 36 standard pages).

The main purpose of the paper is on the basis of theoretical studies of the aspects of development of business partnerships between companies and analyses of data from empirical research to establish the specificity of business partnerships in Bulgaria as

modern inter-organizational relations and on this basis to propose a procedure for making strategic decisions by business organizations involved in partnerships.

The author's contribution to the paper is associated with several key moments. In the first place, in order to clarify the conditions, problems and motivation of partnership relations between Bulgarian companies, these relations and the ways of their management, as well as the specifics and the principles for making strategic decisions are characterized (item 1 of part I). Next, on the basis of an empirical study, the influence of the external and internal prerequisites for building such type of relationships in our country is studied, a SWOT analysis is conducted, as well as an analysis of the micro and macro environment, the density of the partnership relations is also studied and the main problems are identified (item 2 of Part I). The factors that motivate firms and generators for building partnerships (networks) of companies are the next point of the author's contribution to the paper, with recommended guidelines given for improving the quality of existing partnerships and their development (item 3.1 of Part I). The next main focus is an overview of the accumulated and established foreign and Bulgarian experience in creating different options for choosing strategic decision-making procedures and such procedures are presented (sect. II). A new procedure for choosing strategic decisions, recommended in corporate partnerships between Bulgarian companies, is proposed, and a technique for making such decisions is developed, illustrated by an example of its approbation in practice (sect. III). Along with outlining the possible effects of applying this procedure (benefits and problems), conclusions and recommendations are made for its application in business practice.

5.4. Dikov, V., Monev, V., Bozhinov, B., Dimitrova, V., Sarkisyan, K. Web-based technologies – a new stage in the processes of training and self-study of students. // Scientific Research Almanac: Current problems of economic theory and practice, Tsenov Academic Publishing House, Vol. 1, 2003, pp. 48-68. ISSN 1312-3815, scientific review. Author's contribution : item 5.1. (pp. 62-64), item 6 (pp. 66-67) (as per the competition: 4 standard pages).

The paper is devoted to the application of web-based technologies in the processes of training and self-study of bachelor students from different specialties at D. A. Tsenov

Academy of Economics. It shows the results of web-based test courses in German, English, Marketing and Bank Payments Management in order to reveal the potential for the development of the didactic method of self-study and self-assessment of knowledge.

The author's contribution involves an analysis of the effects of self-study of marketing students carried out through a web-based question database. A comparative analysis is made of the test results before and after self-study, which proves an increase in the learning outcomes using the developed system (item 5.1). Besides, the advantages and problem aspects identified in the matrix approbation process are presented (item 6). Emphasis is placed on the great opportunities provided by the web-based system for increasing the effectiveness of the training process in higher schools.

Appendix №11. TEXTBOOKS

I. Textbooks (single author)

11.1. Grigorova, V. Distribution policy. // Svishtov, Tsenov Academic Publishing House, 2018, p. 284. ISBN 978-954-23-1659-6, scientific review (as per competition requirements: 267 p., 278 standard pages).

The textbook 'Distribution Policy' is intended to train mainly Bachelor students in Marketing. The main goal is to present and systematize strategic and operational knowledge to design and perform basic distribution functions from the point of view of the business organization, distribution channel or distribution network through presenting knowledge in ten separate chapters. A prerequisite for achieving this goal is the outlined conceptual and historical features of distribution as well as its importance for the success of the marketing mix. The book presents approaches and procedures for goal-setting, deploying endpoints of distribution, and streamlining the distribution processes in the company, which are vital to make proper managerial decisions. Attention is paid to distribution strategies, distribution networks, the specifics of managing the logistic elements and the modern trends in the distribution development. Expedient formulas are also proposed in the book as part of the methodology for implementing the approaches to optimizing distribution activities. The didactic aim is that using this textbook, the students

will not only enrich their theoretical knowledge in this field but will also develop skills and confidence to apply it in a real environment, to improve their analytical and evaluative thinking and especially to make independent decisions at all managerial and executive levels in distribution.

II. Textbooks (co-authored)

11.2. Goranova, P., Grigorova, V. Sales management. // Tsenov Academic Publishing House, Svishtov, 2018, p. 203. Author's contribution as per the competition requirements: introduction (p. 6), chapter 1, item 5 (pp. 28-32), chapter 2, items 3.2, 3.3 (pp. 49-58), chapter 3 (pp. 61-86), chapter 4 (pp. 89-108), chapter 6 (pp. 128-146), chapter 8 (pp. 185-201), in all chapters – introductions, self-study quizzes and discussion, keywords, abstracts (20 p. total) ISBN 978-954-23-1527-8, scientific review (total as per competition requirements: 121 p., 148 standard pages).

The textbook is intended to train distance learning students in 'Marketing' and 'Marketing Communications' Master's Programmes offered at D. A. Tsenov Academy of Economics, Svishtov. It focuses on issues related to objects, subjects, and processes in sales management at business organization level. The author's contribution includes a paragraph in Chapter One which introduces the importance of sales in the marketing mix, clarifying the modern trends in sales development, the prerequisites being grouped into external and internal, macroeconomic and microeconomic, exogenous and endogenous, natural and artificially created, objective and subjective, common and private, which are specified in the aspect of their influence. Besides, in Chapter Two, the author's contribution relates to the characteristics of retailing as a traditional form of sale, and e-commerce as a modern form of sale, and to the groups of activities they carry out. Chapter Three deals with issues clarifying the internal and external actors in the sales process, i.e. the personnel and the company representatives, respectively. Attention is paid to the planning of the work of the sales staff and its management. This chapter also covers the necessary information provision of the sales process with the specificity of the marketing sales database, the information links between the units and the participants in the sales

process, as well as the system of sales information provision. Chapter Four addresses the characteristics of consumer purchasing behaviour, the patterns of consumer behaviour in this process, and the variety of purchases. Chapter Six focuses on customer service as an element of the sales tools, the elements and stages of the sales process and service, the parameters of the customer service quality assessment system, the opportunities to influence customers, the company's programme for strategic post-sale commitment to key clients. Chapter Eight characterizes a system of indicators to measure sales results, the link between the indicators in it, the effects of the sales activities and the approaches to assessing the effects of the sales activities.

11.3. Marchevski, I., Yordanov, R., Grigorova, V. Principles of Marketing. // Tsenov Academic Publishing House, 2017, p. 168. Author's contribution as per the competition: chapter 1 (pp. 7-21), chapter 2 (pp. 22-33). ISBN 978-954-23-1339-7, scientific review (total as per the competition: 25 p., 39 standard pages).

The textbook is intended to train distance learning students in 'Marketing' and 'Marketing Communications' Master's Programmes offered at D. A. Tsenov Academy of Economics, Svishtov. The knowledge presented is related to the conceptual characteristics of marketing and its management, with three parts detailing the essence of the marketing approach, the preparation of marketing campaigns and the tools for marketing impact. They can be used to make strategic and operational decisions at the business organization level. The formulas are applicable in predictive and analytical quantitative and qualitative assessments of marketing activities as well as of the current market situation. The *main purpose* of the syllabus is to provide students with a high level of acquiring conceptual knowledge related to marketing management and skills for applying it in management practice and required for the preparation of marketing specialists.

The author's contribution to the book is related to the first part, clarifying the essence of the marketing approach. This part introduces the marketing impact philosophy as an introduction chapter, outlining the development of the marketing paradigm and the main elements through which it influences marketing. It also deals with the definitions of the term 'marketing' and understanding it as a managerial and social process related to the

products and the exchange of values on the market. A generalized conceptual model of marketing impact is drawn and the evolutionary stages in marketing development are outlined – marketing concepts, marketing environment factors. The role of marketing in the organization is discussed in terms of its impact on the overall management and the importance of marketing considerations in formulating the overall corporate strategy. Chapter Two, dedicated to the types of marketing, reveals the variety of types of marketing viewed according to different criteria. The knowledge on this topic supports the implementation of certain marketing strategies depending on the nature of the demand.

17.08.2018

Svishtov

Candidate for the competition:/x/.....

(Chief Assist. Prof. V. Grigorova, PhD)

