



**Катедра**

**„Международни икономически отношения и бизнес“**

**Университет за национално и световно стопанство**

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**XXIII-ТА НАУЧНА КОНФЕРЕНЦИЯ НА КАТЕДРА „МИО И БИЗНЕС“  
ПОД ПАТРОНАЖА НА РЕКТОРА НА УНСС ПРОФ. Д-Р ДИМИТЪР ДИМИТРОВ**

**XXIII SCIENTIFIC CONFERENCE OF THE “INTERNATIONAL ECONOMIC  
RELATIONS AND BUSINESS” DEPARTMENT  
UNDER THE PATRONAGE OF THE RECTOR OF UNWE PROF. DR. DIMITAR DIMITROV**

**ЧЛЕНСТВОТО НА БЪЛГАРИЯ В ЕВРОПЕЙСКИЯ СЪЮЗ:  
СЕДЕМНАДЕСЕТ ГОДИНИ ПО-КЪСНО**

**THE MEMBERSHIP OF BULGARIA IN THE EUROPEAN UNION:  
SEVENTEEN YEARS LATER**

**17 Октомври 2024 г.**

*Университет за национално и световно стопанство*

**17 October 2024**

*University of National and World Economy, Sofia*

**9:15 – 10:00 REGISTRATION**

**10:00 – 11:50 OPENING**

**Assoc. prof. Vasil PETKOV**, Ph.D, Head of International Economic Relations and Business Department, UNWE

**Assoc. prof. Svetla BONEVA**, Ph.D, Dean of International Economics and Policy Faculty, UNWE

## **OFFICIAL GUESTS**

**Prof. Dimitar DIMITROV**, Ph.D, Rector of UNWE

**Mr. Ivan KONDOV**, Minister of Foreign Affairs of the Republic of Bulgaria

**Mr. Valentin MUNDROV**, Minister of e-Government of the Republic of Bulgaria

**Mrs. Raina MANDJUKOVA**, Head of Executive Agency for Bulgarians Abroad

**Mrs. Zornitsa ROUSSINOVA**, President of the Economic and Social Council, Bulgaria

**Official addresses by universities and institutions**

## **KEYNOTE SPEAKERS**

**Mrs. Mina NENOVA**, Executive Director of Invest Bulgaria Agency

*Invest Bulgaria: Problems and perspectives*

**Prof. Dimitrios PETROPOULOS**, PhD, Dean of the School of agriculture and food science, University of Peloponnese, Kalamata

*The impact of the EU membership of Greece on the Greek agricultural policy*

**Prof. Oğuz KARADENİZ**, Pamukkale University Faculty of economics and Administrative Sciences, Department of Labour Economics and Industrial Relations Kınıklı-Pamukkale Türkiye

*Social security contribution incentives in Türkiye and their effects on registered employment a study on the manufacturing sector*

**11:50 – 12:00 FAMILY PICTURE**

**12:00 – 13:00 LUNCH**

*Lobby in front of the Big conference room*

## PROGRAM

<p><b>13,00 – 14,30 Доклади/ Paper session I</b> Small conference room</p> <p><u><i>Модератори/ Moderators:</i></u></p> <p>Доц. д-р Доброслав Моллов Assoc. Prof. Dobroslav Mollov, Ph.D, гл.ас.д-р Кристиян Желев Chief Assist. Prof. Christian Zhelev,PhD</p> <p><i>This panel is <u>hybrid</u>: both online and in presence</i></p>	<p><b>13,00 – 14,30 Доклади/ Paper session II</b> Big conference room</p> <p><u><i>Модератори/ Moderators:</i></u></p> <p>Проф. д-р Светлана Александрова Prof. Svetlana Aleksandrova, Ph.D, Гл.ас. д-р Васил Гечев Chief Assist. Prof. Vasil Gechev</p> <p><i>This panel is in presence.</i></p>
<p><b>13,00 – 14,00 Доклади/ Paper session III</b> Room 2028A</p> <p><u><i>Модератори/ Moderators:</i></u></p> <p>Доц. д-р Васил Петков Assoc. Prof. Vasil Petkov, Ph.D, Гл. ас.д-р Стефан Петров Chief Assist. Prof. Stefan Petrov</p> <p><i>This panel is in presence.</i></p>	<p><b>13,00 – 14,30 Доклади/ Paper session IV</b> Зала 3028 /room 3028</p> <p><u><i>Модератори/ Moderators:</i></u></p> <p>Доц. д-р Антоанета Дънешка Assoc. prof. Antoaneta Daneshka Гл.ас.д-р Валентин Билянски Chief Assist. Prof. Valentin Bilyanski</p> <p><i>This panel is in presence.</i></p>
<p><b>14,30 – 15,00 Break</b></p>	
<p><b>15,00 – 17,30</b> Доклади/ Paper session V Small conference room</p> <p><u><i>Модератори/ Moderators:</i></u></p> <p>Доц. д-р Доброслав Моллов Assoc. Prof. Dobroslav Mollov, Ph.D, гл. ас.д-р Кристиян Желев Chief Assist. Prof. Christian Zhelev</p> <p><i>This panel is <u>hybrid</u>: online and in presence</i></p>	<p><b>15,00 – 17,30</b> Доклади/ Paper session VI Big conference room</p> <p><u><i>Модератори/ Moderators:</i></u></p> <p>Проф. д-р Светлана Александрова Prof. Svetlana Alexandrova Гл. ас. д-р Васил Гечев Chief Assist. Prof. Vasil Gechev</p> <p><i>This panel is in presence.</i></p>
<p><b>14,00 – 17,30</b></p> <p><b>Студентски конкурс/ Students' competition session IV</b> Зала 2028A / room 2028A</p> <p><b>Модератор / Moderator:</b> доц. д-р Светла Бонева/ Assoc. prof. Svetla Boneva доц. д-р Васил Петков Assoc. prof. Vasil Petkov, Ph.D</p> <p><b>Chairman of the jury: Chief Assist prof. Stella Zhivkova</b> <b>Jury members: Chief Assist prof Margarita Ivanova, Assist prof Ivan Dimitrov, Assist prof Iveta Tileva</b></p>	
<p><b>17,30 – 18,00</b> Заклучителна дискусия, обявяване на победителите в състезанието и закриване на конференцията/ Final discussion and closing of the conference</p> <p><b>Голяма конферентна зала/ Big Conference Room</b></p>	

## ПОДРОБНА ПРОГРАМА / DETAILED PROGRAM

13,00 – 14,30

Доклади/ Paper session I

Small conference room / Малка конферентна зала

Модератори / Moderators:

Доц. д-р Доброслав Моллов/ Assoc. Prof. Dobroslav Mollov

Гл. Ас. д-р Кристиан Желев / Chief Assist. Prof. Christian Zhelev

*This panel is **hybrid**: online and in presence. Working language: English*

### **The risks of deepfakes to Human Rights**

Assist. Prof. Marisa Almeida Araújo, PhD, Lusíada University, Portugal; CEJEIA

### **Adapting International Methodologies for Environmental and Social Risk Evaluation to Local Realities: Inferences from the Bulgarian Banking Practice**

Prof. Virjina Zheliazkova, Economic institute, Bulgarian Academy of Science

### **The role of the EU in the international economic system during the last twenty years. Legal aspects.**

Assoc. Prof. Odysseas Spiliopoulos, Faculty of Management, University of the Peloponnese, Greece

Emiljan Mustaqe, Lecturer, Faculty of Economy and Agribusiness, Agricultural University of Tirana, Albania

### **Regional development: Knowledge ecosystem in Gorenjska region**

Assoc. Prof. Franc Vidic, Almamater Europaea

### **The Debate for Institutional Reform in the EU and the Role of the European Parliament**

Assist. prof. dr. Gergana Radoykova, Sofia University „St. Kliment Ohridski, Political Science Faculty

### **Comparative analysis of EU and BRICS – are they real rivals in the current geopolitical context?**

Assoc. Prof. Kaloyan Simeonov, European Studies Department, Faculty of Philosophy, Sofia University “St. Kliment Ohridski”

Branimir Stanimirov, PhD, European Studies Department, Faculty of Philosophy, Sofia University “St. Kliment Ohridski”

### **The music industry and its role in the global economy**

Assoc. prof. Dobroslav Mollov, PhD, “International Economic Relations and Business” Department, UNWE

### **Interconnection of the Green and Digital Transition in the EU,**

Assoc. prof. Monika Moraliyska, PhD, “International Economic Relations and Business” Department, UNWE

### **E-Learning Evolution Trends and Innovations in the Higher Education**

Assist. Prof. Ivan Dimitrov, “International Economic Relations and Business” Department, UNWE

### **Time Management of Projects by Applying the FIDIC Conditions of Contract**

Assist. Stoyan Neychev, PhD, UNWE, IER and Business Department

### **Evolution of international finance in the context of international financial settlements.**

Iliyan Sarandaliev, PhD student, “International Economic Relations and Business” Department, UNWE

### **Enabling Youth to Lead the European Energy Transition**

Oladokun Ojewole, Senior scientific officer, Nigeria Atomic Energy Commission

**13,00 – 14,30**

**Доклади/ Paper session II**

**Голяма конферентна зала/ Big conference room**

**Модератор / Moderator:**

**Проф. д-р Светлана Александрова,**

**prof. Svetlana Alexandrova**

**Гл.ас. д-р Васил Гечев**

**Chief Assist. Prof. Vasil Gechev**

*This panel is in presence. Working language: Bulgarian*

**Промени в експортната специализация на страните от Централна и Източна Европа след членството им в ЕС**

проф. Димитър Хаджиниколов, катедра МИО и Бизнес, УНСС

**Changes in the export specialization of the Central and Eastern European countries after their membership in the EU**

prof. Dimitar Hadjinikolov, IER and Business Department, UNWE

**Приложение на търговските модели в икономиките на България и Европейския съюз**

доц. Ирена Николова, Нов български университет

**Application of trade models in economies of Bulgaria and European Union**

assoc.prof. Irena Nikolova, New Bulgarian University

**Геополитическата Игра POWER BRICS,**

Проф.д.ик.н. Карим Фахим Наама, ВТУ „Св.Св. Кирил и Методий“, Катедра „ИТ и МИО“

**The POWER BRICS Geopolitical Game**

Prof. Karim Fahir Naama, Department of Economic Theory and International Economic Relations

Faculty of Economics

**Завладяване на регулатори от регулирани в постдемократичния Европейски съюз и неговите страни-членки**

доц. Ивка Цакова Некова, катедра Политология, УНСС

**Capture of regulators by the regulated in the post-democratic European Union and its member states**

assoc.prof. Ivka Tsakova Nakova, Political science Department, UNWE

**Инициативата „Европейски университети“ и четворната спирала на българските университети**

доц. Деница Горчилова, катедра „Публична администрация“, УНСС

**The European Universities Initiative and the quadruple helix of Bulgarian universities**

assoc. prof. Denitsa Gorchilova, Public administration department, UNWE

**17 години членство в ЕС: незадоволителните икономически резултати на България**

Гл. асистент Васил Гечев, катедра “МИО и бизнес”, УНСС

**17 years of EU membership: Bulgaria’s unsatisfactory economic results**

chief assist. Vasil Gechev, “International Economic Relations and Business” Department, UNWE

**Сервитизация и масова къстамизация в международния бизнес**

гл.ас. Цветомир Цанов, катедра МИО и Бизнес, УНСС

**Servitization and mass customization in international business**

chief assist. Prof. Tsvetomir Tsanov, IER and Business Department, UNWE

**Фискална позиция на България и страните-членки на ЕС: сравнителен анализ за периода 2010 - 2023 г.**

гл. ас. д-р Любослав Костов, Вицепрезидент и Главен икономист на КНСБ, Директор на Института за социални и синдикални изследвания към КНСБ и преподавател в катедра "Икономикс", УНСС

**Fiscal position of Bulgaria and EU member states: comparative analysis for the period 2010 - 2023.**

Chief assist. Prof. Luboslav Kostov, vice president and chief economist of Confederation of Independent Trade Unions of Bulgaria, director of the Institute for social and trade studies, lecturer at Economics Department

**Световната конюнктура и отражението ѝ върху индустриалното производство в ЕС**

доц. Васил Петков, ръководител катедра МИО и Бизнес, УНСС

**The world economy and its impact on industrial production in the EU**

assoc. prof. Vasil Petkov, head of IER and Business Department, UNWE

13,00 – 14,00

Доклади/ Paper session III  
Зала 2028A/ Room 2028A

Модератор / Moderator:

Доц. д-р Васил Петков/ Assoc. Prof. Vasil Petkov, Ph.D,

Гл.ас. д-р Стефан Петров/ Chief Assist. Prof. Stefan Petrov

*This panel is in presence. Working language: Bulgarian*

**Индикатори в процедурата за макроикономически дисбаланси на ЕС - теоретично и практическо значение**

гл. ас. Стоян Шаламанов, Софийски университет

**Indicators in the procedure for macroeconomic imbalances of the EU - theoretical and practical significance**

chief assist. Prof. Stoyan Shalamanov, Sofia University

**България в процесите на икономическа интеграция в Европейския съюз – сравнителен анализ и перспективи за бъдещето**

Ясен Георгиев, докторант, катедра Международни отношения, УНСС

**Bulgaria in the processes of economic integration in the European Union union - comparative analysis and future prospects**

Yasen Georgiev, PhD student, "International Relations" Department, UNWE

**Бъдещето на ЕС – сблъсък между хаоса и реда**

ас. Д-р Бианка Тошева-Пешева, катедра Международни отношения, УНСС

**The Future Of The EU – A Clash Between Chaos And Order**

assist. Prof. Bianka Tosheva-Pesheva, International relations department, UNWE

**Ролята на Европейския съюз (ЕС) в глобалната икономика спрямо своите световни конкуренти**

Мирослав Върбанов, докторант, катедра „МИО и Бизнес“, УНСС

**The role of the European Union (EU) in the global economy in comparison to its global competitors**

Miroslav Varbanov, Ph.D student, IER and Business Department, UNWE

**Влиянието на активите под управление във Взаимни фондове върху Европейската икономика**

Мартин Петков, докторант, катедра “МИО и бизнес”, УНСС

**The impact of assets under management in Mutual Funds on The European economy**

Martin Petkov, PhD student, "International Economic Relations and Business" Department, UNWE

**Фрагментация или интеграция - двустранните сили, оформящи бъдещето на Европейския съюз**

Чавдар Раев, докторант, ВТУ „Св. Св. Кирил и Методий“

**Fragmentation or Integration - The Dual Forces Shaping the European Union's Future**

Chavdar Raev, PhD student, University of Veliko Tarnovo "St. Cyril and St. Methodius"

**Войни, кризи и корупция - предизвикателствата пред стабилитета на Европейския съюз**

Надежда Гендович, докторант, Висше училище по застраховане и финанси

**Wars, crises and corruption - the challenges to the stability of European Union**

Nadezhda Gendovich, PhD student, University of finance, business and entrepreneurship

**Същност, последици и управление на глобалния риск - Разпространение на неточна информация и дезинформация**

Диляна Димитрова, докторант, катедра "МИО и бизнес", УНСС

**Concept, consequences and management of the global risk – Misinformation and Disinformation**

Dilyana Dimitrova, Ph. D student, "International Economic Relations and Business" Department, UNWE

**13,00 – 14,30**

**Доклади/ Paper session IV**

**Зала 3028/ Room 3028**

**Модератори / Moderators:**

**Доц. д-р Антоанета Дънешка/ Assoc. prof. Antoaneta Daneshka**

**Гл.ас. д-р Валентин Билянски/Chief Assist. Prof. Valentin Bilianski**

*This panel is presence. Papers in Bulgarian*

**Ролята на изкуствения интелект във веригите за доставка на европейските фармацевтични производители**

Валентин Валентинов Маринов, докторант, катедра "МИО и бизнес", УНСС

**The role of AI in the supply chains of European pharmaceutical manufacturers**

Valentin Marinov, Ph. D student, "International Economic Relations and Business" Department, UNWE

**Маркетингов микс на висшето образование. Теоретични основи и приложим модел**

Огнян Огнянов, докторант, УНСС

**Marketing mix of higher education. Theoretical foundations and applicable model**

Ognian Ognianov, PhD student, UNWE

**Мястото на малките модулни реактори в политиката на ЕС за климатична неутралност**

Никола Петров, докторант, катедра "Национална и регионална сигурност", УНСС

**The place of small modular reactors in EU climate neutrality policy**

Nikola Petrov, PhD student, "National and regional security" Department, UNWE

**Международна сцена: Българската икономика в надпреварата за конкурентоспособност в Европейския съюз**

Добромира Велева, магистър студент, УНСС

**International scene: The Bulgarian economy in the race for competitiveness in the European Union**

Dobromira Veleva, master student, UNWE

**Средният коридор и Балканите: Има ли България място в проекта?**

Павел Великов, студент магистър, катедра "МИО и бизнес", УНСС

**The Middle corridor and the Balkans: Does Bulgaria have a place in the project?**

Pavel Velikov, master degree student, "International Economic Relations and Business" Department, UNWE

**Актуално състояние на процеса на интеграцията на Северна Македония в Европейския Съюз**

Златко Бакев, докторант, катедра МИО и Бизнес, УНСС

**Cost-Benefit analysis of the integration of North Macedonia in Europe**

Zlatko Bakev, PhD student, "International Economic Relations and Business" Department, UNWE

**Трилеми на паричната и финансовата политика**

Елена Георгиева Димитрова - Цонева, докторант, катедра МИО и бизнес"

**Trilemmas of monetary and financial policy**

Elena Georgieva Dimitrova-Tsoneva, "International Economic Relations and Business" Department, UNWE

**Европейският съюз-състояние и перспективи за развитие**

Росита Николаева Любенова, бакалавър

**European union-conditional and perspectives for development**

Rosita Nikolaeva Lubenova, bachelor

**ОСП на ЕС и развитието на селските райони в България**

Иван Стоев, докторант, катедра "МИО и бизнес", УНСС

**The EU agricultural policy and the development of rural areas in Bulgaria**

Ivan Stoev, Ph. D student, "International Economic Relations and Business" Department, UNWE

**14,30 – 15,00 ч – Почивка/ Break**

**15,00 – 17,30**

**Доклади/ Paper session V**

**Малка конферентна зала/**

**Small Conference room**

**Moderators:**

**Assoc. Prof. Dobroslav Mollov, PhD**

**Chief assist. Prof. Christian Zhelev, PhD**

***This panel is hybrid: both online and in presence. Working language: English***

**The specific influence of emotions on tourist behavior**

Assoc. Prof. Irena Emilova, New Bulgarian University

Assoc. Prof. Nadejda Dimova, New Bulgarian University

**15 year later: the impact of the EU charter of fundamental rights on Bulgaria's social development**

Assist. Prof. Katia Hristova-Valtcheva, New Bulgarian University

**The EU as a modern political network**

Dimitar Pehlivanov, PhD, Lecturer, New Bulgarian University

**Monitoring and Risk Management Strategies in Public Policies and Programs: A Comprehensive Analysis**

prof. asoc. dr. Albana Demi (Mosho), "Aleksander Moisiu", University of Durrës, Albania

Prof. asoc. dr. Shqipe Xhaferri, "Aleksander Moisiu", University of Durrës, Albania

prof. asoc. dr. Alba Rramallari, "Aleksander Moisiu", University of Durrës, Albania

PhD. cand. Majlinda Velcani, "Aleksander Moisiu", University of Durrës, Albania

MSC. Flutura Domi, "Aleksander Moisiu", University of Durrës, Albania

**Liquidity Forecasting and Resource Management: Key Factors for Efficient Revenue and Expenditure Control**

Dr. Natasha Hoda, "Aleksander Moisiu", University of Durrës, Albania

Dr. Hysen Hoda, "Aleksander Moisiu", University of Durrës, Albania

**Local Government Capacities in Albania: A Study on Improved Citizen Services**

Msc. Marlind Nuriu, Ministry of Finance, Tirana, Albania

Msc. Amina Nuriu, "Klo-nu" Tirana, Albania

Blerim Brahja, Student "Aleksandër Moisiu", University of Durrës, Albania

Era Tiço, Student at Metropolitan University of Tirana, Albania

**Empowering Consumers: Understanding and Exercising Rights**

Iris Manastirliu, Doctoral Student, "Aleksander Moisiu", University of Durrës, Albania

**Advantages and disadvantages of remote working experience starting with the Covid-19 pandemic in Turkey: a qualitative research on the service sector**

Prof.dr. Serap Palaz, head of Department of labour economics, Bandirma Onyedi Eylul university, Turkey

Phd Candidate Birol Altun, Department of labour economics, Bandirma Onyedi Eylul university, Turkey



**Study of online grocery shopping in the European Union: influence of socio-economic factors**

Assoc. prof. Simeonka Petrova, Tsenov Academy of Economics, Svishtov, Bulgaria, Faculty of Industry and Commerce, Department of Commerce

**Security culture and Increased Defense costs: challenges and capabilities**

assoc. prof. Plamen Ralchev, "International Relations" Department, UNWE

**Internationalization as a strategic factor of digital transformation**

Simeon Lazarov, PhD student, Faculty of economics and business administration, Sofia University "St. Kliment Ohridski"

**The Specialist Doctor's Brand in International Healthcare: Role of Digitalisation and Cybersecurity**

Martina Dimitrova, PhD student, Department of Marketing and International Economic Relations, Faculty of Economics and Social Sciences, "Paisii Hilendarski" University of Plovdiv

**Has The Ukraine-Russia War Changed The Patterns Of Commodities Market?: The Case of The Commodity Dow Jones Index**

Delian Tolev, PhD student, University of National and World Economy

**Government-driven innovation: analyzing the influence of state policies on export competitiveness**

Hannah Kang, PhD student, "International Economic Relations and Business" Department, UNWE

**Equality and Social Inclusion: A Comprehensive Analysis for Promoting Sustainable Development and Equal Participation**

PhD. Cand . Majlinda Velcani, "Aleksander Moisiu", University of Durrës, Albania

**Financial Stability in the Insurance Sector**

Ardit Gjerci, PhD, Lecturer in Finance and Accounting, University of New York Tirana

Andromahi Kufo, PhD, Lecturer in Finance and Accounting, University of New York Tirana

Athina Tori, MSc. ACCA Candidate Assistant Lecturer in Finance and Accounting, University of New York Tirana

**Sustainable Digital Transformation in the European Union: Balancing Innovation with Environmental Goals**

Monika Kolleshi, Senior Accountant, 'Ismail Qemali' University of Vlora, Albania

Ana Çano, PhD Student, Assistant Lecturer, 'Ismail Qemali' University of Vlora, Albania

**The impact of exchange rate regime on economic growth of Western Balkan countries**

Ph.D Enida Zhugri, Department of Finance and Accounting, Business Faculty, "Aleksander Moisiu" University, Durres Albania

Ph. D (cand) Jonida Lamcja, Department of Finance and Accounting, Business Faculty, "Aleksander Moisiu" University, Durres Albania

**Do middle and upper income wagers pay the cost of the exemption of the minimum wage? Case of Türkiye**

Oğuz KARADENİZ, Pamukkale University

Hülya KABAKÇI KARADENİZ, Pamukkale University

**A comparative study of the planetary pressures-adjusted human development index (PHDI) in the European Union and other regions**

Onur YAVAS, Research Assistant, The University of Bandirma Onyedi Eylul, Turkiye

Bulent ARPAT, Associate Professor, The University of Bandirma Onyedi Eylul, Turkiye

**Influence of BRICS on EU payments in international trade: the case of the Bulgarian companies trading with BRICS**

Assoc. prof. Monika Moraliiska, PhD, "International Economic Relations and Business" Department, UNWE

Zdravko Beshendjiev, Expert in the PR department of the Ministry of Regional Development and Public Works

## **Circular Supply Chains – A Global Perspective**

Assoc. prof. Dobroslav Mollov, PhD, “International Economic Relations and Business” Department, UNWE

**15,00 – 17,30**

**Доклади/ Paper session VI**  
**Big conference room**

**Модератор / Moderator:**

**Проф. д-р Светлана Александрова/ Prof. Svetlana Alexandrova**

**Гл.ас. д-р Васил Гечев/ Chief Assist. Prof. Vasil Gechev**

*This panel is presence. Working language: Bulgarian*

**Поведенските капани в преговорите: ако можете да ги назовете, ще можете и да ги контролирате**  
доц. Антоанета Дънешка, катедра “МИО и бизнес”, УНСС

**Behavioral pitfalls in negotiation: If you can name them, you can control them**

assoc. prof. Antoaneta Daneshka, PhD, “International Economic Relations and Business” Department, UNWE

**Предпоставки за устойчивост на промените в потреблението през последните години**

доц. Александър Христов, катедра “МИО и бизнес”, УНСС

**Prerequisites for sustainability of changes in consumption in recent years**

assoc. prof. Alexander Hristov, PhD, “International Economic Relations and Business” Department, UNWE

**Устойчиви инвестиции в Европа: Въздействия и предизвикателства**

проф. Светлана Александрова, катедра “МИО и бизнес”, УНСС

**Sustainability investments in Europe: Impacts and challenges**

Prof. Svetlana Aleksandrova, PhD, “International Economic Relations and Business” Department, UNWE

**Дигитализация на стопанствата в аграрния сектор – стратегически приоритет на европейската политика**

доц. Виолета Блажева, СА „Д. А. Ценов“ – Свищов

**Digitization of farms in the agricultural sector - strategic priority of European politics**

Assoc. prof. Violeta Blazheva, Tsenov Academy of Economics, Svishtov

**Деглобализация или глобализация – еволюционна дилема**

Доц. Весела Тодорова, катедра „МИО и бизнес“, УНСС

**Deglobalization or globalization – an evolutional dilemma**

Assoc. Prof. Vesela Todotova, Department of "IER and Business", UNWE

**Ролята на ЕС в международните организации**

Д-р Тодор Кондарев, НБУ, Департамент „Политически науки

**The role of the EU in international organizations**

Todor Kondarev, PhD, New Bulgarian University

**Оценка на структурната конвергенция на производството на страните от ЦИЕ спрямо Евронзоната**

Гл.ас. д-р Силвия Господинова, Икономически университет - Варна

**Assessment of the structural convergence of the production of CEE countries in relation to the Eurozone**

Chief Assist. Prof. Silvia Gospodinova, Ph.D, University of Economics – Varna

**Стагфлацията в Турция като страна кандидатка за членство в ЕС**

Гл. ас. д-р Петя Пламенова Василева, Катедра „Финанси и кредит“, СА „Д. А. Ценов“, гр. Свищов

**Stagflation in Turkey as a candidate country for EU membership**

Chief assist. Prof. Petya Plamenova Vasileva, Department of Finance and Credit, D. A. Tsenov Academy of Economics, Svishtov

**Състояние на икономиката на Хърватия в периода преди и след присъединяване към еврозоната**

гл. ас. д-р Аглика Кънева, Катедра „Финанси“, УНСС

**State of Croatia's economy in the period before and after accession to the euro area**

Chief Assist. Prof. Aglika Kaneva, Department of Finance, UNWE

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**Доброволчеството в ЕС: изграждане на солидарна Европа**

Гл.ас. д-р Виолета Тончева-Златкова, Катедра „Публична администрация“, УНСС

**Volunteering in the EU: building a Europe of solidarity**

Chief Assist. Prof. Violeta Toncheva-Zlatkova, Public administration Department, UNWE

**Области за развитие при управлението на логистичните разходи**

доц. Николай Драгомиров, Катедра „Логистика и вериги на доставките“, УНСС

**Areas for development in logistics cost management**

assoc. prof. Nikolay Dragomirov, Logistics and supply chains Department, UNWE

**Икономически ефекти за България от въвеждането на граничен контрол по сухопътните граници на Унгария**

асистент д-р Атанас Павлов, Институт за Икономически изследвания при БАН

**Economic impact on Bulgaria of a reintroduction of land border controls on the Hungarian borders**

assistant Atanas Pavlov, Economic Research Institute at the Bulgarian Academy of Sciences

**Участието в третия етап на Икономическия и паричен съюз – право и задължение**

Теодора Петрова, докторант, СУ „Св. Климент Охридски“

**The participation in the third phase of Economic and Monetary Union – right and obligation**

Teodora Petrova, Ph. D student, Sofia University “St. Kliment Ohridski”

**Външни икономически шокове и конфергенция на България, Румъния и Хърватия**

Весела Шаламанова, докторант, СУ „Св. Климент Охридски“

**External economic shocks and convergence of Bulgaria, Romania and Croatia**

Vesela Shalamanova, Ph. D student, Sofia University “St. Kliment Ohridski”

**Устойчивост или заблуда: greenwashing в съвременната икономика**

Даниил Константинов Танев, докторант, катедра МИО и Бизнес, УНСС

**Sustainability or delusion: greenwashing in the modern economy**

Daniil Tanev, PhD student, “International Economic Relations and Business” Department, UNWE

**Пазарният потенциал на био продуктите в България**

Яна Данаилова, докторант, катедра “МИО и бизнес”, УНСС

**The Market Potential of Organic Products in Bulgaria**

Yana Danailova, Ph. D student, “International Economic Relations and Business” Department, UNWE

**Перспективи за развитие на международните стратегически съюзи между ЕС и Китай**

Вълко Джанкардашлийски, докторант, катедра “МИО и бизнес”, УНСС

**Prospects for the development of international strategic alliances between the EU and China**

Valko Dzhankardashliyski, Ph. D student, “IER and Business” Department, UNWE

14,00 – 17,30

Студентски конкурс/ Students' competition session IV  
Зала 2028А / room 2028А

Moderators: Assoc. prof. Svetla Boneva, Ph.D  
Assoc. prof. Vasil Petkov, Ph.D

Chairman of the jury: Chief Assist prof. Stella Zhivkova

Jury members:

Chief Assist. prof. Margarita Ivanova  
Assist. prof. Ivan Dimitrov  
Assist. prof. Ivet Tileva