Катедра „Международни икономически отношения и бизнес“

Университет за национално и световно стопанство

International Economic Relations and Business Department

University of National and World Economy

XXV-ТА НАУЧНА КОНФЕРЕНЦИЯ НА КАТЕДРА „МИО И БИЗНЕС“

ПОД ПАТРОНАЖА НА РЕКТОРА НА УНСС ПРОФ. Д-Р ДИМИТЪР ДИМИТРОВ

XXV 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: ДЕВЕТНАДЕСЕТ ГОДИНИ ПО-КЪСНО

THE MEMBERSHIP OF BULGARIA IN THE EUROPEAN UNION: NINETEEN YEARS LATER

22 Октомври 2026 г.

Университет за национално и световно стопанство

22 October 2026

University of National and World Economy, Sofia

9:15 – 10:00 **REGISTRATION**

10:00 – 10:40 **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 Policitcs Faculty, UNWE

OFFICIAL GUESTS

Prof. Maria VODENICHAROVA, **Ph.D,** Vice-Rector of UNWE

Prof. Ingrid SHIKOVA, PhD, Sofia University "St. Kliment Ohridski"; Head of the Jean Monnet Centre of Excellence, Bulgaria

Alexandrina GYUROVA, Bulgarian Stock Exchange

Prof. Dimitar IVANOV, DSc (Economics), Macroeconomist, Senior Advisor to the Board of Directors of Gerken Capital Associates, USA

Prof. Virginia ZHELYAZKOVA, DSc (Economics), Head of the International Economics Section, Economic Research Institute, Bulgarian Academy of Sciences (BAS), Bulgaria.

Representative of the German-Bulgarian Chamber of Industry and Commerce

Official addresses by partner universities and institutions

10:40 – 11:40 **KEYNOTE SPEAKERS**

Assoc. Prof. Adrian-Gabriel CORPADEAN, PhD - Dean of the Faculty of European Studies at Babeș-Bolyai University (UBB) in Cluj-Napoca, Romania
"Convergence and Contradiction: a Multidimensional Evaluation of Romania's 19-Year EU Trajectory"

Dr. Martin KARAS, assistant professor at the Faculty of International Relations, Bratislava University of Economics and Business (EUBA)
Latest Trends in Foreign Direct Investment: Revenge of the Nation State

11:40 – 12:00 **FAMILY PICTURE**

12:00 – 13:00 **LUNCH**

Lobby in front of the Big conference room

PROGRAM

13,00 – 15,00 Доклади/ Paper session I **Big conference room** ***Модератори/ Moderators:*** **Доц. д-р Доброслав Моллов** **Assoc. Prof. Dobroslav Mollov, Ph.D,** **гл.ас.д-р Валентин Билянски** **Chief Assist. Prof. Valentin Biliyanski,PhD** ***This panel is in Bulgarian and is in presence***	**13,00 – 15,00 Доклади/ Paper session II** **Small conference room** ***Модератори/ Moderators:*** **Доц. д-р Светла Бонева** **Assoc. Prof. Svetla Boneva, Ph.D,** **Гл.ас. д-р Маргарита Иванова** **Chief Assist. Prof. M. Ivanova** ***This panel is in Bulgarian and is in presence.***
13,00 – 15,00 Доклади/ Paper session III **Room Tarzhestvena** ***Модератори/ Moderators:*** **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 English and is hybrid (in presence and online).***	**13,30 – 15,00 Доклади/ Paper session IV** **Room 2028A** ***Модератори/ Moderators:*** **Доц. д-р Александър Христов** **Assoc. Prof. Alexander Hristov, Ph.D,** **Гл. ас.д-р Цветомир Цанов** **Chief Assist. Prof. Tsvetomir Tsanov** ***This panel is English and is hybrid (in presence and online)***
13,00 – 15,00 Доклади/ Paper session V **Зала 3028 /room 3028** ***Модератори/ Moderators:*** **Доц. д-р Моника Моралийска** **Assoc. prof. Monika Moraliyska** **Гл. ас.д-р Стоян Нейчев** **Chief assist. Prof. Stoyan Neychev** ***This panel is English and is hybrid (in presence and online)***	
15,00 – 15,30 Coffee-Break at the lobby in front of Big conference room	
15,30 – 17,30 **Доклади/ Paper session VI** **Big conference room** ***Модератори/ Moderators:*** **Доц. д-р Доброслав Моллов** **Assoc. Prof. Dobroslav Mollov, Ph.D,** **гл. ас.д-р Валентин Билянски** **Chief Assist. Prof. Valentin Biliyanski** ***This panel is in Bulgarian and is in presence***	**15,30 – 17,30** **Доклади/ Paper session VII** **Small conference room** ***Модератори/ Moderators:*** **Доц. д-р Светла Бонева** **Assoc. Prof. Svetla Boneva** **Гл. ас. д-р М. Иванова** **Chief Assist. Prof. M. Ivanova** ***This panel is in Bulgarian and is in presence***
15,30 – 17,30 Доклади/ Paper session VIII **Room Tarzhestvena** ***Модератори/ Moderators:*** **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 English and is hybrid (in presence and online).***	**15,30 – 17,30 Доклади/ Paper session IX** **Room 2028A** ***Модератори/ Moderators:*** **Доц. д-р Александър Христов** **Assoc. Prof. Alexander Hristov, Ph.D,** **Гл. ас.д-р Цветомир Цанов** **Chief Assist. Prof. Tsvetomir Tsanov** ***This panel is English and is hybrid (in presence and online)***
15,30 – 17,30 Доклади/ Paper session X **Зала 3028 /room 3028** ***Модератори/ Moderators:*** **Доц. д-р Моника Моралийска** **Assoc. prof. Monika Moraliyska** **Гл. ас.д-р Стоян Нейчев** **Chief assist. Prof. Stoyan Neychev** ***This panel is English and is hybrid (in presence and online)***	
13,00 – 17,00 **Студентски конкурс/ Students' competition session IV** **Преподавателска читалня, библиотека/ Library** **Chairman of the jury: Chief Assist prof. Stela Zhivkova** **Jury members: assoc. prof. Svetla Boneva, assoc. prof. Vasil Petkov,**	

ПОДРОБНА ПРОГРАМА / DETAILED PROGRAM

ПАНЕЛИ НА БЪЛГАРСКИ ЕЗИК (само присъствено)/ PANELS IN BULGARIAN LANGUAGE (in presence only)

13,00 – 15,00 ч	**13,00 – 15,00 ч**
Доклади/ Paper session I **Голяма конферентна зала/ Big conference room** **Модератор / Moderator:** **Доц. д-р Доброслав Моллов,** **Assoc. prof. Dobroslav Mollov** **Гл.ас. д-р Валентин Билянски** **Chief Assist. Prof. Valentin Biliyanski**	**Доклади/ Paper session II** **Малка конферентна зала/ Small conference room** **Модератор/ Moderator:** **Доц. д-р Светла Бонева,** **Assoc. prof. Svetla Boneva** **Гл.ас. д-р Маргарита Иванова** **Chief Assist. Prof. Margarita Ivanova**
Предизвикателства пред конкурентоспособността на ЕС в световната икономика проф. Калоян Симеонов, катедра „Европеистика“, СУ „Св. Климент Охридски“ Гл. ас. д-р Роксана Трифонова, катедра „Европеистика“, СУ „Св. Климент Охридски“ Ралица Стойчева, докторант, катедра „Европеистика“, СУ „Св. Климент Охридски“ ***Challenges to the EU's competitiveness in the global economy*** *Prof. Kaloyan Simeonov, European Studies Department, SU "St. Kliment Ohridksi"* *Chief assist.prof. Roxana Trifonova, European Studies Depart., SU "St. Kliment Ohridksi"* *Ralitsa Stoycheva, PhD student, European Studies Department, SU "St. Kliment Ohridksi"*	**Къси хранителни вериги, дигитализация и устойчивост на селските райони** проф. Зорница Стоянова, УНСС, доц. Христина Харизанова – Бартос, УНСС ***Short food supply chains, digitalization, and rural resilience*** *prof. Zornitsa Stoyanova, PhD, UNWE* *assoc.prof. Hristina Harizanova-Bartos, UNWE*
Производителност на труда, работни заплати и инфлация в три държави от ЦИЕ доц. Димитър Дамянов, Катедра „Икономикс“, УНСС ***Labor productivity, wages, and inflation in three CEE countries*** *Assoc. prof. Dimitar Damyanov, Economics Department, UNWE*	**Зелен маркетинг като фактор за избор и навлизане на чуждестранни пазари: приложимост за българските предприятия** доц. Драгомир Илиев, Стопанска академия "Д. А. Ценов" доц. Даниела Илиева, РУ "Ангел Кънчев" ***Green Marketing as a Factor in the Choice of and Entry into Foreign Markets: Applicability for Bulgarian Enterprises*** *assoc. prof. Dragomir Iliev, PhD, Tsenov Academy of Economics, Svishtov* *assoc.prof. Daniela Ilieva, PhD, Ruse university "Angel Kanchev"*
Валутната дипломация като инструмент в международната финансова система Доц. Ирена Николова, Нов български университет ***Bulgaria in the Eurozone: key effects on international entrepreneurship*** *Assoc.prof. Irena Nikolova, New Bulgarian University*	**България в европейския енергиен преход - развитие, ефективност и перспективи на възобновяемите енергийни източници в условията на членство в ЕС** доц. Иванка Банкова, Варненски свободен университет „Черноризец Храбър“ ***Bulgaria in the European Energy Transition: Development, Efficiency, and Prospects of Renewable Energy Sources within the Context of EU Membership*** *Assoc. prof. Ivanka Bankova, Ph.D,Varna Free University "Chernorizets Hrabar"*
Европейският семестър като институционализирана възможност за ефективна икономическа и бизнес дипломация	**България между Анкара и Брюксел: стратегическата ѝ роля в диалога между НАТО, Турция и Европейския съюз**

доц. Пламен Ралчев, катедра Международни отношения, УНСС
The European Semester as an institutionalized opportunity for effective economic and business diplomacy
assoc. prof. Plamen Ralchev, International relations dept., UNWE

Европейският съюз между демократичния дефицит и кризата на доверието: лидерство и легитимност в условията на глобални предизвикателства
гл. ас. д-р Гергана Радойкова, Катедра „Политология“, Софийски университет „Св. Климент Охридски“
The European Union between the democratic deficit and the crisis of confidence: leadership and legitimacy in the face of global challenges
Assist. prof. dr. Gergana Radoykova, Sofia University „St. Kliment Ohrisdki, Political Science Faculty

Външноикономическите предизвикателства пред Япония
Райчо Дянков, Софийски университет „Св. Климент Охридски“
Japan's external economic challenges
Raycho Diankov, Sofia University "St. Kliment Ohridski"

Проектна дейност в областта на културата - България в европейските процеси
ас.д-р Севар Иванов, УНСС
Project activities in the field of culture – Bulgaria in European processes
assist. Prof. Sevar Ivanov, UNWE

Модернизация на албанската държавна служба в рамките на стандартите на Европейския съюз: Принципите на SIGMA/ ОИСР и реформата на публичната администрация
д-р Shkelqim Xeka, Университет Aleksander Moisiu, Дурес, Албания
Modernization of the Albanian Civil Service in Line with European Union Standards: SIGMA/OECD Principles and Public Administration Reform
Dr. *Shkelqim Xeka, Aleksander Moisiu University, Dures, Albania*

Позицията на България в производството на плодове и зеленчуци в ЕС и самозадоволяването на вътрешния пазар
доц. Васил Петков, катедра МИО и Бизнес, УНСС
Bulgaria's Position in Fruit and Vegetable Production in the EU and Domestic Market Self-Sufficiency
Assoc. prof. Vasil Petkov, IER and Business Department, UNWE

Зърнените култури в България: самозадоволяване и експортна ориентация
Проф. Светлана Александрова-Златанска, катедра МИО и Бизнес, УНСС

Гл. ас. д-р Петя Пламенова Василева, Катедра „Финанси и кредит“, СА „ Д. А. Ценов“, гр. Свищов
Bulgaria between Ankara and Brussels: its strategic role in the dialogue between NATO, Turkey, and the European Union.
Chief assist. Prof. Petya Plamenova Vasileva, Department of Finance and Credit, D. A. Tsenov Academy of Economics, Svishtov

Културни детерминанти на корпоративното отчитане: Преглед на литературата в Scopus
гл.ас. Недялка Александрова, Икономически университет – Варна
Cultural Determinants of Corporate Reporting: A Literature Review in Scopus
Chief assist.prof. Nedialka Alexandrova, Varna Economic University

Международната трудова мобилност като фактор за балансиране на пазара на труда в туризма
гл.ас. Ивайло Петров, Стопанска академия „Димитър А. Ценов“ - Свищов
International labor mobility as a factor for balancing the tourism labor market
Chief assist. prof. Ivaylo Petrov, D. A. Tsenov Academy of Economics, Svishtov

Планиране и развитие на туристически дестинации - бизнес подходи и стратегии
Гл. ас. Маргарита Мишева, Нов български университет,
Planning and Development of Tourism Destinations – Business Approaches and Strategies
Chief assist. prof. Margarita Misheva, New Bulgarian University,

Лидерски и организационни предпоставки за дигиталната трансформация на българските МСП
ас.д-р Мина Костова, Нов български университет
Leadership and organizational prerequisites for the digital transformation of Bulgarian SMEs
Assist. prof. Mina Kostova, New Bulgarian University

Динамика и регионални различия в безработицата в България: анализ на ниво NUTS 2
Мария Борисова, докторант, УНСС
Dynamics and Regional Disparities in Unemployment in Bulgaria: A NUTS 2 Level Analysis
Maria Borisova, PhD student, UNWE

Сравнителен анализ на НАФТА и USMCA: Еволюция на търговските отношения в Северна Америка

гл.ас. Валентин Билянски, катедра МИО и Бизнес, УНСС ***Cereal crops in Bulgaria: self-sufficiency and export orientation*** *prof. Svetlana Alexandrova-Zlatanska, IER and Business Department, UNWE* *chief assist. Prof. Valentin Bilyanski, IER and Business Department, UNWE* **Промени в географската структура на външната търговия на България с избрани групи аграрни продукти в условията на геополитически сътресения (2005–2025 г.)** доц. Васил Петков, катедра МИО и Бизнес, УНСС ***Changes in the Geographical Structure of Bulgaria's Foreign Trade in Selected Groups of Agricultural Products in the Context of Geopolitical Shocks, 2005–2025*** *Assoc. prof. Vasil Petkov, IER and Business Department, UNWE*	Делян Толев, докторант, катедра "МИО и бизнес", УНСС ***Comparative Analysis of NAFTA and USMCA: The Evolution of Trade Relations in North America*** *Delian Tolev, Ph. D student, "IER&Business" Department, UNWE* **Международната конкурентоспособност на винопродуктивния сектор на Република Северна Македония** Златко Бакев, докторант, катедра "МИО и бизнес", УНСС ***International Competitiveness of the Wine-Producing Sector of the Republic of North Macedonia*** *Zlatko Bakev, Ph. D student, "International Economic Relations and Business" Department, UNWE*
15,00 – 15,30 Кафе-пауза/ Coffee break	
15,30 – 17,30 ч	**15,30 – 17,30 ч**
Доклади/ Paper session VI **Голяма конферентна зала/ Big conference room** **Модератор / Moderator:** **Доц. д-р Доброслав Моллов,** **Assoc. prof. Dobroslav Mollov** **Гл.ас. д-р Валентин Билянски** **Chief Assist. Prof. Valentin Biliyanski**	**Доклади/ Paper session VII** **Малка конферентна зала/ Small conference room** **Модератор/ Moderator:** **Доц. д-р Светла Бонева,** **Assoc. prof. Svetla Boneva** **Гл.ас. д-р Маргарита Иванова** **Chief Assist. Prof. Margarita Ivanova**
Трансформация на модела за инвестиционно подпомагане в Полша. От специални икономически зони към полската инвестиционна зона Андреана Премянова-Янкова, докторант, Катедра „Политология", УНСС ***Transformation of the investment support model in Poland: From Special Economic Zones to the Polish Investment Zone*** *Andreana Premyanova-Yankova, PhD Candidate, Department of Political Science, UNWE* **Еврозоната като фактор на икономическата интеграция на България** Елица Балабанова, докторант, катедра "МИО и Бизнес", УНСС ***The Eurozone as a Factor in Bulgaria's Economic Integration*** *Elitsa Balabanova, PhD student, "IER and Business" dept., UNWE*	**Неовестфалските и постсуверенните логики на разширяване на Европейския съюз в контекста на войната в Украйна** ас. д-р Филип Дандолов, катедра „Международни отношения", УНСС ***Neo-Westphalian and Post-Sovereign Logics of European Union Enlargement in the Context of the War in Ukraine*** *Assist. Filip Dandolov, International relations dept., UNWE* **Поведенческата парадигма в контекста на новата инвестиционна стратегия на Виетнам - сигнали за европейския бизнес** Мирослава Цанева, докторант, катедра МИО и бизнес" ***The behavioral paradigm in the context of Vietnam's new investment strategy – signals for European business*** *Miroslava Tsaneva, "IER and Business" Department, UNWE*

Забраната за нови автомобили с ДВГ след 2035 г. и инвестиционните стратегии на автомобилните концерни
Данийл Танев, докторант, катедра МИО и Бизнес, УНСС
The ban on new internal combustion engine cars after 2035 and the investment strategies of automotive groups
Daniil Tanev, PhD student, "International Economic Relations and Business" Department, UNWE

България и Испания: Икономически отношения в туризма в рамките на Европейския съюз
Борислав Димитров, Ваканционен клуб „Ривиера"
Bulgaria and Spain: Economic Relations in Tourism within the European Union
Borislav Dimitrov, Riviera Holiday Club

Ролята на изкуствения интелект в еволюцията на лидерските практики в мултикултурни проектни среди
Радостина Атанасова, докторант, катедра МИО и Бизнес, УНСС
The Role of Artificial Intelligence in the Evolution of Leadership Practices in Multicultural Project Environments
Radostina Atanasova, PhD student, "IER and Business" Department, UNWE

Инициативата „Три морета" и международната конкурентоспособност: анализ на проектния портфейл
Стела Николова, докторант, катедра "МИО и бизнес", УНСС
The Three Seas Initiative and International Competitiveness: An Analysis of the Project Portfolio
Stela Nikolova, PhD student, "IER and Business" Department, UNWE

Перспективи пред Република Сърбия за присъединяване към Европейския съюз и позицията на България
Мирела Владимирова-Димитрова, докторант, катедра Политология, УНСС
Prospects for the Republic of Serbia's Accession to the European Union and Bulgaria's Position
Mirela Vladimirova-Dimitrova, PhD student, Department of Political Science, UNWE

Общности за възобновяема енергия в България: правни форми и последици от прилагането на правните регулации на ЕС
Николай Бошнаков, докторант, катедра „Частноправни науки", УНСС
Renewable Energy Communities in Bulgaria: Legal Forms and Implications of Implementing EU Legal Regulations
Nikolay Boshnakov, PhD student, Department of Private Law Sciences, UNWE

От защита към икономическа стойност: интелектуална собственост и конкурентоспособността на българските МСП 19 години след присъединяването към ЕС
Живко Градинаров, докторант, Технически университет, гр. Варна
From protection to economic value: intellectual property and the competitiveness of Bulgarian SMEs 19 years after EU accession
Zhivko Gradinarov, PhD student, Technical University, Varna

Изкуственият интелект в управлението на микро-, малките и средните предприятия: систематичен преглед на българската научна литература
Анна Георгиева, студент, катедра „Бизнес администрация", УНСС
Мустафа Дуран, студент, катедра „Бизнес администрация", УНСС
Artificial Intelligence in the Management of Micro, Small, and Medium-Sized Enterprises: A Systematic Review of Bulgarian Academic Literature
Anna Georgieva, student, Department of Business Administration, UNWE
Mustafa Duran, student, Department of Business Administration, UNWE

Променящата се конкурентоспособност на българската икономика в Европейския съюз: от ценови към неценови конкурентни предимства
Елеонора Иванова, студент, Софийски университет „Св. Климент Охридски"
The Changing Competitiveness of the Bulgarian Economy in the European Union: From Price to Non-Price Competitive Advantages
Eleonora Ivanova, student, Sofia University "St. Kliment Ohridski"

Методологична рамка за оценяване на приноса на ИНТЕРРЕГ към зеления преход в Дунавския регион
Габриела Попова, докторант, Икономически университет - Варна
Methodological framework for assessing INTERREG's contribution to the green transition in the Danube Region
Gabriela Popova, PhD student, University of Economics – Varna

Индиректни ефекти на NIS2 върху малките и средните предприятия: киберсигурност, вериги на доставки и разходи за съответствие
Бетина Обретенова, докторант, Икономически университет - Варна
Indirect effects of NIS2 on small and medium-sized enterprises: cybersecurity, supply chains, and compliance costs.
Betina Obretenova, PhD student, University of Economics – Varna

Трансформация на германската автомобилна индустрия в условията на преход към електрическа мобилност и засилена глобална конкуренция
Десислава Михайлова, докторант, УНСС
Transformation of the German automotive industry amidst the transition to electric mobility and intensified global competition.
Desislava Mihaylova, PhD student, UNWE

Нормативната уредба на Европейския съюз в областта на отбраната (2022 – 2030 г.), като фактор за икономическото развитие и развитие на отбранителните способности на Република България Екатерина Петрова, докторант, УниБИТ ***The European Union's regulatory framework in the field of defense (2022–2030) as a factor in the economic development and the development of the defense capabilities of the Republic of Bulgaria.*** *Ekaterina Petrova, PhD student, UniBIT*	**Сравнителен анализ на научните методи за изследване на непредвидимите събития върху ценообразуването в морския транспорт** Веселина Борисова, докторант, Икономически университет - Варна ***Comparative analysis of scientific methods for studying the impact of unpredictable events on pricing in maritime transport*** *Veselina Borisova, PhD student, University of Economics – Varna*
Блокчейн технология и международни плащания Майкъл Гелков, докторант, катедра „МИО и бизнес", УНСС ***Blockchain technology and international payments*** *Maikal Gelkov, PhD student, Department of "IER and Business", UNWE*	**Ролята на България: от получател до донор на официална помощ за развитие** Диляна Димитрова, докторант, УНСС ***Bulgaria's Role: From Recipient to Donor of Official Development Assistance*** *Dilyana Dimitrova, PhD student, UNWE*
Трансформация на международната парична система в условията на многополюсен. свят: ролята на златото, доверието и алтернативните финансови модели. Доц. Весела Тодорова, катедра „МИО и бизнес", УНСС ***Transformation of the international monetary system in a multipolar world: the role of gold, trust, and alternative financial models.*** *Assoc. prof. Vesela Todorova, Department of "IER and Business", UNWE*	

ПОДРОБНА ПРОГРАМА / DETAILED PROGRAM

ПАНЕЛИ НА АНГЛИЙСКИ ЕЗИК (хибридно-присъствено и онлайн)/ PANELS IN ENGLISH LANGUAGE (hybrid-in presence and online)

13,00 – 15,00, **зала Тържествена/ Room Tarzhestvena**	**13,30 – 15,00** **Зала/room 2028A**	**13,00 – 15,00** **Зала/room 3028**
Доклади/ Paper session III **Модератор / Moderator:** **Доц. д-р Васил Петков** **Assoc. Prof. Vasil Petkov, Ph.D,** **Гл.ас. д-р Стефан Петров** **Chief Assist. Prof. Stefan Petrov**	**Доклади/ Paper session IV** **Модератор / Moderator:** **Доц. д-р Александър Христов** **Assoc. Prof. Alexander Hristov** **Гл. ас. д-р Цветомир Цанов** **chief assist. prof. Tsvetomir Tsanov**	**Доклади/ Paper session V** **Модератор / Moderator:** **Доц. д-р Моника Моралийска** **Assoc. Prof. Monika Moraliyska,** **ас. д-р Стоян Нейчев** **Assist. Stoian Neychev**
The circular settlement model: shared knowledge and accumulated experience Prof. Veselina Dimitrova, „IER" dept., Economic university, Varna	**Carbon Credits on the Juncture between Sustainable Corporate Governance and Sustainable Project Management** Prof. Bistra Boeva, PhD, "IER&Business"Dept.	**From FDI Host to Outward Investor? The Emerging Internationalization of Bulgarian Firms** Assoc. prof. Monika Moraliyska, PhD, "International Economic Relations and Business" Department, UNWE
Has Bulgaria correctly transposed Directive 2014/24/EU on public procurement in its national legislation assist.prof. Vladislav Svetoslavov Datsov, PhD, Faculty of Law, UNWE	**Perspectives on authenticity in marketing communications and potential for increasing of their effectiveness** Assoc.prof. Alexander Hristov, "IER&Business"Dept.	**Innovation, Entrepreneurship and Digital Transformation in Bulgaria** Assist. Prof. Mohammed Issa Alaeddin
A neorealist perspective about the consequences of GDPR implementation on Portuguese sovereignty Assist. prof. João Tavares, Lusófona University, Lisboa, Portugal António Tavares, Lusófona University, Lisboa, Portugal	**Economic development of Estonia in the period before and after the adoption of the euro** chief assist.prof. Aglika Kaneva, PhD, Department of Finance, UNWE	**Impact of entrepreneurial opportunity recognition among small business owner in Nigeria** Prof. Mufutau Akanmu Popoola, Federal Polytechnic Ayede,Oyo State, Nigeria Adesegun Abayomi Adewuyi, National Open University of Nigeria Omalara Miniola Olusiku, National Open University of Nigeria Olaosebikan Kamar Abayomi, Federal Polytechnic Ayede, Oyo State, Nigeri
Restructuring in Turbulent Times - Exploring the Revealed Comparative Advantages for Bulgaria and Romania prof. Georgi Marinov, University of Economics - Varna, Bulgaria chief assist. Prof. Aleksandar Shivarov, University of Economics - Varna, Bulgaria	**Climate risk and lending to households and non-financial corporations: evidence from the Euro area** Slađana Filipović, Faculty of Economics, University of Tuzla Vita Jagrič, Faculty of Economics, University of Tuzla Silvo Dajčman, Faculty of Economics, University of Tuzla	**European Strategic Autonomy in Digital Finance: Payment Sovereignty, CBDCs and Financial Resilience in a Fragmenting Global Economy** Mr Pralhad Giri, Director, Nepal Rastra Bank

	Dejan Romih, Faculty of Economics, University of Tuzla	
Balancing Openness and Security: Recent Developments in the EU Foreign Direct Investment Policy assit.prof. Galateya Kolikova, Economic Research Institute at the Bulgarian Academy of Sciences	**Existing knowledge of intellectual property rights in Bulgarian enterprises** Iskren Konstantinov, PhD, Institute of Intellectual Property and Technology Transfer at UNWE	**Research Paper** Dr. Hasna Khemili, aculty of Economics and Management of Sousse, Tunisia Dr. Sarra Ben Salah, Faculty of Economics and Management of Sfax, Tunisia
EU Trade: a subsector analysis chief assist.prof. Margarita Ivanova, PhD, IER&Business Department, UNWE	**Forecasting models in financial risk management and generative AI: effects on decision-making in global finance** Elambo Bolonde Abraham, SMK College of Applied Sciences, Vilnius, Lithuania Jannatul Ferdosu, SMK College of Applied Sciences, Vilnius, Lithuania Pacifique Rukundo, SMK College of Applied Sciences, Vilnius, Lithuania	**Innovative Approaches to Sustainable Development: Insights from the Best Practices Pavilion at Expo 2025 Osaka** Konstantin Ivanov, PhD, UNWE
Convergence Without Equalization: The Dynamics of Circular Material Use in the European Union, 2010–2024 Srijon Kumar Saikia, PhD Research Scholar, Department of Applied Management, Assam Skill University Assist. Prof. Deep Jyoti Gurung, Department of Applied Management, Assam Skill University	**Entrepreneurial Orientation and Export Performance: The Mediating Role of Competitive Advantage in Afghanistan's Saffron Exports** Abdul Hadi Erfani, Ph.D. Scholar, Punjabi University, India Assist.Prof. Ratinder Kaur, Punjabi University, India	**Tourism data governance in Bulgaria after 19 years of EU membership:** **NSI–ESTI comparability and the emerging EU data framework** Chief Assist. Prof. Violeta Doneva-Yankulova, New Bulgarian University
From Trade Deal to Strategic Partnership: What the EU–India FTA Signals for South Asian Geopolitics Assist. Prof. Rajyavishek Pradhan, North Bengal St. Xavier's College, University of North Bengal, Rajganj, India	**Decarbonization Strategies in EU Logistics: A Case Study of Global Logistics Leaders** Hakim Cyusa, SMK of Applied science. Vilnius, Lithuania Awais Ahmed Khan, SMK of Applied science. Vilnius, Lithuania Pacifique Rukundo, SMK of Applied science. Vilnius, Lithuania	**Jet Fuel and Crisis Management: How the EU Responded to Gulf Supply Disruption After the Strait of Hormuz Closure** Atefe Valadkhani, MA Student, ECO College, Allameh Tabataba'i University, Tehran
Fintech Adoption and SME Performance; The Serial Mediating Roles of Financial Inclusion and Financial Agility Minali Anupama, Assistant Lecturer, Mianz College, Republic of Maldives	**AI tools and business decision-making: a quantitative study of AI adoption in European businesses** Francisca Chisom Aleke, SMK College of Applied Sciences, Vilnius, Lithuania Chigozie Lucky Okoye, SMK College of Applied Sciences, Vilnius, Lithuania	**Digital Transformation and CorporatePerformance: Evidence from Listed Companies onthe Casablanca Stock Exchange** Salma Nour-Eddine, PhD student, Université Moulay Ismaïl (UMI), MoroccoUniversité de Sherbrooke, Canada
Preventing Bread Surplus at the Bread Supplier–Retailer Interface: A Structured Review and Comparative Mapping of	**Artificial Intelligence Governance in Public Financial Management: Ensuring Accountability,**	**Algorithmic Export Promotion in South Korea: Policy Lessons for Bulgaria**

Selected European Countries Rumyana Gargavelova, PhD student, Environmental Economics department, UNWE	**Transparency and Fiscal Integrity** assoc.prof. Mihaela - Liliana Göndör, G.E.Palade University of Medicine, Pharmacy, Science and Technology of Tirgu Mures, Romania, Faculty of Economics and Law	Hannah Kang, PhD student, IER&Business Dept., UNWE
Shocks to sustainable lifestyles: SDG performance in the EU-27 amid the COVID-19 pandemic and the war in Ukraine (2016-2025) Chief assist.prof. Stefan Petrov, PhD, IER&Business dept., UNWE	**Reserve Dynamics and Fiscal Policy under the Currency Board Arrangement in Bulgaria (1998–2019)** Kaloyan Nenchev, PhD student, Sofia University "St. Kliment Ohridski"	**Global HR policies in the European Union: balancing corporate standardization, EU regulation and local requirements in Bulgaria** Ralitsa Radostinova Dimitrova, PhD, UNWE
15,00 – 15,30 Кафе-пауза/Coffee break		
15,30 – 17,30 **зала Тържествена/Tarzhestvena room**	**15,30 – 17,30** **Зала/room 2028A**	**15,30 – 17,30** **Зала/room 3028**
Доклади/ Paper session VIII **Модератор / Moderator:** **Доц. д-р Васил Петков** **Assoc. Prof. Vasil Petkov, Ph.D,** **Гл.ас. д-р Стефан Петров/** **Chief Assist. Prof. Stefan Petrov**	**Доклади/ Paper session IX** **Модератор / Moderator:** **Доц. д-р Александър Христов** **Assoc. Prof. Alexander Hristov** **Гл.ас. д-р Цветомир Цанов** **Chief Assist. Prof. Tsvetomir Tsanov**	**Доклади/ Paper session X** **Модератор / Moderator:** **Доц. д-р Моника Моралийска** **Assoc. Prof. Monika Moraliyska,** **Гл.ас. д-р Стоян Нейчев** **Chief Assist. Stoian Neychev**
From Capital Inflows to Development Outcomes: Serbia's dependence on EU investments Stevan Rapaić, Senior Research Associate, Institute for Political Studies, Belgrade assoc.prof. Marko Tmušić, Faculty of Political Science, University of Belgrade	**Euro Adoption and Capital Inflows in Central and Eastern Europe** Assist. Prof. Radostina Stamenova, Department of Economics, UNWE	**Data Governance, Human Mediation, and Perceptions of Equity in Digitalized Decision-Making Processes: An Exploratory Study in Morocco** Fatima-ezzahra AGUNI, Laboratory of Economics and Management (LEG), Polydisciplinary Faculty of Khouribga, Sultan Moulay Slimane University Khouribga, Morocco Samira KAMAL, Laboratory of Economics and Management (LEG), Polydisciplinary Faculty of Khouribga, Sultan Moulay Slimane University Khouribga, Morocco
The Role of AI Tools in Business Analytics for Digital Transformation: Shades on Vilnius businesses. Nikita Hershovich, SMK of Applied sciences, Vilnius, Lithuania Osvald Mikulevic, SMK of Applied sciences, Vilnius, Lithuania	**Taxonomies of International Business Operations** Assoc. prof. Antoaneta Daneshka, PhD, "International Economic Relations and Business" Department, UNWE	**Integrating AI and Predictive Analytics in International Marketing: A Dynamic Capabilities Conceptual Framework** Sadhna Shukla, PhD, Independent Researcher
Artificial Intelligence in Data Visualization for Better Decisions in International Tourism	**International management** prof. Bartolomé Marco-Lajara, University of Alicante	**From Risk Diversification to AI-Enabled Resilience - Managing McDonald's Global Supply Chain**

AL FAHAD MAHMUD, SMK of Applied sciences, Vilnius, Lithuania

The imported inflation as main driver of the inflationary peak for Bulgaria in May 2026
Assit. Prof. Maria Hristova-Politikova, Marketing and IER, Paisii Hilendarski University of Plovdiv

The Visibility–Expertise Paradox: Does Digital Prominence Signal Medical Credibility?
Martina Dimitrova, PhD student, "Paisii Hilendarski" University of Plovdiv

The role of AI-powered analytics tools in driving digital transformation of SMEs in the European Union.
Jawad Ahmed, SMKS of Applied Sciences, Vilnius, Lithuania
Manreet Kaur, SMKS of Applied Sciences, Vilnius, Lithuania

How the EU Classifies Electric Bicycles: Tariff Codes, Anti-Dumping Duties, and the Grey Areas in the Combined Nomenclature
Arnas Kaupas, SMK Aukstoji Mokykla, Vilnius

Excise Duties and VAT Rates in the European Union: Their Role in Trade and Economic Regulation
Joy Amal, SMK Of Applied Sciences, Vilnius, Lithuania
Gayathri Mundangampurath Rajesh, SMK Of Applied Sciences, Vilnius, Lithuania
Pacifique Rukundo, SMK Of Applied Sciences, Vilnius, Lithuania

Lorena Ruiz-Fernández, Lecturer, University of Alicante
Felipe García-Martínez, PhD Student, University of Alicante

Reimagining International Tourism Marketing: The Role of Digital Innovation, Sustainability and Competitiveness — Comparisons Between Bulgaria and India
Dr. Vimal Chandra Verma, Senior Assistant Professor, Siddharth University, Kapilvastu, Siddharthnagar, Uttar Pradesh, India

Chokepoints, Energy Security, and Global Supply Chains: An Empirical Analysis of the Global South
Dr. Sovik Mukherjee, Assistant Professor, Xavier Business School
St. Xavier's University, Kolkata West Bengal, India

From Emergency Adoption to Hybrid Habit: Consumer Behaviour Persistence and Omnichannel Retail Adaptation in Thailand
Dare Oluwatobi Adekoya, PhD, Krik University, Thailand
Virasinee Luevisadpaibul, Lecturer, Krik University, Thailand

From Innovation to Capability: The Missing Link in European Defence
Gabriela Stoichkova, PhD student, UNWE

Beyond Patent Counts: Technological Transformation and the Changing Innovation Landscape of India
Sweety, Department of Economics, Mittal School of Business, Lovely Professional University, Punjab, India
Rajender S. Godara, Department of Economics, Mittal School of Business, Lovely Professional University,

assist.prof. Milan Veselinovic, Ph.D, Public International Business College Mitrovica

Internationalization Enablers and Internationalization Patterns of SMEs: A Qualitative Multi-Case Study
Gizem ATEŞ YALÇIN, research assistant, Inonu University

Economic Resilience and Competitiveness in an Emerging Economy: Lessons from Rwanda's Macroeconomic Policy, Financial Stability, Good Governance and Imihigo
Dr. Hakizimana Phanuel, Faculty of Business Administration Adventist University of Central Africa (AUCA), Kigali, Rwanda

Political, Civil Society, and Grassroots Mobilisation in Bulgaria's Anti-Euro Movement.
Asst. prof. Miruna Andreea Balosin, Faculty of European Studies, Babeș-Bolyai University Cluj-Napoca, Romania

The catalytic effect of COVID-19 on the adoption of artificial intelligence in banking services in Albania
Monika Syziu, PhD Candidate, 'Aleksander Moisiu', University of Durres, Department of Economic Sciences, Albania
Prof. Ela Golemi, PhD, 'Aleksander Moisiu', University of Durres, Department of Economic Sciences, Albania

Community Resilience, Psychological Experiences, and Social Adaptation of Afghan Refugees in Albania
Prof. Asoc. Dr. Edvin Lame, University of Tirana
MSc. Ass. Renisa Beqiri, University of Tirana
Prof. Dr. Arjana Mucaj, University of Tirana
Olta Mena, MSc., University of Tirana

Goods and Cargo Classification: Challenges in Applying the EU Combined Nomenclature Hammad Farooq, SMK Of Applied Sciences, Vilnius, Lithuania Pacifique Rukundo, SMK Of Applied Sciences, Vilnius, Lithuania	Punjab, India **Inflation at the Edge of the Euro: Governance, Corruption Risk, and Bulgaria's Convergence Gap** Syed Muhammad Salman , Iqra University, Karachi, Pakistan Mosab I. Tabash , Iqra University, Karachi, Pakistan Abdul Mateen, Iqra University, Karachi, Pakistan	**Interpersonal Anxiety and Mental Well-Being in School Transition** Prof. Asoc. Dr. Valbona Habili Sauku, University of Tirana Sara Preka, MSc Psychologist, University of Tirana Prof. Dr. Arjana Mucaj, University of Tirana Prof. Assoc. Dr. Edvin Lame, University of Tirana
Smart Fresh Freight Passport: A Digital Classification System for Reducing Food Waste in European Supply Chains Syed Muhammad Taha Tirmizi, SMK Of Applied Sciences, Vilnius, Lithuania Syed Mudassar Hussain Kazmi, SMK Of Applied Sciences, Vilnius, Lithuania Pacifique Rukundo, SMK Of Applied Sciences, Vilnius, Lithuania	**One License, Twenty-Seven Markets: MiCA's Passporting Regime and the Competitiveness of the European Digital Asset Market** Renuka Kumari, Research Scholar, Symbiosis Law School, NOIDA Campus, Symbiosis International Deemed Universit Dr. Pallavi Baghel, Assistant Professor of Law, Symbiosis Law School, NOIDA Campus, Symbiosis International (Deemed Universit	**Social Media Exposure and Its Role in Body Image, Self-Esteem, and Social Support** Dr. Fatjona Hysi, University of Tirana Prof. assoc. Dr. Edvin Lame, University of Tirana Prof. Dr. Arjana Mucaj, University of Tirana MSc. Ass. Renisa Beqiri, University of Tirana
Digital Transformation as an enabler entrepreneurial growth in SMEs: An Integrative Literature Review Muhammad Hamza Hussain, SMK Of Applied Sciences, Vilnius, Lithuania Pacifique Rukundo, SMK Of Applied Sciences, Vilnius, Lithuania	**Public governance and Sustainable development in the European perspective: Institutional challenges and Albania's European Union Integration Process** PhD.Majlinda Velçani, "Aleksandër Moisiu" University Durrës,Albania	