

## JUBILEE SCIENTIFIC CONFERENCE

### “CHALLENGES FOR CONTEMPORARY ECONOMIC SCIENCE - SUSTAINABILITY AND DIGITALIZATION”

ON THE OCCASION OF THE 30-YEAR ANNIVERSARY OF THE FACULTY OF ECONOMICS AND THE 45-YEAR ANNIVERSARY OF THE SOUTH-WEST UNIVERSITY "NEOFIT RILSKI" – BLAGOEVGRAD

12th November 2021

#### PROGRAM OF THE CONFERENCE - 12 NOVEMBER 2021

Eastern European Time (EET) UTC+02:00 time zone

Hour	Event	Virtual room in BigBlueButton
9.30	Registration of participants	<a href="https://bbb.swu.bg/b/pre-chh-yek">https://bbb.swu.bg/b/pre-chh-yek</a>
10.00	Opening of the Jubilee Scientific Conference “Challenges for Contemporary Economic Science - Sustainability and Digitalization Greetings from Prof. Dr. Preslav Dimitrov, Dean of the Faculty of Economics	<a href="https://bbb.swu.bg/b/pre-chh-yek">https://bbb.swu.bg/b/pre-chh-yek</a>
10.30 - 16.00	Section 1	<a href="https://bbb.swu.bg/b/pre-chh-yek">https://bbb.swu.bg/b/pre-chh-yek</a>
10.30 - 16.00	Section 2	<a href="https://bbb.swu.bg/b/mar-gmu-v66">https://bbb.swu.bg/b/mar-gmu-v66</a>
16.00	Closing ceremony of the Jubilee scientific conference	<a href="https://bbb.swu.bg/b/pre-chh-yek">https://bbb.swu.bg/b/pre-chh-yek</a>

SECTION 1: ECONOMY, GOVERNANCE, DIGITAL TRANSFORMATIONS	
MODERATOR: PROF. DR. PRESLAV DIMITROV	
(LINK TO THE VIRTUAL CLASSROOM)	
10.30 am	<b>GOVERNMENT-MARKET DICHOTOMY: A REAPPRAISAL</b> <i>Prof. Dr. Gancho Ganchev</i>
10.40 am	<b>INDICATORS OF THE BANKING SECTOR IN THE CONDITIONS OF COVID-</b>

	<b>CRISIS</b> <i>Assoc. Prof. Dr. Elena Stavrova</i>
10.50 am	<b>ANALYSIS OF THE FINANCIAL MANAGEMENT OF THE MUNICIPAL ENTERPRISES IN BLAGOEVGRAD WITH Z-SCORE MODEL</b> <i>Assoc. Prof. Dr. Desislava Stoilova</i>
11.00 am	<b>REAL CONVERGENCE IN A CURRENCY UNION: THE CASE OF THE EA-12</b> <i>Assoc. Prof. Dr. Ivan Todorov</i>
11.10 am	<b>THE IMPACT OF OUTPUT STRUCTURE AND NOMINAL CONVERGENCE ON REAL CONVERGENCE: THE CASE OF BULGARIA</b> <i>Assoc. Prof. Dr. Elena Stavrova</i> <i>Assoc. Prof. Dr. Ivan Todorov</i>
11.20 am	<b>DETERMINANTS OF PROPORTIONAL TAX REVENUE IN BULGARIA</b> <i>Assoc. Prof. Dr. Stoyan Tanchev</i>
11.30 am	<b>MANAGEMENT OF COMPREHENSIVE SECURITY OF MODERN ECONOMIC SYSTEMS</b> <i>Assoc. Prof. Dr. Alexei Peshkov</i> <i>Assoc. Prof. Dr. Marina Sinyankova</i> <i>Assoc. Prof. Dr. Larisa Shemyatikhina</i> <i>Ksenia Staritsyna</i>
11.40 am	<b>SPECIFICITY OF INCOME TAXATION OF INDIVIDUALS IN BULGARIA</b> <i>Ch. Ace. Dr. Tsvetelina Nenkova</i>
11.50 am	<b>IMPACT OF COVID-19 PANDEMIC ON THE FINANCIAL RESULTS OF PRIVATE BANKING AND WEALTH MANAGEMENT</b> <i>Ch. Asst. Plamen Japarov</i>
12.00 pm	<b>ECONOMIC GROWTH AND INEQUALITY IN COVID-19 CONDITIONS</b> <i>Ch. Asst. Prof. Dr. Tsvetomir Tsvetkov</i>
12.10 - 12.30 pm	<b>OPEN DISCUSSION</b>
12.30 - 13.30	<b>LUNCH BREAK</b>
13.30	<b>MARKETING OVERVIEW: A CASE STUDY OF MERCEDES-BENZ</b> <i>Prof. Andi Çausi</i> <i>Assist. Prof. Altin Idrizi</i>
13.40	<b>INFLUENCE OF DIGITAL TRANSFORMATION ON MARKETING COMMUNICATIONS</b> <i>Ch. Asst. Prof. Dr. Dinka Zlateva</i>
13.50	<b>DIGITAL BUSINESS TRANSFORMATION</b>

	<i>Dr. Radostina Yuleva-Chuchulaina</i>
14.00	<b>COPYRIGHT AND DIGITAL MANAGEMENT</b> <i>Ch. Asst. Prof. Dr. Irina Atanasova</i>
14.10 h.	<b>INNOVATION, CREATIVITY AND CHANGE MANAGEMENT</b> <i>Dr. Donka Garcheva</i>
14.20	<b>PROBLEMS OF MOTIVATION IN SOME BULGARIAN ENTERPRISES</b> <i>Dr. Philip Ivanov</i> <i>Assoc. Prof. Dr. Mariana Usheva</i>
14.30	<b>FUNCTIONS OF DONATION FOR EDUCATION: THEORETICAL ASPECTS</b> <i>Assoc. Prof. Dr. Petar Parvanov</i>
14.40 - 15.30	<b>OPEN DISCUSSION</b>
	<b>FINAL SESSION</b> <b>(LINK TO BigBlueButton: <a href="https://bbb.swu.bg/b/pre-chh-yek">https://bbb.swu.bg/b/pre-chh-yek</a>)</b>
15.00	<b>EXPONENTIAL FORECASTING OF COVID-19 CASES IN BULGARIA</b> <i>Prof. Dr. Preslav Dimitrov</i>
15.30	<b>SUSTAINABILITY, TOURISM, AND CLIMATE POLICY in CANADA - A CRITIQUE</b> <i>Prof. Paul Leonard Galina</i>
16.00	<b>CLOSING OF THE CONFERENCE</b>
<b>SECTION 2: TOURISM AND SUSTAINABLE DEVELOPMENT</b> <b>MODERATOR: PROF. DR. MARIA STANKOVA</b> <b>(LINK TO THE VIRTUAL CLASSROOM)</b>	
10.30 am	<b>ASYMMETRES AND POLICIES FOR DEVELOPMENT OF SUSTAINABLE TOURISM IN DESTINATION BULGARIA</b> <i>Prof. Dr. Svetla Rakadzhiyska</i>
10.40 am	<b>CHALLENGES FOR EVENT TOURISM IN THE CONDITIONS OF COVID-19</b> <i>Assoc. Prof. Dr. Petya Ivanova</i> <i>Lilia Ivanova</i>
10.50 am	<b>EFFICIENCY OF THE HOTEL BRAND - GOOD PRACTICE OF KATARINO</b> <i>Assoc. Prof. Dr. Gergana Angelova</i> <i>Veselin Stoimenov</i>
11.00 am	<b>COMPETENCIES OF LANDSCAPE ARCHITECT IN MANAGEMENT OF</b>

	<b>SUSTAINABLE GREEN INFRASTRUCTURE</b>  <i>Assoc. Prof. Dr. Elena Dragozova Stanislava Kovacheva</i>
11.10 am	<b>IMPACT OF COVID-19 PANDEMIC ON THE COMPETITIVENESS OF FORESTRY IN BULGARIA</b>  <i>Assoc. Prof. Dr. Konstantin Kolev Iliyana Ivanova Ivan Uyrov</i>
11.20 am	<b>GREEN CITY - FUTURE SUSTAINABLE DEVELOPMENT AND SMART GROWTH</b>  <i>Assoc. Prof. Dr. Kliment Naidenov Ch. Asst. Dr. Metodi Ivanov</i>
11.30 am	<b>REGIONAL AND URBAN ECONOMICS - MODERN TRENDS AND DEVELOPMENT</b>  <i>Ch. Asst. Dr. Metodi Ivanov Assoc. Prof. Dr. Kliment Naidenov</i>
11.40 am	<b>THE IMPORTANCE OF HEALTH SECURITY FOR HEALTH CRISIS MANAGEMENT IN THE CONDITIONS OF COVID-19</b>  <i>Assoc. Prof. Dr. Krassimir Koev</i>
11.50 am	<b>BACHINOVO UNIVERSITY CENTER: TRADITIONS, HOSPITALITY AND CHALLENGES</b>  <i>Assoc. Prof. Dr. Teodora Kiryakova Beatrice Vladimirova</i>
12.00 am	<b>SMART PRACTICES IN CROSS-BORDER COOPERATION WITH TOURISM ARGI-FOOD IN THE BALKANS</b>  <i>Ch. Asst. Prof. Dr. Ruska Bozhkova</i>
12.00-12.30	<b>OPEN DISCUSSION</b>
12.30 - 13.30	<b>LUNCH BREAK</b>
13.30	<b>BULGARIAN CULTURAL AND HISTORICAL TOURISM AND THE ISRAELI TOURIST MARKET</b>  <i>Ph.D. student Roman Stoyanov</i>
13.40	<b>CRISIS MANAGEMENT SITUATIONS AND DECISIONS IN HOSPITALITY SECTOR IN URBAN ENVIRONMENTS IN COVID PERIOD</b>  <i>Ph.D. student Ivan Yonov</i>
13.50	<b>HOW CAN UNIVERSITIES PREPARE SUCCESSFUL TEACHERS IN ECONOMICS FOR FUTURE BULGARIAN SCHOOLS</b>

	<i>Asst. Dr. Boryana Dimitrova</i>
14.00	<b>EMPLOYMENT AND EVALUATION OF TRAINING OF INFORMATION AND COMMUNICATION TECHNOLOGIES SPECIALISTS</b> <i>Ch. Asst. Tereza Stefanova</i>
14.10	<b>THE FUTURE OF THE SO-CALLED SMART CITIES AND WHERE WE ARE</b> <i>Ch. Asst. Dr. Atanas Kazakov</i>
14.20	<b>EMPLOYEE SATISFACTION FROM THE PROCEDURES AND STANDARDS OF WORK IN TRAVEL AGENCIES</b> <i>Asst. Dr. Rumen Minkowski Ralitsa Aleksieva</i>
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