

# INVITATION

DEAR COLLEAGUES,

On behalf of the Program Council and the Organizing Committee, we are pleased to invite you to take part in the Jubilee Scientific Conference "Challenges for Contemporary Economic Science - Sustainability and Digitalization."

The conference is organized by the Faculty of Economics under the patronage of the Rector of the South-West University "Neofit Rilski", Prof. Dr. Borislav Yurukov.

## Thematic directions

- Risk analysis, risk assessment and management
- Insurance
- Crisis management, safety and security
- Economics and management of tourism
- Education and training
- Management of financial resources, results and forecasting
- Policy, planning and management
- Business analysis, models and operational practice
- Channels for management and distribution of supply chains in times of crisis
- Consumer behavior, consumption, decision making, experience and satisfaction
- Competitiveness, sustainability and corporate social responsibility
- Digital transformations in tourism
- Smart cities, mobile technologies, machine learning, database analysis
- Digital economies
- Marketing, digital marketing communications
- Human resource management and strategic leadership development
- Innovation, creativity and change management

## Important deadlines

**30.09.2021** Cut-off date for submitting applications in Bulgarian or English through the conference e-mail address: [conference\\_fe@swu.bg](mailto:conference_fe@swu.bg) ([Download - Application for participation](#))

**20.10.2021** Cut-off date for submission of the papers

## Location

The conference will be held at Bachinovo University Center of the South-West University "Neofit Rilski" in Blagoevgrad and **online** via the platform BigBlueButton – <https://bbb.swu.bg/b>

## Publication opportunities

The conference will be included in the Register of Scientific Activity at the Ministry of Education and Science. The accepted conference papers shall be published in an electronic version in the on-line conference proceedings.

Selected papers, after double-blind reviews, shall be published in English in the journals:

"Economics and Management" (<http://em.swu.bg>),

"Entrepreneurship" (<http://ep.swu.bg>),

"Economics and Law" (<http://el.swu.bg>),

indexed in the databases ERIHPLUS, American Economy Association, RePEc, Central and Eastern Online Library, SOCIONET, GOOGLE SCHOLAR, DRJI, Bayerische State Library, MIAR etc.

**Note:** The English translation of the papers is authors' responsibility.



SOUTH-WEST UNIVERSITY  
•NEOFIT RILSKI•

## JUBILEE SCIENTIFIC CONFERENCE on the occasion of the 30-year Anniversary of the Faculty of Economics at South-West University "Neofit Rilski" - Blagoevgrad

### “Challenges for Contemporary Economic Science - Sustainability and Digitalization”



November 11 -12, 2021  
Blagoevgrad

## Organizer

Faculty of Economics, South-West University "Neofit Rilski" Blagoevgrad

## Participation fee

The participation fee for **Bulgarian participants** is 120 BGN (**one hundred and twenty BGN**) and should be transferred to the following account:

**Bank:** Municipal Bank AD

**IBAN:** BG62SOMB91303160613000 **BIC:** SOMBBGSF

**Grounds:** Faculty of Economics – Jubilees Conference (The participant surname)

The fee for **foreign participants** is 60 euros (**sixty euros**) and should be transferred to the following account:

**Bank:** Municipal Bank AD

**IBAN:** BG97SOMB91303460613000 **BIC:** SOMBBGSF

**Grounds:** Faculty of Economics – Jubilees Conference (The participant surname)

**Note:** The conference fee have to be paid up to 10 days before the start of the conference upon receiving of a paper approval e-mail message.

## Program council

**Prof. Dr. Preslav Dimitrov** - Chairman of the Program Council, Dean of the Faculty of Economics and Head of the Department of Tourism at SWU "N. Rilski"-Blagoevgrad

**Assoc. Prof. Dr. Vyara Kyurova** - Deputy Dean of the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Prof. Dr. Maria Stankova** - Deputy Dean of the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Assoc. Prof. Dr. Vladimir Tsenkov** - Scientific Secretary of the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Prof. Dr. Maria Kicheva-Kirova** - Head of the Department of Economics at the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Prof. Dr. Milena Filipova** - Head of the Department of Management and Marketing at the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Assoc. Prof. Dr. Elena Stavrova** - Head of the Department of Finance and Accounting at the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

## Organising Committee

**Prof. Dr. Preslav Dimitrov** - Dean of the Faculty of Economics and Head of the Department of Tourism at SWU "N. Rilski"-Blagoevgrad

**Prof. Dr. Maria Stankova** - Deputy Dean of the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Assoc. Prof. Dr. Elena Stavrova** - Head of the Department of Finance and Accounting at the Faculty of Economics at SWU "N. Rilski"-Blagoevgrad

**Ch. Assistant Professor Dr. Dinka Zlateva** - Department of Management and Marketing, Faculty of Economics at SWU "N. Rilski" - Blagoevgrad

**Ch. Assistant Professor Dr. Ruska Bozhkova** - Department of Tourism, Faculty of Economics at SWU "N. Rilski" - Blagoevgrad

**Ch. Assistant Professor Dr. Irina Atanasova** - Department of Economics, Faculty of Economics at SWU "N. Rilski" - Blagoevgrad

**Assistant Professor Dr. Kalina Durova** - Department of Finance and Accounting, Faculty of Economics at SWU "N. Rilski" - Blagoevgrad

## Organization associates

**Miglena Vasileva** - Secretary of the Faculty of Economics at SWU "Neofit Rilski" - Blagoevgrad

**Milena Donina** - Department Secretary

**Natasha Boyanova** - Department Secretary

**Lachezar Gogov** - Technical Assistant

## Requirements for formatting of the papers

1. The maximum paper volume is 15 pages, incl. tables, figures (graphs and diagrams) and bibliography.
2. Only original, unpublished in other periodicals or other journals reports are allowed to participate.
3. Each author (individually or in co-authorship) can participate with one paper and one co-authored paper
4. The papers can be prepared and presented in Bulgarian or in English. Those participants who want their papers to be published in the faculty journals must translate them into English.
5. The papers, prepared in accordance with the requirements, will be published in a collection with an ISBN.
6. The time for presenting and discussing of a paper is 15 minutes.
7. Presentation of the conference papers should be in Power Point
8. The papers should be done according to the formatting requirements included in the template:  
**(DOWNLOAD - Template)**

## Discussion forum

A round-table discussion will be held during the conference on the topic: "Business, Institutions and Education: Challenges and Perspectives"