

INTERNATIONAL  
ACADEMIC CONFERENCE

# ECONOMY MANAGEMENT & SECURITY

SCHEDULE

## ORGANISERS:

- DEPARTMENT OF NATIONAL AND INTERNATIONAL SECURITY (NBU)
- DEPARTMENT OF ADMINISTRATION AND MANAGEMENT (NBU)
- DEPARTMENT OF ECONOMICS (NBU)

## DAYS

**2**

## SESSIONS

**8**

## UNIVERSITIES

**15**

 **18-19 APRIL 2024**

 **09:30**

 **NBU BUILDING 1, ROOM 310**

 **ZOOM - PLATFORM TO CONNECT**

## PARTICIPANTS

**70**

## COUNTRIES

**10**



# РАМКОВА ПРОГРАМА

## Day 1: April 18, 2024

09:30 – 09:50	REGISTRATION
10:00 – 12:00	OPENING AND PLENARY SPEECHES
12:00 – 13:00	LUNCH FOR PARTICIPANTS AT THE UNIVERSITY RESTAURANT "GOZBA"
13:00 – 14:10	SESSION 1: KEY ASPECTS OF ECONOMICS
14:10 – 14:20	BREAK
14:20 – 15:30	SESSION 2: KEY ASPECTS OF MANAGEMENT
15:30 – 15:40	COFFEE BREAK
15:40 – 16:50	SESSION 3: KEY ASPECTS OF NATIONAL AND INTERNATIONAL SECURITY
16:50 – 17:00	BREAK
17:00 – 18:10	SESSION 4: KEY ASPECTS OF ECONOMICS AND MANAGEMENT
18:10 – 18:20	BREAK
18:20 – 19:30	SESSION 5 - ACADEMIC TRAINING. TRANSFORMING UNSUSTAINABLE SOIL MANAGEMENT IN KEY AGRICULTURAL SYSTEMS IN EU AND CHINA - TUDI PROJECT PARTICIPANTS

## Day 2: April 19, 2024

09:30 – 11:00	SESSION 6: KEY ASPECTS OF ECONOMICS AND SECURITY
11:00 – 11:15	COFFEE BREAK
11:15 – 12:30	SESSION 7: KEY ASPECTS OF MANAGEMENT AND SECURITY
12:30 – 13:00	LUNCH BREAK
13:00 – 14:30	SESSION 8: BROAD SECURITY
14:30 – 14:45	BREAK
14:45 – 16:00	PRESENTATION OF ISACA SOFIA CHAPTER PRESENTATION OF CYBERCLUB PRESENTATION OF STUDENT SECURITY CLUB

### Organizational and Scientific Committee:

**Members:** Prof. Kristian Hadjiev, PhD; Prof. Ivan Boevski, PhD; Assoc. Prof. Todor Kolarov, D.Sc.; Assoc. Prof. Reneta Dimitrova, PhD; Assoc. Prof. Teodora Rizova, PhD; Assoc. Prof. Maria Ivanova, PhD; Assoc. Prof. Tsvetelina Marinova, PhD; Assoc. Prof. Boris Naimushin, PhD (simultaneous interpretation), Asst. Prof. Dafinka Sidova, PhD; Asst. Prof. Ralitsa Dimitrova, PhD; Asst. Prof. Milka Hadjikoteva, PhD (translation); Asst. Prof. Petar Arabadzhyski, PhD.

**Technical secretaries:** Eng. Katya Popova and Ivilina Vasileva.

### Link for online access to all Zoom sessions (For English speaking guests, please choose the appropriate option for translation from Bulgarian to English in the Zoom room):

Topic: Международна научна конференция "ИКОНОМИКА, УПРАВЛЕНИЕ И СИГУРНОСТ" (International Scientific Conference "ECONOMICS, MANAGEMENT AND SECURITY")

Time: Apr 18, 2024 10:00 Sofia

Every day, until Apr 19, 2024, 2 occurrence(s)

Apr 18, 2024 10:00

Apr 19, 2024 10:00

Time zone: Europe/Sofia

**Join Zoom Meeting:** <https://nbu-bg.zoom.us/j/88660943238>

Meeting ID: 886 6094 3238

# PROGRAM

Day 1: April 18, 2024

9:30 a.m. – 09:50 a.m. Registration

10:00 a.m. – 12:00 p.m. Opening and Plenary Speeches

Greeting from the NBU Board of Trustees

Greetings from the conference co-organizers

**Plenary Speeches:**

**Prof. Jerzy Zamojski, National Academy of Applied Sciences Ignacy Mościcki in Ciechanów, Poland**

*What is microlearning and can it support university education? Model of its implementation*

**Sarah Goldman, PhD and doctoral student Camille Boulenguer, Lux-Sir, Luxembourg, CRIISEA**

**University of Picardie Jules Verne**

*Unbacked Cryptomoney, Fiscal Evasion and Environment Tax: Some Recommendations in Europe*

**Julian Voinov, PhD, NBU, Department of Economics**

*Determinants of Inflation Processes during 2021-2023 Worldwide and Bulgaria's Specific. Fiscal and Monetary Reasons and Consequences*

**Assoc. prof. Jordan Doykov, NBU, Department of National and International Security**

*The "Time-Space-Action" Trinomial is the Central Meaning of the "Politics-War" Binomial*

**MODERATOR: Assoc. Prof. Teodora Rizova, PhD, Department of Administration and Management, NBU**

12:00 p.m. – 1:00 p.m. LUNCH FOR PARTICIPANTS AT THE UNIVERSITY RESTAURANT "GOZBA"

1:00 p.m. – 2:10 p.m. SESSION 1: KEY ASPECTS OF ECONOMICS

Prof. Nino Papachashvili and Prof. Tamta Mikaberidze, Sulkhan-Saba Orbeliani University, Georgia (онлайн)

**Industry 5.0 and Skills for Work: Challenges of Higher Education Programs (Case of Georgia)**

Assoc. Prof. Tsvetelina Marinova, PhD, Department of Economics, NBU

**Public Policy Fostering Social and Solidarity Economy to Achieve Sustainable Development Goals in Bulgaria: Challenges and Perspectives**

Assoc. Prof. Irena Nickolova, PhD, Department of Economics, NBU

**Digital Currencies and Cybersecurity Risks**

Assoc. Prof. Stanislava Georgieva, PhD, Department of Economics, NBU

**Digitization in Accounting as A Prerequisite for the Growth of Cybercrime**

Assoc. Prof. Nadejda Dimova, PhD, Department of Economics, NBU

**Challenges to the Application of Agile Methodology in Modern Marketing Strategies**

Assoc. Prof. Irena Emilova, PhD, Department of Administration and Management, NBU

**Economic Aspects of Tourism Products**

Asst. Prof. Emil Kalchev, PhD, Department of Economics, NBU

**ESG - Balance between Politics and Business**

**MODERATOR: Asst. Prof. Ralitsa Dimitrova, PhD, Department of Economics, NBU**

**2:10 p.m. – 2:20 p.m. BREAK**

**2:20 P.M. - 3:30 P.M. SESSION 2: KEY ASPECTS OF MANAGEMENT**

Prof. Kristian Hadjiev, PhD, Department of Administration and Management, NBU

**Organizational-Structural Transformation of Management Models**

Prof. Valentin Vassilev, PhD, Higher School of Security and Economics, Vesela Serafimova, PhD, Southwestern University "Neofit Rilski" and Hiranya Dissanayake, Wayamba University of Sri Lanka

**Sustainable Development and Effective Management of Human Capital in the Organization - from Theoretical Challenges to Practically Measurable Solutions**

Asst. Prof. Plamen Iliev, PhD, Department of Economics, NBU

**Risk Management and Anti-Fraud and Abuse**

Assoc. Prof. Eduard Marinov, PhD, Department of Economics, NBU

**Political factors affecting the motivation and participation in integration processes**

Assoc. Prof. Kiril Radev, PhD, Department of Administration and Management, NBU

**Corporate Entrepreneurship in the Conditions of Industry 4.0**

Assoc. Prof. Ivaylo Staykov, D.Sc., Department of Law, NBU

**Gender Equality Policy as a Management Style**

Assoc. Prof. Teodora Rizova, PhD, Department of Administration and Management, NBU

**Climate Change Management for Sustainable Tourism**

**MODERATOR: Assoc. Prof. Maria Ivanova, PhD, Department of Administration and Management, NBU**

**3:30 p.m. – 3:40 p.m. COFFEE BREAK**

### **3:40 p.m. – 4:50 p.m. SESSION 3: KEY ASPECTS OF NATIONAL AND INTERNATIONAL SECURITY**

Prof. Stjepan Ivan Domjancic, D.Sc., Prof. Liliana Brozic, D.Sc. and Prof. Oliver Aleksandar Andonov, D.Sc.,  
University of Zagreb – Military studies, Zagreb

#### **Europe's Transition to a Military Economy – Myth or Real Possibility**

Prof. Dessislava Yosifova, D.Sc., Higher School of Transportation "Todor Kableshkov"

#### **Administration, Documentation and Financial Management of FMS as a Key Security Cooperation Programme**

Prof. Venelin Georgiev, PhD, Department of National and International Security, NBU

#### **Security Management with Balanced Scorecards**

Prof. Valentin Vassilev, PhD, and doctoral student Georgi Kandev, Higher School of Security and Economics

#### **In Search of Contemporary Solutions for Leadership Development in National Security System - Comparative Context and Best Practices.**

Assoc. Prof. Maria Ivanova, PhD, Department of Administration and Management, NBU

#### **Human Capital Management Challenges in the Context of Corporate Security**

Assoc. Prof. Ralitsa Kostadinova, PhD, Department of Law, NBU

#### **Terrorism Financing under Bulgarian Criminal Law**

Tsvetomir Panchev, PhD, Ministry of Interior

#### **Enhancing the security of Bulgarian identity documents in a mobility: improved information exchange in the fight against terrorism and stronger external borders**

Andrey Mihailov, doctoral student, Military Academy "G. S. Rakovsky"

#### **European Armed Forces - a Quest for More Security or a Risk to NATO Unity**

**MODERATOR: Asst. Prof. Galina Stoyanova, PhD, Department of National and International Security, NBU**

### **4:50 p.m. – 5:00 p.m. BREAK**

### **5:00 p.m. - 6:10 p.m. SESSION 4: KEY ASPECTS OF ECONOMICS AND MANAGEMENT**

Prof. Todorka Atanassova-Kalaydjieva, Faculty of Economics, Trakia University, Stara Zagora (online)  
**Management of Organizational Change and Organizational Development of the Cooperative Business Model**

Asst. Prof. Ralitsa Dimitrova, PhD, Department of Economics, NBU

#### **Contemporary European regulatory practices to prevent money laundering in the financial sector**

Asst. Prof. Vanya Hadjieva, PhD, Department of Administration and Management, NBU

**Global Market Regulations**

Asst. Prof. Mariana Dimitrova, PhD, Department of Administration and Management, NBU

**System for professional and career guidance in the Republic of Bulgaria**

Milena Todorova, PhD, part-time lecturer, Department of Economics, NBU (online)

**Factors Influencing Mutual Fund Investment Decision of Individual Consumers in Bulgaria**

LINDITA CENAJ, doctoral student, Southwestern University "Neofit Rilski" (online)

**The motivation of small and medium-sized enterprises in Bulgaria and Albania**

Maya JANDAH, doctoral student at CRISEA, Université de Picardie Jules Verne (online)

**Assessment of Cooperative Banks' Hybridization Degree: a comparative study between Germany, France and Italy**

**MODERATOR: Assoc. Prof. Tsvetelina Marinova, PhD, Department of Economics, NBU**

**6:10 p.m. – 6:20 p.m. BREAK**

**6:20 p.m. – 7:30 p.m. SESSION 5 - ACADEMIC TRAINING. TRANSFORMING UNSUSTAINABLE SOIL MANAGEMENT IN KEY AGRICULTURAL SYSTEMS IN EU AND CHINA - TUDI PROJECT PARTICIPANTS**

Prof. .Eng. Martin Banov, D.Sc., Agricultural Academy, TUDI

**Problems of Soil Degradation in Bulgaria**

Prof. Dimitar Nikolov, PhD, NBU, TUDI

**Business Models Related to Improving Soil Health**

Prof. Ivan Boevski, PhD, NBU, TUDI

**Socio-economic characteristics of different agricultural systems and typology of farms**

Asst. Prof. Krassimir Kostenarov, PhD, NBU, TUDI

**Digital platform for management and analysis of socio-economic data related to the restoration of soil health**

Asst. Prof. Kristina Todorova, PhD, University of National and World Economy, TUDI

**Methodical approach for evaluating new incentives for business models related to soil health in the EU**

Asst. Prof. Ekaterina Tsvetanova-Georgieva, PhD, NBU, TUDI

**Interim results of the implementation of the TUDI project**

**МОДЕРАТОР: Asst. Prof. Krassimir Kostenarov, PhD, Department of Economics, NBU**



## Day 2: April 19, 2024

### 9:30 a.m. - 11:00 a.m. SESSION 6: KEY ASPECTS OF ECONOMICS AND SECURITY

Asst. Prof. Elena Spasova, PhD, Department of Economics, NBU

**Boundaries of Security: Precedents and challenges in international trade**

Asst. Prof. Ivo Iv. Velinov, PhD, Department of Economics, NBU

**Analysis of contemporary issues in the economics of culture**

Asst. Prof. Dafinka Sidova, PhD, Department of National and International Security, NBU

**Ensuring Economic Security through Transnational Cooperation**

Asst. Prof. Ekaterina Tsvetanova-Georgieva, PhD, Department of Administration and Management, NBU

**Different aspects on weight evaluation of population health determinants**

Georgi Tasev, doctoral student, University of National and World Economy

**Interplay between International Politics and Economic Security**

Dimitar Stoychev, doctoral student, NBU

**The place of Bulgaria in the European and world economy**

Hristo Medarov, doctoral student, University of National and World Economy (online)

**Marketing Information Systems and methods for managing marketing information by Bulgarian companies.**

Vassil Spasov, doctoral student, University of National and World Economy (online)

**Blockchain Transactions and their Impact on Economics**

Lyubomir Krumov, doctoral student, University of National and World Economy (online)

**New Measures in the European Union to Fight Corruption to Protect the Economy, Security and Citizens' Rights**

Plamen Ruskov, doctoral student, NBU (online)

**AI Benefits in Multinational Enterprise CRM - Automations and Real-Time Customer Engagement**

**MODERATOR: Asst. Prof. Petar Arabadzhyski, Department of National and International Security, NBU**

**11:00 a.m. – 11:15 a.m. COFFEE BREAK**

**11:15 a.m. – 12:30 p.m. SESSION 7: KEY ASPECTS OF MANAGEMENT AND SECURITY**

Assoc. Prof. Ginka Simeonova, PhD, Department of Law, NBU

**Normative Regulation of Crisis Management in the Republic of Bulgaria**

Assoc. Prof. Angel Sarov, PhD, Institute of Agrarian Economics, Agricultural Academy (online)

**Cooperative Governance Structure –a Role of Cooperative Governance**

Asst. Prof. Radosveta Krastanova-Kaneva, PhD, Department of Economics, NBU

**From one Earth to one World. The UN Sustainable Development Goals in the Context of Global (Un)Security**

Asst. Prof. Vanya Bankova, PhD, Department of Administration and Management, NBU

**The untapped potential for sustainable development of the agricultural sector in the municipalities of the Northwest region for planning**

Elka Porominska, doctoral student, BAS, Елка Пороминска, докторант, БАН, Institute for the State and Law

**JUDGMENT OF THE COURT in case C 438/22 - competition and legitimate objectives. Is the provision of quality legal services to society a priority?**

Asst. Prof. Milka Hadjikoteva, PhD, Head of the Research Center for Computational and Applied Linguistics, NBU

**Language Management Theory: Development, Concepts, Underpinnings**

Zornitsa Stefanova-Ivanova, PhD, Inner Compass Foundation

**Coaching as a Strategic Tool for Human Resource Management in the Context of Global Challenges**

Georgi Krastev, part-time lecturer Southwestern University "Neofit Rilski"

**Scientific and Applied Issues as Regards Security on Allied and National Level**

Aksel Boshnakov, doctoral student, University of National and World Economy

**Japanese Involvement in International Security: Reality or Illusion**

Kaloyan Pancheliev, Bulgarian Wings Foundation

**New models of Naval Cooperation in the Black sea - Realities, Opportunities, Perspectives**

Olga Nozdryn-Plotnicka, Master's degree, doctoral student at War Studies University, Warsaw, Poland (онлайн)

**Usage of International Joint Teams in Selected NATO Operations**

**MODERATOR: Asst. prof. Galina Stoyanova, PhD, Department of National and International Security, NBU**



**12:30 p.m. – 1:00 p.m. LUNCH BREAK**

**1:00 p.m.-2:30 p.m. SESSION 8: BROAD SECURITY**

Asst. Prof. Stanimira Chubatarova-Nikolova, PhD, Higher School of Transport "Todor Kableshev" (online)

**The data subject's right to erasure of personal data by security services and public order services after the expiry of the processing period**

Asst. Prof. Rada Smedovska-Toneva, PhD, Institute of Philosophy and Sociology at the BAS, part-time lecturer at the Department of Law, NBU

**Organized Crime - a Threat or a Risk**

Asst. Prof. Galina Stoyanova, PhD, Department of National and International Security, NBU

**An analysis of global and European policies concerning the medical and recreational use of cannabis products**

Lyubka Hristova-Mincheva, PhD, part-time lecturer, NBU (online)

**Psychodiagnostics of Candidates for Employment in Security Systems**

Rossen Kiriliv, doctoral student, NBU (online)

**Public Policy Management Model for Providing Protection to Persons Victims of Domestic Violence**

Aleksandar Radonov, doctoral student, NBU

**The Role of Cyber Security in Ensuring Effective and Sustainable E-Governance**

Gergana Antonova, student at the Master's Degree Program of Cyber Security, NBU (online)

**Personal Data Protection in the AI Era**

Madlen Petrova, student at the Master's Degree Program of Criminology and Crime Prevention Policies, NBU, (online)

**SWOT Analysis of the System for Combating Human Trafficking in the Republic of Bulgaria**

Assoc. Prof. Yuliana Vasileva-Hadzhichoneva, PhD, Department of Administration and Management, NBU and students from the Bachelor's Degree Program of Business Management and Entrepreneurship, NBU: Kaloyan Tachev, Kiril Vassilev, Stoyan Cholakov, Nikolay Stoimenov, Samuil Stoilov, Yassen Kolev and Ivan Mladenov

**Innovative Business Model in the Wine Industry: from Tradition to Ecosystem**

Ventsislav Ivanov, alumni, Master's Degree Program of National and International Security, NBU

**Demographic Security, or Life in a Small Town!**

**MODERATOR: Asst. Prof. Dafinka Sidova, PhD, Department of National and International Security, NBU**

**2:30 p.m. – 2:45 p.m. BREAK**

**2:45 p.m. – 4:00 p.m.**

ROSINA COLEVA-KIRKOVA, PRESIDENT OF ISACA SOFIA CHAPTER

**PRESENTATION: ISACA SOFIA CHAPTER**

ANTON PULIYSKI, CO-FOUNDER OF CYBERCLUB, COMMUNITY MANAGER

**PRESENTATION: CYBERCLUB**

KIRIL NINOV, STUDENT AT BACHELOR'S DEGREE PROGRAM "CIVIL AND CORPORATE SECURITY"

**PRESENTATION: STUDENT SECURITY CLUB**

The conference is co-financed by a project  
Tudi, funded under the Horizon 2020 program of the EC  
with a grant agreement  
No. 101000224.

