



INDUSTRIAL GROWTH 2020 CONFERENCE
SOL NESSEBAR RESORT, Nessebar, Bulgaria
02 – 04 October 2020

Programme

Friday, 2.10.2020

09.00 – 09.30 Opening preliminary blended session:
REGIONAL INNOVATIVE LEVELS IN THE SECTORS OF THE ECONOMY (IRISI) – SCENARIOS FOR THE SMART SPECIALIZATION AND THE CIRCULAR ECONOMY

09.30 – 11.00 Keynote speech:
SMES REGIONAL MODELS IN BULGARIA TOWARDS THE REGENERATIVE ECONOMY PRACTICES: *prof. Milen Baltov*

11.00 – 11.15 Coffee break

11.15 – 13.00 Preliminary blended session workshop
Moderator: *prof. Milen Baltov*

INFLUENCE OF THE SHALE GAS WORLDWIDE AND ITS ECONOMICAL IMPACT AS A SOURCE OF ENERGY - *Violena Nencheva*

INVESTMENTS IN LIFE-LONG LEARNING AND INNOVATION ACTIVITY OF SME IN BULGARIA - *Mariya Neycheva, Yuliya Yorgova*

ENSURING GROWTH THROUGH TECHNOLOGICAL MODERNIZATION AND CHANGE IN BUSINESS MANAGEMENT MODELS - *Delyan Lazarov*

SMES INNOVATION ACTIVITY AND CUSTOMER RELATIONSHIP ASPECTS OF BUSINESS INNOVATIONS IN BULGARIA - *Evgeniya Nikolova, Veselina Jecheva, Angel Toshkov*

SMES INNOVATION ACTIVITY AND MANAGEMENT ASPECTS OF BUSINESS INNOVATIONS IN BULGARIA - *Veselina Jecheva, Evgeniya Nikolova, Angel Toshkov*

INNOVATIVE CHARACTERISTICS OF THE BUSINESSES IN BULGARIA WITH A REGIONAL FOCUS – *Kostadin Kostadinov, Milen Baltov*

OPPORTUNITIES FOR INNOVATIONS IN SME THROUGH IMPLEMENTATION OF LEAN TOOLS - *Yuliya Yorgova, Mariya Neycheva*

FACTORS FOR THE INNOVATIVE DYNAMICS IN THE BUSINESSES – *Tsvetelina Yorgova, Milen Baltov*

FACTORS INFLUENCING THE INNOVATION ACTIVITY OF THE ENTERPRISES OF THE TOURISM INDUSTRY AND THE RELATED COMPANIES - *Valentina Marenova*

CHANGES FOCUSING ON THE BUSINESS MODELS CROSSING THE INNOVATION – *Milen Baltov, Mariya Parashkevova*

BUSINESS AND MARKETING INNOVATIONS IN ENTERPRISES WITH CONTRIBUTIONS TO THE CIRCULAR ECONOMY - *Vilyana Ruseva*

13.00 – 14.00 Lunch break

14.00 – 15.00 **OPENING CEREMONY**
Moderator: *prof. Dimitar Dimitrakiev*



15.00 – 16.30 Keynote speech:
HIDDEN (D)EFFECTS OF THE COVID-19 CRISES: *prof. Nikolay Sterev*
Moderator: *prof. Ivan Paligorov*

16.30 – 16.45 Coffee break

16.45 – 18.00 PhD Session
Moderator: *Dr. Petya Biolcheva*

APPLICATION OF MANAGEMENT FUNCTIONS IN THE PROCESS OF COST MANAGEMENT - *Gergana Ganeva*

EMPLOYEES PERSONAL BRANDING OR COMMON SENSE AND CONFIDENCE? - *Zornitsa Zlatkova*
SECURITY TOKEN OFFERINGS (STOs) & INITIAL COIN OFFERINGS (ICOs) AS DeFi MODELS FOR EQUITY CROWDFUNDING - *Krasimir Petkov*

RENEWABLE ENERGY SOURCES AND INTERNATIONAL BUSINESS – GLOBAL OVERVIEW FOR 2020 AND THE NEAR FUTURE - *Ivan Dimitrov*

Saturday, 3.10.2020

MAIN SESSION:

<https://us04web.zoom.us/j/71936872197?pwd=d2ZkcjJOUWVlU3JWVGJJPWEQ5WmJldz09>

09.00 – 11.00 Keynote speech:
INDUSTRY DRIVEN SUPPLY CHAIN MANAGEMENT AND COVID 19: *Prof. Dr. Md. Mamun Habib* –
School of Business & Entrepreneurship, Independent University, Bangladesh
Visiting Scientist, University of Texas - Arlington (UTA), USA

10.00 – 11.00 Keynote speech:
CORPORATE ETHICAL IDENTITY AND THE ALLURE OF CORPORATE RESPONSIBILITY: *Prof. Dr. Roshima Said* –
Deputy Rector, Research and Industrial Linkages Division
Universiti Teknologi MARA (UiTM) Kedah, Malaysia

11.00 – 11.15 Coffee break

11.15 – 13.00 PhD session
Moderator: *Dr. Ivaylo Ivanov*

INNOVATIONS AS A FACTOR FOR THE COMPETITIVENESS OF THE MEMBER STATES OF EUROPEAN UNION - *Plamen Pavlov, Ilian Minkov, Vladi Kurshumov*

BULGARIAN ROSE OIL INDUSTRY - CHALLENGES AND MOTORS OF GROWTH - *Nora Tineva, Violena Nencheva*

THE ECB'S UNCONVENTIONAL MONETARY POLICY MEASURES DURING THE CORONAVIRUS CRISIS - *Anton Pramatarov, Silvia Trifonova*

BREXIT AND COVID-19 CHALLENGES: THE BANK OF ENGLAND'S MONETARY POLICY RESPONSE - *Svilen Kolev*

ENERGY SECURITY IN CONDITIONS OF INCREASED LEVELS OF RISK - *Dimitar Bebeliev, Petya Biolcheva*



13.00 – 14.00 Lunch break

14.00 – 15.30 PhD Workshop:

TIPS AND TECHNIQUES TO PUBLISH SCOPUS INDEXED JOURNAL PAPERS: *Prof. Dr. Md. Mamun Habib* – General Chair, ICEBTM 2021, <http://icebtm.iub.edu.bd>

Editor-in-Chief, International Journal of Supply Chain Management (IJSCM), UK - Scopus Indexed

15.30 – 16.00 Coffee break

16.00 – 18.00 Invited speakers' session

THE ECONOMIC CRISIS IN GREECE. THE EFFECTIVENESS OF MEMORANDA - *Prof. Dr. Dimitrios Petropoulos*, University of the Peloponnese and – *prof. Dr. George Kyriazopoulos*, University of Western Macedonia, Greece

ETHICS AND SUSTAINABILITY IN ACCOUNTING AND FINANCE - *Prof. Dr. Kiymet Caliyurt*, Trakia University – Turkey

Prof. Dr. Graham Gal, University of Massachusetts Amherst – USA

NEW CHALLENGES FOR THE INDUSTRY AFTER THE PANDEMIC - *Prof. Dr. Héctor Gerardo Toledo Rosillo*, Autonomous University of Querétaro – Mexico

THE ENDURING PHENOMENON OF HAWALA – A GLOBAL INFORMAL MONEY TRANSFER SYSTEM - *Nauman Farooqi*, Dean of Business and Social Sciences Professor of Finance & Entrepreneurship Department of Commerce, Mount Allison University, Canada

Saturday, 3.10.2020

OPEN SESSION:

09.00 – 11.00

Session **POST-COVID ECONOMIC RECOVERY**

Moderator: *prof. Nikolay Sterev*

PROBLEMS AND PROSPECTS FOR THE BULGARIAN ECONOMY - *Dobrin Ganchev, Sergey Naydenov*

COVID-19 PANDEMIC AS KEY MARKER EVENT FOR REFRAMING OF THE OFFICIAL CORPORATE CULTURE - *Kiril Dimitrov*

US-CHINA TRADE WAR, COVID-19 HEALTH SHOCKS AND VaR STOCK MARKET RESPONSE – *Diana Tisheva, Nikolay Netov*

HOME-BASED TELEWORK DURING PANDEMIC AS A DATA LOSS CHALLENGE FOR RESEARCH ORGANIZATIONS - *Petya Biolcheva, Miglena Molhova*

MANAGING EMPLOYEE COMMUNICATIONS DURING PANDEMIC - *Marin Geshkov, Miglena Molhova*

11.00 – 11.15 Coffee break

11.15 – 13.00

Session **INTELLIGENT SPECIALIZATION AND INDUSTRY 4.0**

Moderator: *prof. Kostadin Kostadinov*

THE PRESENCE IN THE INTERNET AS A FACTOR FOR EXPANDING THE MARKET SHARE AND INCREASING THE COMPETITIVENESS OF THE COMPANIES - *Ilian Minkov, Martin Nikolov*

TECHNOLOGICAL PRODUCT AND PROJECT MANAGEMENT APPROACHES – DIGITAL SYSTEMATIC LITERATURE REVIEW THROUGH DATA MINING - *Zornitsa Yordanova*

MODELING OF INDUSTRY'S COMPETITIVENESS – THE WAY FOR OVERCOMING A FUTURE CRISIS - *Dora Doncheva*



COMPETITIVE ADVANTAGES OF BUSSINESS ORGANIZATION IN A DIGITAL INVIROMENT - *Yordan Ivanov, Monika Mihaylova*

DIGITALIZATION IN INDUSTRY: ECOSYSTEM FOR GLOBAL BUSINESS GROWTH - *Ivelina Kulova*

NEW DIMENSIONS OF INNOVATIVE CHANGES WITHIN THE VALUE CHAIN OF PRODUCTION – *Iskra Panteleeva*

13.00 – 14.00 Lunch break

14.00 – 16.00 Session **NEW APPROACH TO BUSINESS COMPETITIVENESS:**

FACTOR INFLUENCE IN TOURISM ON THE EXAMPLE OF THE BULGARIAN BLACK SEA - *Oleg Milev*
INVESTMENT DECISIONS IN CORPORATE DEBT MANAGEMENT IN INDUSTRY OF BULGARIA - *Desislava Ivanova*

EXPERTISE AND PROJECT SOLUTIONS INCREASING THE HUMAN RESOURCES MOTIVATION - *Stefka Masaldzhiyska*

BUSINESS AND MARKETING INNOVATIONS IN ENTERPRISES WITH CONTRIBUTIONS TO THE CIRCULAR ECONOMY - *Vilyana Ruseva*

STAKEHOLDERS IN FACILITY ACTIVITIES IN HEALTHCARE FACILITIES IN BULGARIA - *Nadya Gilina, Anton Pramatarov*

16.30 – 16.45 Coffee break

16.45 – 18.00 Session **POST-COVID ECONOMIC RECOVERY**
Moderator: *Dr.Zornitsa Yordanova*

THE NEW BUSINESS CLIMATE TRENDS DUE TO COVID-19 PANDEMIC IN BULGARIA - *Atanas Atanassov*

CONCENTRATION AND EFFICIENCY IN AN ECONOMIC CRISIS - *Snezhinka Konstantinova*

THE ENTERPRISE SIZE AS A FACTOR OF SUSTAINABILITY IN A CRISIS - *Asen Konarev, Snezhinka Konstantinova*

IMPROVING INDUSTRIAL ENTERPRISE RESILIENCE THROUGH SECURITY RISK MANAGEMENT - *Ivaylo Ivanov*

THE CIRCULAR BIOECONOMICS AS A FACTOR FOR ACHIEVING ECOLOGICAL EFFICIENCY - *Tomina Tomova, Valentina Nikolova-Alexieva*

20.00 – 23.00 **GALA DINNER**

Sunday, 4.10.2020

09.00 – 11.00 Session **NEW BUSINESS APPROACHES**
Moderator: *prof. Ivan Paligorov*

REENGINEERING ASSESSMENT OF THE ENTREPRENEURIAL AND INNOVATIVE POTENTIAL OF ENTERPRISES - *Prof. D.Sc. B. Hadjiev*

THE IMPACT OF COVID-19 ON THE ECONOMY AND ECONOMIC PROCESSES IN THE FIELD OF TOURISM - *Fahri Idriz*

ENTREPRENEURSHIP APPROACH IN TRANSPORT SECTOR - *Daniel Yordanov*

SUSTAINABLE DEVELOPMENT THROUGH INVESTMENTS IN A CIRCULAR BIO-ECONOMY - *Valentina Nikolova-Alexieva, Katina Valeva*



ANALYSIS OF UTILITY MODEL REGISTRATION ACTIVITY DEVELOPMENT INFLUENCED BY LEGISLATIVE CHANGES IN 2006 - *Fanny Koleva*
METHODS FOR RISK MANAGEMENT OF THE INSURANCE COMPANY AND THEIR IMPORTANCE FOR THE BUSINESS - *Tsvetelina Andreeva*
THE CHURCH ECONOMY - DIRECT AND INDIRECT POSITIVE EFFECTS ON ECONOMIC GROWTH IN THE CONTEXT OF SOCIO-ECONOMIC CRISIS – *Petkan Iliev*
THE CSR POLITICS IN BULGARIAN GOVERNMENTAL AGENCIES – *Philip Stoyanov*

11.00 – 11.15 Coffee break

11.15 – 13.00 **CLOSING CEREMONY**
Moderator: *prof. Nikolay Karev*