

## PROGRAMME

### III INTERNATIONAL SCIENTIFIC CONFERENCE „INDUSTRIAL GROWTH 2024“

(CIRCULAR ECONOMY, INTELLIGENT BUSINESS AND EDUCATION)

#### 27.09.2024 Conference Hall. SOL Nessebar MARE

- 12:00 – 14:30 Registration /at the registration Desk/  
14:30 – 16:00 PhD Training
- CIRCULAR ECONOMY, EDUCATION AND INDUSTRY 5.0 WITHIN ARTIFICIAL INTELLIGENCE INSTRUMENTS**  
*Nikolay Sterev /APEMI, UNWE - Sofia/*
- 16:00 – 16:15 **COFFEE BREAK**  
16:15 – 17:30 PhD Workshop  
17:30 – *Closing 1<sup>st</sup> Conference day*  
19:00 – 21:00 Time for dinner

#### 28.09.2024 Conference Hall. SOL Nessebar MARE

- 9:00 – 9:30 Registration /at the registration Desk/  
9:30 – 10:00 Opening Conference and welcome participants  
10:00 – 11:30 **PLENARY SESSION**
- THE DEVELOPMENT OF THE INFORMATION ECONOMY CONCEPT AND THE TRANSITION TO INDUSTRY 5.0**  
*Dora Doncheva, Dimitrina Stoyancheva /Trakia University – Stara Zagora/*
  - A SURVEY OF ENTREPRENEURIAL BEHAVIOUR OF STUDENTS IN ECONOMICS**  
*Lyubcho Varamezov, Iskra Panteleeva, Emil Nikolov /Tsenov Academy of Economics Svishtov/*
  - FOREST MANAGEMENT RESPONSABILITY SURVEY OF FOREST LAND OWNERS AND MANAGERS**  
*Ivaylo Ivanov, Elena Dragozova, Stanislava Kovacheva, Ivan Paligorov, Momchil Panayotov /Forest University – Sofia/*
  - INTEGRATED REPORTING FOR INTEGRATED CIRCULAR ECONOMY: ENTREPRENEURIAL PERSPECTIVE**  
*Kristine Uzule /EKA University/*
- 11:30 – 11:45 **COFFEE BREAK**  
11:45 – 13:15 **SPECIAL TRAINING SESSION**

**1. REQUIREMENTS FOR PUBLISHING IN INDEXED JOURNALS: AZ-BUKI EXPERIENCE**

*Emil Spahiyski /Director of the National Educational Service "AZ-BUKI"/*

*Ventsislav Genkov /Deputy Director of the National Educational Service "AZ-BUKI"/*

13:15 – 13:30 Discussion

13:30 – 14:30 **LUNCH TIME**

14:30 – 16:00 **PANEL DISCUSSION ON CIRCULAR ECONOMY**

**1. RESEARCH ASSESSMENT: SOCIETAL IMPACT RELATED TO SUSTAINABILITY**

*Matilda Alexandrova /UNWE – Sofia/*

**2. TERRITORIAL DISTRIBUTION AND POTENTIAL FOR ESTABLISHING ENTERPRISES FROM THE RECYCLING INDUSTRY IN THE TERRITORY OF THE SOUTH-CENTRAL REGION OF BULGARIA**

*Dimitar Blagoev, Kalin Karev, /UNWE – Sofia/*

**3. THE CIRCULAR ECONOMY-THE NEW WAY FOR SUSTAINABLE DEVELOPMENT OF EUROPEAN UNION**

*Krasimira Dimitrova /Technical university of Varna/*

**4. ARTIFICIAL INTELLIGENCE AS A RISK TREATMENT TOOL IN THE CIRCULAR ECONOMY**

*Petya Biolcheva /UNWE – Sofia/*

**5. SUSTAINABILITY EMBEDDEDNESS IN THE KEY CHARACTERISTICS OF PROCLAIMED CULTURE AMONG THE COMPANIES FROM THE BULGARIAN-CHINESE CHAMBER OF COMMERCE AND INDUSTRY**

*Kiril Dimitrov /UNWE – Sofia/*

**6. ECO-INNOVATION AND CIRCULAR ECONOMY DEVELOPMENT**

*Plamen Pavlov, Vladi Kurshumov /University of Economics-Varna/*

**7. APPLICABILITY OF ESG APPROACH IN LOCAL FINANCES**

*Petko Angelov, Mariyana Pavlova-Banova /Tsenov Academy of Economics Svishtov/*

**8. VOLATILE ORGANIC COMPOUNDS SAFETY LEVELS DURING CRUDE OIL SPILLS**

*Dobrin Milev, Todor Koritarov /Nikola Vaptsarov Naval Academy/*

**9. HEALTHCARE MANAGEMENT IN CANADA AND USEFUL PRACTICES FOR BULGARIAN REALITY**

*Petya Slavova /UNWE – Sofia/*

**10. THE GLOBAL MARKET AS A PROJECTION OF THE INFORMATION ECONOMY**

*Vanya Hadzhieva /New Bulgarian University – Sofia/*

*Dora Doncheva /Trakia University, Stara Zagora/*

**11. THE IMPACT OF THE DISRUPTIONS OF THE GLOBAL CHECK POINTS ON THE SEABORNE TRADE**

*Svetlana Dimitrakieva /Technical University of Varna/*

*Ergun Gunes /Chartered Shipbroker, Essex Shipping Services/*

*Christina Atanasova /Nikola Vaptsarov Naval Academy/*

## **12. CHALLENGES IN TRANSFORMING THE FOOD SECTOR**

*Madlen Mitkova /UNWE – Sofia/*

## **13. ECONOMIC PROFITABILITY OF AGRICULTURE IN BULGARIA**

*Oleg Milev /Trakia University – Stara Zagora/*

16:00 – 16:15

**COFFEE BREAK**

16:15 – 18:15

**PANEL DISCUSSION ON INTELLIGENT BUSINESS**

### **1. DEFINING COGNITIVE, BEHAVIOURAL AND ENVIRONMENTAL FACTORS IN ENHANCING THE VALUE OF ARTIFICIAL INTELLIGENCE IN BUSINESS**

*Nikolay Sterev, Petya Biolcheva /UNWE – Sofia/*

### **2. DISRUPTIVE TECHNOLOGIES RISK MANAGEMENT**

*Miglena Molhova, Ivaylo Ivanov /UNWE – Sofia/*

### **3. DEVELOPMENT OF INDUSTRIAL LOGISTICS IN THE CONTEXT OF ARTIFICIAL INTELLIGENCE AS AN ACTIVE FLEXIBLE APPLICATION COMPONENT**

*Nataliya Koleva /Technical University of Sofia/*

*Siyka Demirova /Technical University of Varna/*

### **4. THE DUAL IMPACT OF ARTIFICIAL INTELLIGENCE: CATALYST FOR INNOVATION OR THREAT TO STABILITY**

*Diana Antonova, Silvia Beloeva, Ana Todorova /University of Ruse “Angel Kanchev”/*

### **5. USING AI FOR COMPARATIVE ANALYSIS OF INITIAL AND POST-CAMPAIGN VALUATIONS OF EQUITY-CROWDFUNDED COMPANIES**

*Krasimir Petkov /UNWE – Sofia/*

### **6. INTEGRATION OF BLOCKCHAIN TECHNOLOGIES IN THE FOOD SUPPLY CHAIN - REGULATORY FRAMEWORKS IN THE EUROPEAN UNION**

*Konstantin Stoyanov /Trakia University – Stara Zagora/*

### **7. SOME IMPACTS ON THE MANAGEMENT OF THE NEW PRODUCT DEVELOPMENT PROCESS BY MACHINE MANUFACTURERS IN BULGARIA**

*Bozhana Stoycheva, Diana Antonova /University of Ruse “Angel Kanchev”/*

### **8. TRENDS IN THE IMPLEMENTATION OF SMART TECHNOLOGIES IN THE SPORTS INDUSTRY**

*Veselin Valchev /UNWE – Sofia/*

### **9. A STUDY OF THE IMPLEMENTATION OF PENSION SCHEMES IN INDUSTRIAL ENTERPRISES IN THE UNITED KINGDOM, FRANCE AND GERMANY**

*Yordanka Angelova, Veselin Angelov /Technical University of Sofia/*

### **10. RE-MANUFACTURING AS A TOOL FOR INCREASING THE SUSTAINABILITY OF BUSINESS PROCESSES**

*Nataliya Koleva /Technical University of Sofia/*

*Siyka Demirova /Technical University of Varna/*

**11. CHEMICAL TANKERS SAFETY CARGO HANDLING**

*Dimitar Dimitrakiev, Dobrin Milev /Nikola Vaptsarov Naval Academy/*

**12. HOW TO ALLOCATE LIMITED RESOURCES TO ACHIEVE MAXIMUM PROFIT IN A MANUFACTURING ORGANIZATION**

*Bao Gang, Pavel Vitliemov /University of Ruse "Angel Kanchev"/*

**13. LEADERSHIP IN TOURISM: FROM INDIVIDUAL TO BUSINESS SUCCESS**

*Fahri Idriz / TU-Sofia/*

**14. RESEARCH OF THE INVESTMENT ACTIVITY IN THE ENTERPRISES OF THE "MANUFACTURING OF TEXTILE CLOTHING" SECTOR**

*Angelina Terzieva /University of Chemical Technology and Metallurgy/*

**15. HUMANS AND HUMAN-CENTRIC AI IN INDUSTRY 5.0: EFFICIENT COLLABORATION OR UNETHICAL COMPETITION**

*Iliya Pironkov /UNWE – Sofia/*

**16. LEAN OPTIMIZATION'S ROLE IN DRIVING EFFECTIVE DIGITAL TRANSFORMATION IN PROJECT-BASED ORGANIZATIONS**

*Petya Dorovska /UNWE – Sofia/*

18:15 – 18:30	Discussion
18:30 –	<i>Closing 2<sup>nd</sup> Conference day</i>
19:00 – 23:00	Official Dinner

**29.09.2024 Conference Hall. SOL Nessebar MARE**

9:00 – 9:30	Registration /at the registration Desk/
9:30 – 11:00	PANEL DISCUSSION ON <b>BUSINESS EDUCATION</b>
1.	<b>ACADEMIC ENTREPRENEURSHIP: PRACTICAL RESULTS AND TRAINING</b> <i>Nikolay Sterev, Daniel Yordanov /UNWE – Sofia/</i>
2.	<b>RELATIONSHIP AND DEPENDENCE BETWEEN THE LEVEL OF ONLINE PUBLISHED COMPANY CULTURE OF INSURANCE COMPANIES IN BULGARIA AND THEIR RESULTS</b> <i>Ilian Minkov, Yordan Ivanov /University of Economics – Varna/</i>
3.	<b>THE EDUCATIONAL MODEL FOR DISCIPLINES WITH A FOCUS ON ENTREPRENEURSHIP BASED ON THE EXAMPLE OF "MELES FAMILY" PROJECTS</b> <i>Veneta Hristova / St. Cyril and St. Methodius University of Veliko Tarnovo/ Piotr Wolejsza /Maritime University of Szczecin, Poland/ Nedko Minchev /St. Cyril and St. Methodius University of Veliko Tarnovo/ Ivan Stoyanov /St. Cyril and St. Methodius University of Veliko Tarnovo/</i>

4. **ALTERNATIVE EDUCATIONAL MODELS FOR SUSTAINABLE DEVELOPMENT OF MARITIME EDUCATION**

*Ivan Conev, Todor Koritarov /Nikola Vaptsarov Naval Academy/*

5. **ADVANTAGES AND DISADVANTAGES OF ARTIFICIAL INTELLIGENCE IN BULGARIAN EDUCATION**

*Gergana Dimcheva /Higher School 'College of Telecommunications and Posts'/  
Silviya Hristova /University of Chemical Technology and Metallurgy/*

6. **THE IMPACT OF THE CONFLICT IN UKRAINE ON TRADE AND MARITIME TRANSPORT. THE NEGATIVE EFFECT ON THE LABOR MARKET FOR MARITIME PERSONNEL**

*Ognyan Kostadinov, Todor Koritarov /Nikola Vaptsarov Naval Academy/*

7. **KNOWLEDGE MANAGEMENT IN BUSINESS ORGANIZATIONS - AN EMPIRICAL STUDY**

*Lyubcho Vamezov, Yavor Stanev /Tsenov Academy of Economics –Svishtov/*

8. **PRECONDITIONS FOR ADEQUATE APPROXIMATION OF THE COMPANY VALUE**

*Tanya Panayotova /Technical University of Varna/*

9. **ENHANCING HIGHER EDUCATION WITH VIRTUAL AND AUGMENTED REALITY: UNLEASHING THE POWER OF DIGITAL EDUCATIONAL TECHNOLOGY**

*Kaloyan Dimitrov /UNWE – Sofia/*

10. **AN APPROACH TO IMPROVE CAREER DEVELOPMENT AND QUALITY OF LIFE IN AN ACADEMIC ENVIRONMENT: APPLICATION AND RESULTS**

*Svilen Kunev, Diana Antonova, Silvena Ruskova /University of Ruse “Angel Kanchev”/*

11. **IMPACT OF CORPORATE CULTURE PUBLICIZED ON THE INTERNET ON THE ORGANIZATIONAL PERFORMANCE OF INSURANCE COMPANIES IN BULGARIA, I**

*lian Minkov, Yordan Ivanov /University of Economics – Varna/*

11:00 – 11:15 **COFFEE BREAK**

11:15 – 12:15 **PANEL DISCUSSION ON BUSINESS EDUCATION**

1. **GENERATIONAL DIFFERENCES IN GROCERY SHOPPING BEHAVIOR**

*Rositsa Nakova /New Bulgarian University – Sofia/*

2. **HAS BUSINESS INTEREST TO UTILITY MODELS BEEN INFLUENCED BY COVID-19? AN EMPIRICAL ANALYSIS**

*Fanny Koleva /UNWE – Sofia/*

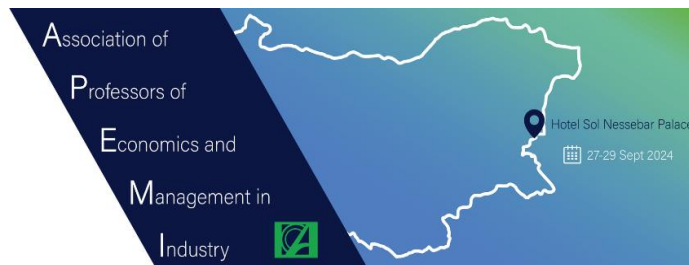
3. **THE APPLICATION OF SOCIAL NETWORKS IN CONTEMPORARY HUMAN RESOURCE MANAGEMENT**

*Marin Geshkov /UNWE – Sofia/*

4. **MARKETING IN TOURISM: PRACTICAL EVIDENCE**

*Fahri Idriz /TU – Sofia/*

5. **HOW MARKETS HAVE CHANGED IN THE 21ST CENTURY**



*Vanya Hadzhieva /New Bulgarian University – Sofia/*

**6. A NEW FRONTIER: THE CONVERGENCE OF EMERGING DIGITAL TECHNOLOGY AND HIGHER EDUCATION**

*Plamen Milev, Kaloyan Dimitrov /UNWE – Sofia/*

12:15 – 12:30

Discussion

12:30 –

*Closing Conference*