



PROGRAMME

IV NATIONAL SCIENTIFIC CONFERENCE „INDUSTRIAL GROWTH 2025“

(Economic and Business Development Towards 2030)

26.09.2025

17:00 – 19:00 – Registration SOL Nessebar Palace

19:00 – 21:00 – Dinner

27.09.2025

Conference Hall – SOL Nessebar Mare

09:00 – 09:30 – **REGISTRATION /AT THE REGISTRATION DESK/**

09:30 – 09:45 – **OFFICIAL OPENING OF THE CONFERENCE**

Nikolay Sterev /APEMI, University of National and World Economy, Sofia/

09:45 – 10:15 – **KEYNOTE SPEAKER**

Milen Baltov /Burgas Free University/

10:15 – 10:45 – **KEYNOTE SPEAKER**

Zornitsa Yordanova /University of National and World Economy, Sofia/

10:45 – 11:15 – **KEYNOTE SPEAKER**

Bozhidar Hadzhiev /Bulgarian Chamber of Commerce and Industry/

12:00 – 13:00 – LUNCH TIME

13:00 – 14:30 – SESSION I

1. **ROLE AND PLACE OF THE COMPANY MOTTO IN THE OFFICIAL CULTURE OF BUSINESS ORGANIZATIONS IN BULGARIA**
Ilian Minkov and Vladi Kurshumov /University of Economics – Varna/
2. **TECHNOLOGICAL INNOVATION AND SUSTAINABLE DEVELOPMENT OF EUROPEAN SMALL AND MEDIUM-SIZED ENTERPRISES IN THE FOOD INDUSTRY**
Lyubcho Varametzov, Simeonka Petrova, Lyubomira Todorova and Yavor Stanev / D. A. Tsenov Academy of Economics, Svishtov/
3. **PUBLIC ADMINISTRATION THROUGH THE AGES: HISTORICAL MODELS, INSTITUTIONAL TRANSFORMATIONS, AND CONTEMPORARY PARADIGMS**
Vanya Hadzhieva /New Bulgarian University, Sofia/



4. DIGITAL CHALLENGES IN ONLINE RETAILERS: IDENTIFYING BARRIERS TO SUSTAINABLE TRANSFORMATION
Kalina Doncheva /University of National and World Economy, Sofia/
5. PROSPECTS AND CHALLENGES FOR THE BULGARIAN ECONOMY IN THE CONDITIONS OF FULL MEMBERSHIP IN THE EURO AREA
Dobrin Ganchev and Sergey Naydenov /Technical university – Gabrovo, Bulgaria and D. A. Tsenov Academy of Economics, Svishtov/
6. THE APPLICATION OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MOTIVATION
Marin Geshkov /University of National and World Economy, Sofia/

14:30 – 15:00 – COFFEE BREAK

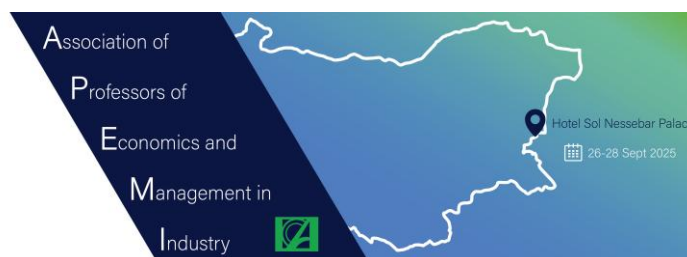
15:00 – 16:30 – SESSION II

7. ANALYSIS OF THE TRANSITION TO SUSTAINABLE DECARBONIZED ROAD TRANSPORT IN BULGARIA
Krasimira Dimitrova /Technical University of Varna/
8. CONSUMER BEHAVIOUR IN THE DIGITAL AGE AND ADOPTION OF MODERN MARKETING APPROACHES
Gergana Dimcheva, Silviya Hristova and Teodora Obretenova /University of Telecommunications and Post and University of Chemical Technology and Metallurgy/
9. THE SIGNIFICANCE OF DIGITAL MARKETING AND INDUSTRIAL METAVERSE IN B2B MARKETING
Simeon Kolyandov and Kaloyan Dimitrov /University of National and World Economy, Sofia/
10. INTEGRATING LEAN PRINCIPLES WITH DIGITAL TECHNOLOGIES FOR THE IMPROVEMENT OF PRODUCTION MANAGEMENT
Denis Sherifov and Tanya Panayotova /Technical University of Varna/
11. AGILE TALENT IN MODERN BUSINESS ORGANIZATIONS – A BIBLIOMETRIC ANALYSIS
Kiril Dimitrov /University of National and World Economy, Sofia/
12. APPLICATION OF HUMAN-CENTERED APPROACH IN INDUSTRY 5.0 – THE ROLE OF SMART LEARNING FOR SUSTAINABLE ECONOMIC GROWTH
Silvia Parusheva, Boris Bankov, Gergana Kasabova and Petya Strashimirova /University of Economics – Varna/

16:30 – 17:00 – COFFEE BREAK

17:00 – 18:30 – SESSION III

13. PREDICTION OF MARKET REGIME CHANGES USING MACHINE LEARNING MODELS
Yanka Aleksandrova and Svetlin Minev /University of Economics – Varna/



14. ASSESSING THE IMPACT OF THE CIRCULAR ECONOMY ON ENVIRONMENTAL SUSTAINABILITY AT THE REGIONAL LEVEL
Petya Biolcheva /University of National and World Economy, Sofia/
15. IMPLEMENTATION OF MULTI-CRITERIA ANALYSIS IN MUNICIPAL INVESTMENT PROGRAMS FOR SUSTAINABLE DEVELOPMENT
Sotir Ivanov /University of National and World Economy, Sofia/
16. HOW TECHNOLOGY SHAPES WORKPLACE PERFORMANCE DEVELOPMENT IN GENERATION Z?
Liliya Elenkova /University of National and World Economy, Sofia/
17. ARTIFICIAL INTELLIGENCE IN ACADEMIC PREPARATION OF ECONOMICS STUDENTS: ADOPTION, IMPACT, AND CAREER PERCEPTIONS
Emil Nikolov, Ivaylo Kostov, Lyubcho Varametzov and Iskra Panteleeva / D. A. Tsenov Academy of Economics, Svishtov/
18. IMPLEMENTATION OF MACHINE LEARNING MODELS TO PREDICT FAILURE RATE OF RPA PROCESSES
Yanka Aleksandrova and Mihail Radev /University of Economics – Varna/

19:00 – 21:00 – DINNER

28.09.2025

Conference Hall – SOL Nessebar Mare

09:00 – 10:30 – SESSION IV

19. EXPLORING CONSUMER PERCEPTIONS OF DIGITAL MARKETING PRACTICES WITHIN INDUSTRY 4.0: AN EMPIRICAL STUDY ON THE INTERPLAY OF PERSONALIZATION, AUTOMATION, AND TRUST FORMATION
Rositsa Nakova /New Bulgarian University, Sofia/
20. STRATEGIC IMPLICATIONS OF A SINGLE INNOVATION DISRUPTING MULTIPLE INDUSTRIES AND HOW CAN BUSINESSES ADAPT TO THIS NEW RISK PARADIGM
Miglena Molhova and Ivaylo Ivanov /University of National and World Economy, Sofia/
21. ECONOMIC AND SOCIAL CORRELATES OF SUSTAINABLE HOUSEHOLD BEHAVIOR IN THE EU
Petko Angelov, Mariyana Pavlova-Banova and Silvia Zarkova /D. A. Tsenov Academy of Economics, Svishtov/
22. THE IMPACT OF TECHNOLOGICAL INNOVATION ON ATTRACTING NEW AUDIENCES IN CULTURAL ORGANIZATIONS
Zlatina Todorova and Zornitsa Yordanova /University of National and World Economy, Sofia/



23. AI AND EMPLOYER BRANDING: OPPORTUNITIES AND ETHICAL DILEMMAS IN TALENT ATTRACTION

Zornitsa Yordanova and Antoaneta Valkanova /University of National and World Economy, Sofia/

24. RETHINKING CEO LEADERSHIP SKILLS IN THE AGE OF ARTIFICIAL INTELLIGENCE: TOWARD THE CREATION OF A CONCEPTUAL FRAMEWORK

Kalin Dimtchev and Tsvetana Stoyanova /University of National and World Economy, Sofia/

10:30 – 11:00 – COFFEE BREAK

11:00 – 13:00 – SESSION V

25. THE NEED OF TRANSFORMATIONAL LEADERSHIP IN THE INDUSTRY 5.0 PARADIGM

Dimitryr Panchukov and Kaloyan Dimitrov /University of National and World Economy, Sofia/

26. OPPORTUNITIES FOR MODERNIZATION IN ENTERPRISES FOR THE PRODUCTION OF ELECTRICAL EQUIPMENT

Nikolay Karev and Angelina Terzieva /University of Chemical Technology and Metallurgy/

27. SOCIO-ECONOMIC ANALYSIS OF THE BULGARIAN MINING INDUSTRY AND THE IMPORTANCE OF THE BRANCH TO THE NATIONAL ECONOMY AND TO SOCIETY

Veselin Mitev /University of Chemical Technology and Metallurgy/

28. ENHANCING THE EFFICIENCY OF PUBLIC SPENDING THROUGH CITIZEN PARTICIPATION

Ivan Vasilev and Nikolay Sterev /University of National and World Economy, Sofia/

29. OWNERSHIP CONCENTRATION AND INVESTOR RISK IN LOAN-BASED CROWDFUNDING: EVIDENCE FROM AFRANGA

Krasimir Petkov /University of National and World Economy, Sofia/

30. ECONOMIC AND OPERATIONAL IMPLICATIONS OF THE MEDITERRANEAN SULPHUR REGULATIONS

Dimitar Dimitrakiev, Christiana Atanasova, Svetoslav Tsonev /Nikola Vaptsarov Naval Academy/

13:00 – 14:00 – LUNCH TIME

14:00 – 15:30 – SESSION VI

31. STANDARDIZATION AND CHALLENGES IN INTERMODAL AND MULTIMODAL TRANSPORT: FROM HISTORICAL PERSPECTIVES TO CONTEMPORARY MARITIME APPLICATIONS

Svetlana Dimitrakieva, Dobrin Milev, Todor Koritarov, Ognyan Kostadinov /Nikola Vaptsarov Naval Academy/



32. FINANCIAL MODELS IN THE ENERGY BUSINESS

Ivelina Stereva /University of National and World Economy, Sofia/

33. CONTEMPORARY CHALLENGES TO THE ORGANIZATION OF LABOR AND PRODUCTION IN THE CHEMICAL INDUSTRY

Tsveta Karayancheva /University of National and World Economy, Sofia/

34. PARTNERSHIPS PRIORITIZATION ON THE WAY TO SERVITIZE THE MANUFACTURING

Stela Baltova and Milen Baltov /International Business School, Botevgrad and Burgas Free University/

35. TRANSFORMATION TO CIRCULAR BUSINESS MODELS THROUGH SERVITIZATION. INSIGHTS FROM TEXTILE INDUSTRY

Stela Baltova and Milen Baltov /International Business School, Botevgrad and Burgas Free University/

16:00 – 16:20 – CLOSING THE CONFERENCE