

INTERNATIONAL CONFERENCE  
**THE ECONOMY OF THE  
XXI CENTURY**

Crises,  
Transformations,  
Sustainability.

**12.05.2023**

09:30



# Programme

## INTERNATIONAL CONFERENCE "THE ECONOMY OF THE 21ST CENTURY – CRISES, TRANSFORMATIONS AND SUSTAINABILITY"

**09.00 – 09.30**

### **PARTICIPANTS REGISTRATION**

**09.30 – 10.00**

### **WELCOME ADDRESS**

**Reneta Dimitrova,**

Head of the Department of Economics, NBU

**Veselin Metodiev,**

President of the Board of Trustees of NBU

**Tatyana Hubenova-Delisivkova,**

President of the Union of Economists in Bulgaria

**Dimitar Trendafilov,**

Vice-Rector in International relations of NBU

**10.00 - 12.00**

Hall 310, fl. 3, NBU / Online

### **PLENARY SESSION**

**Moderator: Tatiana Hubenova-Delisivkova**

Economic Research Institute, Bulgarian Academy of Science, Union of Economists in Bulgaria

10.00 – 10.30

**Tatyana Hubenova-Delisivkova,**

Economic Research Institute, Bulgarian Academy of Science; Union of Economists in Bulgaria

*The flexibility of the labour markets in the EU and the Eurozone: opportunities and challenges in the social field in the preparation of Bulgaria for inclusion in the Eurozone*

10.30 – 11.00

**Sarah Goldman,**

President of Lux-sir (Scientific International Research)

*Green Bonds in Europe: Towards more non-banking activities*

11.00 – 11.30

**Iulia Monica Oehler-Şincai,**

Institute for World Economy, Romanian Academy

*Romania: A Reflection of Differentiated Integration into the EU*

11.30 – 12.00

**Nino Papachashvili,**

Sulkhan-Saba Orbeliani University, Georgia

*Trade in environmental goods in the context of the transition to a green economy*

**12.00 – 13.30**

University restaurant „Gozba“

### **Lunch**

# Afternoon Sessions

## SESSION 1: INTERNATIONAL ECONOMICS: MARKETS AND POLICIES

**13.30 – 15.30**

Hall 404, second building, fl. 4, NBU and Online

### **PANEL 1.1: CHALLENGES AND PERSPECTIVES TO THE GREEN, ENERGY AND SOCIAL TRANSITION OF THE ECONOMIES**

**Moderators: Tsvetelina Marinova, Elena Spasova**

**Vanessa Casadella,**

University of Picardie Jules Verne, France

**Sofiane Tahj,**

University of Picardie Jules Verne, France,

**Gérard De La Paix Bayiha,**

CIRAD, Cameroon

*Innovation policy and economic and inclusive development: the case of "One Health" as a sectoral innovation policy in Cameroon*

**Jin GAO,** Southwest Minzu University, China

*The effect on trade when "Nurly Zhol" connects with "B&R"*

**Elizabeth Yoneva,**

University of National and World Economy, Bulgaria

*The global energy crisis – spill-over effects and response measures in the political and economic realm*

**Alina Ligia Dumitrescu,**

Institute for World Economy, Romanian Academy

*The challenges of just transition in European Union*

**Paul Calanter,**

Institute for World Economy, Romanian Academy

*Energy security of the European Union in the context of the transition to a green economy*

**Oana Chindris-Vasoiu,**

Institute for World Economy, Romanian Academy

**Mădălina Tocan,**

Ecological University of Bucharest, Romania

*Romania's adaptation to climate change and strategies*

**Andreea-Emanuela Drăgoi,**

Institute for World Economy, Romanian Academy

*What is the future of Common Agricultural Policy under the current international economic environment?*

**George-Cornel Dumitrescu,**

Institute for World Economy, Romanian Academy

*Econometric Analysis of energy dependency in the EU, Bulgaria, and Romania*

**15.30 – 16.00**

**Coffee break**

**16.00 - 18.00**

Hall 404, second building, fl. 4, NBU  
and Online

## **PANEL 1.2: CRISES AND TRANSFORMATIONS OF THE GLOBAL FINANCIAL AND MONETARY SYSTEM**

**Moderators: Tsvetelina Marinova, Elena Spasova**

**Dorina Clichici,**

Institute for World Economy, Romanian Academy

**Mihai Nițoi,**

Institute for World Economy, Romanian Academy

*Unconventional monetary measures adopted by Central and Eastern Europe during the pandemic crisis*

**Georgeta Ilie,**

Institute for World Economy, Romanian Academy

**Claudia Gabriela Baicu,**

Institute for World Economy, Romanian Academy

*International experiences – source of best practice on green finance instruments*

**Iulia Monica Oehler-Șincai**

Institute for World Economy, Romanian Academy

**Andrei Rădulescu,**

Institute for World Economy, Romanian Academy

*Quo Vadis Eurozone?*

**Hicham Hachem,** ISAE CNAM, Liban

*Lebanon's currency crisis: A study of asymmetric rivalries*

**Olga Borisenko,** Don State Technological University in Rostov-on-Don, Russia

*Currency pairs vs currency baskets: the foreign trade contour of the world economy*

**Elena Spasova,** New Bulgarian University

*The new EU screening regulations on foreign direct investments: factors and effects*

**Shouyi Zhang,**

University of Picardie Jules Verne, Amiens, France

*The Internationalization of yuan: Current situation and future*

**Tsvetelina Marinova,**

New Bulgarian University

*De-dollarization of the global economy: Are we moving towards a multipolar monetary system?*

## **SESSION 2 (IN BULGARIAN): MARKETING AND STRATEGIC CORPORATE POLICIES**

**13.30 - 15.30**

Hall 407, second building, fl. 4, NBU

## **PANEL 2.1: MARKETING, PRODUCT AND CONSUMER MANAGEMENT**

**Moderators: Ivan Boevsky, Stefaniya Temelkova**

**Mariya Markova,**

University of National and World Economy

*Intellectual property – a factor for sustainable competitiveness in the 21st century*

**Nevyana Krasteva,**

Sofia University “St. Kliment Ohridski”

**Desislava Aleksova,**

International Business School

*Significance of visual identity in digital marketing in tourism based on examples from Bulgaria*

**Boyan Durankev,**

Higher School of Insurance and Finance

**Kristian Ivanov,**

Higher School of Insurance and Finance

*Without Macromarketing Management: Crises, Chaos and Unsustainability*

**Kiril Radev,**

New Bulgarian University

*Toolkit for strategic business management in the conditions of Industry 4.0*

**Nadezhda Dimova,**

New Bulgarian University

*Synchronizing user emotions and perceptions when introducing marketing innovations*

**Borislav Atanasov,**

University of National and World Economy

*Fragments from the age differences of the generations on the consumer behaviour*

**Dimitar Trendafilov,**

New Bulgarian University

*Measuring the Immeasurable: Challenges to Metrics in Brand Management and the Power of Customer Loyalty*

**Stefaniya Temelkova,**

New Bulgarian University

*Current challenges to ethics in marketing*

**15.30 – 16.00**

**Coffee break**

**16.00 - 18.00**

Hall 407, second building, fl. 4, NBU

**MARKETING IN THE TOURISM BUSINESS**

**Moderators: Ivan Boevsky, Stefaniya Temelkova**

**Mariya Ivanova,**

New Bulgarian University

*Employer branding – a strategic approach to managing people in organizations*



**Teodora Rizova,**

New Bulgarian University

*Restoring tourism markets and investing in a diverse, sustainable future for tourism*

**Irena Emilova,** New Bulgarian University

**Margarita Misheva,** New Bulgarian University

*Economic impact of the cruise industry*

**Megi Dakova,**

Paisii Hilendarski University of Plovdiv

**Yoanna Ovnarova,**

Paisii Hilendarski University of Plovdiv

*Opportunities and challenges for enterprises in occupational medicine (on the example of the company „Omega ST“ OOD)*

**Tsvetomir Tsanov,**

University of National and World Economy

*Externalization in global value chains – effects on the profitability of companies without in-house production*

**Penyo Georgiev,**

Paisii Hilendarski University of Plovdiv

*Architecture of a Web-based platform for creating practical tasks for students from real business cases*

**Penyo Georgiev,**

Paisii Hilendarski University of Plovdiv

*Conceptual model of a laboratory for digital management in business*

**Rositsa Nakova,**

New Bulgarian University

*The influence of nutri-score on the purchase decision of fast moving goods*

**Ivan Boevsky,** New Bulgarian University

**Krasimir Kostenarov,** New Bulgarian University

*A theoretical concept of risk management in the cooperative*

## SESSION 3 (IN BULGARIAN): GLOBAL TRANSFORMATIONS AND GREEN TRANSITION

**13.30 - 15.30**

Hall 310, first building, fl. 3, NBU

### **PANEL 3.1: INTERNATIONAL POLITICAL ECONOMICS, GLOBAL ORDER AND STRUCTURAL TRANSFORMATIONS**

**Moderators: Eduard Marinov, Mina Karpuzova**

**Georgi Naydenov,**

University of National and World Economy,

**Kaloyan Haralampiev,**

Sofia University "St. Kliment Ohridski"

*The change that has not happened for 100 years*

**Eduard Marinov,**

New Bulgarian University, Economic Research Institute – Bulgarian Academy of Sciences

*A return to protectionism: trade barriers towards the European Union and the “new framework” of preferential trade agreements*

**Dobroslav Mollov,**

University of National and World Economy

*Circular economy, international business and global supply chains*

**Dobroslav Mollov,**

University of National and World Economy

*New technologies in the practice of international business*

**Yuliana Hadzhichoneva,**

New Bulgarian University

*The future of labour: transformations and consequences for 21st century economic growth*

**Hristo Prodanov,**

University of National and World Economy

*Political economy of generative artificial intelligence*

**Radosveta Krastanova,**

New Bulgarian University

*Doughnut Economics: economic model for 21st century? Between questioning the economic mainstream and a new version of the sustainable development model*

**Diana Genkova,**

University of National and World Economy

*Income distribution among the European countries under conditions of international economic integration policies*

**Nikolay Velichkov,**

University of National and World Economy

**Dimitar Damyanov,**

University of National and World Economy

*Labour productivity and wage dynamics in selected South-East European countries*

**15.30 – 16.00**

**Coffee break**

**16.00 - 18.00**

Hall 310, first building, fl. 3, NBU

**PANEL 3.2: GREEN POLICIES, SUSTAINABLE DEVELOPMENT AND SOCIAL WELFARE**

**Moderators: Eduard Marinov, Mina Karpuzova**

**Nadezhda Dimova,** New Bulgarian University,

**Mina Karpuzova,** New Bulgarian University,

*The challenges of green business models as a new marketing approach*

**Petya Petrova,**

St. Cyril and St. Methodius University Of Veliko Tarnovo  
*Accounting sustainability: key principles and practices in Bulgarian companies*

**Vanya Ivanova,**

Sofia University "St. Kliment Ohridski",

**Nikolay Velichkov,**

University of National and World Economy

*Expenditure on environmental protection in Bulgaria: Comparative analysis to the EU countries*

**Viktor Avramov,** New Bulgarian University,

*Studying the relationship between economic growth and ESG indicators in the EU*

**Nino Avreyski,** Sofia University "St. Kliment Ohridski",

*The role of macroeconomic policies in decarbonization of the economy: assessment of the effect of fiscal and monetary policies on carbon emissions in the G-20 countries*

**Kiril Anachkov,**

Higher School of Insurance and Finance

*Transition to a green economy in the European Union - policies, challenges and objectives*

**Milena Angelova,**

Economic Research Institute – Bulgarian Academy of Sciences

*Blue Diplomacy – Policies and strategies for transborder water cooperation*

**Petya Branzova,** Economic Research Institute – Bulgarian Academy of Sciences

**Ani Dimitrova,** Economic Research Institute – Bulgarian Academy of Sciences

*Policies to encourage innovation in agribusiness*

**Mariya Marikina,** University of National and World Economy, HTW - Saarbruecken

*Healthcare infrastructure and competitiveness in times of COVID-19 pandemics*

**Ekaterina Tsvetanova-Georgieva,**

New Bulgarian University

*Analysis of the existing social determinants of health models*

## SECTION 4 (IN BULGARIAN): FINANCE AND ACCOUNTING

**13.30 - 15.30**

Hall 408, second building, fl. 4, NBU

### **PANEL 4.1: INTERNATIONAL FINANCE, MACRO-FINANCIAL AND SECTORAL POLICIES AND ANALYSES**

**Moderators: Stanislava Georgieva, Ralitsa Dimitrova**

**Nedyalko Nestorov,**

Economic Research Institute, Bulgarian Academy of Sciences

*Bulgarian exports in conditions of international inflationary processes*



**Yana Paliova**, Economic Research Institute, Bulgarian Academy of Sciences

*The European Union's new architecture for macroeconomic and fiscal management during 2021-2027*

**Zhivko Valkov**, University of National and World Economy

*French neocolonial grip in West Africa*

**Aleksandar Apostolov**,

Economic Research Institute, Bulgarian Academy of Sciences

*The role of financial market participants in implementation the EU Sustainable Finance Disclosure Regulation (SFDR): Challenges, impact and opportunities*

**Krasimir Kulchev**,

D. A. Tsenov Academy of Economics

*Methodology for constructing analytical models*

**Rositsa Ivanova**, University of National and World Economy

*Analysis of the efficiency of costs for live labor in enterprises - problems and solutions in crisis conditions*

**Kristina Chavdarova, Ralitsa Dimitrova**,

New Bulgarian University

*Analysis of housing market trends in Europe for the period 2020-2022*

**Stanislava Georgieva**, New Bulgarian University

*Theoretical-methodological statements for the evaluation of reporting objects in foreign trade transactions*

**Maia Natchkova**,

University of National and World Economy

*Specifications in the accounting reporting of life insurance companies activities*

**Nigokhos Kanaryan**, New Bulgarian University

*Should finance students study programming?*

**15.30 – 16.00**

**Coffee break**

**16.00 - 18.00**

Hall 408, second building, fl. 4, NBU

## **PANEL 4.2: ACCOUNTING AND THE FINANCIAL SECTOR - RISKS AND OPPORTUNITIES**

**Moderators: Stanislava Georgieva, Ralitsa Dimitrova**

**Iliyana Stoyanova**, Sofia University St. Kliment Ohridski

*The role of management accountants in guaranteeing sustainability information*

**Kiril Luchkov**, Technical University of Sofia

*Assessment and measurement of expected credit losses by applying the impairment model adopted in IFRS 9 Financial Instruments*

**Kiril Luchkov**, Technical University of Sofia  
*For some normative and substantive requirements when preparing the financial statements*

**Plamen Iliev**, New Bulgarian University  
*Control and controlling*

**Tsvetelina Nenkova**, International Business School  
*The financing with equity capital - basis for the implementation of the enterprise's investment policy*

**Reneta Dimitrova**, New Bulgarian University  
*Digitization of the lending process - a prerequisite for greater satisfaction of bank customers*

**Nadya Nenkova**, New Bulgarian University  
*Trends and challenges for car insurance in conditions of economic crisis*

**Stefani Andreeva**, New Bulgarian University  
*Risks in the use of platforms for financial information by individual investors*

**Tsvetomir Bankov**, New Bulgarian University  
*Challenges in expansion of lending companies abroad*

**Ralitsa Dimitrova**, New Bulgarian University  
*Issues in valuing synergies in mergers and acquisitions*

**Emil Kalchev**, New Bulgarian University  
*Analysis of inflation in Bulgaria - current trends*

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## **SCIENTIFIC COMMITTEE**

*Prof. Ivanka Daneva, Ph.D., NBU*

*Prof. Ivan Boevsky, Ph.D., NBU*

*Prof. D.Sc. Neno Pavlov, Union of Economists in Bulgaria*

*Prof. Tatiana Hubenova-Delisivkova, Ph.D., Union of Economists in Bulgaria*

*Prof. Dr. habil. Simona Moagăr-Poladian, Director, Institute for World Economy, Romanian Academy*

*Dr. Iulia Monica Oehler-Sincai, Institute for World Economy, Romanian Academy*

*Assoc. Prof. Reneta Dimitrova, Ph.D., NBU*

*Assoc. Prof. Tsvetelina Marinova, Ph.D., NBU*

*Assoc. Prof. Stanislava Georgieva, Ph.D., NBU*

*Assoc. Prof. Nadezhda Dimova, Ph.D., NBU*

*Assoc. Prof. Dimitar Blagoev, Ph.D., UNWE, Union of Economists in Bulgaria*

## **ORGANISING COMMITTEE**

*Assoc. Prof. Reneta Dimitrova, Ph.D.*

*Assoc. Prof. Tsvetelina Marinova, Ph.D.*

*Ch. Assist. Prof. Ralitsa Dimitrova, Ph.D.*

*Ch. Assist. Prof. Elena Spasova, Ph.D.*

*Ch. Assist. Prof. Krasimir Kostenarov, Ph.D.*