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Bulgaria**

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**International scientific and practical conference
“Bulgaria of regions’2019”**

PLENARY SESSION
ПЛЕНАРНИ ДОКЛАДИ

Plovdiv, 2019

THE ROLE OF EUROPEAN FUNDS FOR SUSTAINABLE REGIONAL DEVELOPMENT

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Abstract: After its formal accession to the European Union (EU) on January 1, 2007, Bulgaria gained access to a significant amount of financial resources under the Structural and Cohesion Funds and the instruments in the field of agriculture and fisheries. The country was able to use these funds to overcome its significant backlog in terms of overall economic development, infrastructure and living standards. EU assistance has become particularly important in times of economic crisis, reflecting heavily constrained public and private investment, where EU funds have been a major source of investment in the economy, as well as job creation and conservation. The main objective of this report is to assess the effects of the funding received from the European Structural and Investment Funds at the macro level and by region in the country.

Keywords: European funds; sustainable development; Structural and Cohesional funds; macroeconomic effects.

РОЛЯТА НА ЕВРОПЕЙСКИТЕ ФОНДОВЕ ЗА УСТОЙЧИВО РЕГИОНАЛНО РАЗВИТИЕ

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Резюме: След официалното си присъединяване към Европейския съюз (ЕС) на 1 януари 2007 г. България получи достъп до значителен по размер финансов ресурс по линия на Структурните и Кохезионния фондове и инструментите в областта на селското стопанство и рибарството. Страната имаше възможност да използва тези средства за преодоляване на значителното си изоставане по отношение на общо икономическо развитие, състояние на инфраструктурата и жизнен стандарт. Помощта от ЕС придоби особена важност в периода на икономическа криза, рефлектираща в силно ограничени публични и частни инвестиции, когато еврофондовете бяха основен източник за реализиране на инвестиции в икономиката, както и за създаване и запазване на работни места. Основната цел на настоящия доклад е да направи оценка на ефектите от полученото финансиране по линия на Европейските структурни и инвестиционни фондове на макро ниво и по отделни региони в страната.

Ключови думи: Европейски фондове, устойчиво развитие, Структурен и Кохезионен фонд; макроикономически резултати.

GLOBALIZATION, URBAN HYPERTROPHY AND ECONOMIC DEVELOPMENT

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Abstract: The acceleration and deepening of the processes of globalization create contemporary phenomena, which are an integral part of the research optics of experts and specialists from different scientific fields. The genesis, condition and consequences of globalization are part of the topics under discussion, which continue to be debated by representatives of the global scientific community. Is globalization an economic, cultural, demographic or political phenomenon? How does globalization affect urban development, migration and the economy? Is globalization a process or phenomenon - these are some of the issues addressed in this article.

Keywords: globalization, global processes, urban hypertrophy, slums, migration.

ГЛОБАЛИЗАЦИЯ, УРБАНИСТИЧНА ХИПЕРТРОФИЯ И ИКОНОМИЧЕСКО РАЗВИТИЕ

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Резюме: Ускоряването и задълбочаването на процесите на глобализацията създават съвременни феномени, които са неотменна част от научноизследователската оптика на експерти и специалисти от различни научни полета. Генезисът, състоянието и последствията от глобализацията са част от дискутираните теми, за които продължават да се водят оспорвани дебати от страна на представителите на световната научна общност. Икономически, културен, демографски или политически феномен е глобализацията? Как влияе глобализацията върху градското развитие, миграцията и икономиката? Процес или феномен е глобализацията – това са част от въпросите, които се разглеждат в настоящата статия.

Ключови думи: глобализация, глобални процеси, урбанистична хипертрофия, гета, миграция.

**International scientific and practical conference
“Bulgaria of regions’2019”**

**SECTION 1:
FISCAL POLICY – PROBLEMS AND CHALLENGES**

**СЕКЦИЯ 1:
ФИСКАЛНА ПОЛИТИКА – ПРОБЛЕМИ И
ПРЕДИЗВИКАТЕЛСТВА**

Plovdiv, 2019

FISCAL POLICY AND SUSTAINABLE DEVELOPMENT

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Abstract: In the last few decades, an international order has been established, based on neoliberal values and norms. It was, in fact, an expression of the recent globalization of world development in all its aspects. Particularly distinctly and at the earliest it occurred in financial and political terms. However, globalization has undermined the power of national governments.

After the 2008 financial crisis and the ensuing stagnation, globalization and neoliberal policies are considered the main causes of increasing inequality, undesirable migration and exacerbating global problems. All of this is not an expression of sustainable development, even if there is a lack of consensus about its nature. The trend of global decline was overcome only in 2013-2014 mainly through monetary policy measures. Its capabilities have already been fully utilized. Obviously, other policies and instruments must be implemented.

From this point of view, the report examines the theoretical and practical aspects of fiscal policy as a fundamental contribution to the sustainable development process. Special attention is paid to budgetary management in Bulgaria and program budgeting.

Keywords: fiscal policy, tax policy, budgetary programs, economic growth, quality of living, sustainable development.

ФИСКАЛНА ПОЛИТИКА И УСТОЙЧИВО РАЗВИТИЕ

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Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: В доклада се разглеждат теоретични и практически аспекти на фискалната политика от гледна точка на същественото ѝ значение за процеса на устойчивото развитие. Специално внимание се отделя на бюджетното управление в България и на програмното бюджетиране.

Ключови думи: фискална политика, данъчна политика, финансови институции, бюджетни програми, устойчиво развитие

REDUCING OPERATING COSTS AND ENHANCING COMPETITIVENESS OF THE SMES IN SOUTH BULGARIA: A CASE STUDY

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Abstract: This study is intended to present some of the results, achieved during and after the implementation of the project Cross Border Implementation of Innovative Cost Cutting Technologies (CROSS-INNO-CUT), co-funded by the European Union (ERDF) and National Funds of Greece and Bulgaria under the European Territorial Cooperation Programme “Greece-Bulgaria 2007-2013”, Subsidy contract №B1.33.07/14.04.2011. The overall objective of the project was to strengthen economic development through reducing the operating costs and improving competitiveness of the small and medium enterprises (SMEs) located in the cross-border area of North Greece and South Bulgaria. By means of a modern diagnostic tool, 100 diagnostic studies and audit reports were conducted by the experts, six areas of excessively high costs were identified, 33 cost-cutting action plans were developed, 14 plans were implemented by the SMEs and achieved positive results.

Keywords: SMEs, competitiveness, operational costs, European Territorial Cooperation Programme, Bulgaria.

INTERNATIONAL FINANCIAL POLICIES AND ECONOMIC DEVELOPMENT OF THE REPUBLIC OF NORTH MACEDONIA

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Abstract: With the development of financial market and increased degree of international financial integration around the world, many countries especially developing countries are now trying to remove cross-border barrier and capital control, relaxing the policy on capital restrictions and deregulating domestic financial system. The international capital flow such as direct investment flows has huge contribution to influence the economic behavior of the countries positively. The development was associated with greatly increased interest by international asset holders in the emerging market economies to find trend toward the globalization of financial markets. The global financial markets can gradually create a virtuous circle in which developing and transitional economies strengthen the market discipline that enhances financial system soundness. Government interventions in the financial markets that promoted savings and the efficient allocation of capital are the central factor to the efficiency of financial markets. The Macedonian economy is in the process of growth as a result of the government policy for foreign direct investments. This policy and its system of functioning will be the subject of research in this paper. Through the methods of analysis of primary and secondary data it will be shown the situation at the moment and recommendation for the future.

Keywords: economic growth, investments, financial flows, financial systems, capital.

INTERNATIONAL BANKING PRACTICES IN THE AREA OF CIRCULAR ECONOMY

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Abstract: The international banking community, in the face of the United Nations Environmental Program Finance Initiative (UNEP), recognizes the need for a fundamental change in the banks' approach to the economy. In the context of this way of thinking is the Positive Impact Manifesto, adopted by this organization in May 2016. It states that banks should use their unique position as intermediaries between the real economy and the capital markets and begin to reorient their business models to finance sustainable development, an integral part of which is environmental protection. The aim of this change must be to realize a fully positive impact from its activities, which in turn is defined as "demonstrably leading to a positive impact on the economy, society and the environment, after due consideration and minimization of all negative impacts".

The purpose of this study is to analyze some good practices in three countries leading into circular economy orientated policies - China, Brazil and Peru, and based on this analysis, to draw some insights into the future of banking in the transition from linear to circular economy.

Keywords: circular economy, green banking, linear economy.

МЕЖДУНАРОДНИ БАНКОВИ ПРАКТИКИ В ОБЛАСТТА НА КРЪГОВАТА ИКОНОМИКА

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Резюме: Международната банкова общност в лицето на Финансовата инициатива към Програмата за околна среда на ООН (United Nations Environmental Program Finance Initiative, UNEP FI) признава необходимостта от фундаментална промяна в подхода на банките спрямо икономиката. В контекста на този начин на мислене е и приетият от тази организация през м. май 2016 г. Манифест за положително въздействие (Positive Impact Manifesto). В него се декларира, че банките трябва да използват уникалната си позиция на посредници между реалната икономика и капиталовите пазари и да започнат да преориентират бизнес моделите си към финансиране на устойчивото развитие, неотменна част от което е опазването на околната среда¹. Целта на тази промяна трябва да бъде реализирането на цялостно положително въздействие от дейностите им, което от своя страна е дефинирано като „доказуемо водещо до позитивно въздействие върху икономиката, обществото и околната среда, след надлежното отчитане и минимизиране на всички негативни въздействия“.

Целта на настоящото изследване е да се анализират някои добри практики в три страни, водещи в политиките си ориентирани към кръговата икономика – Китай, Бразилия и Перу и въз основа на този анализ да се направят някои изводи за бъдещето на банкирането при прехода от линейна към кръгова икономика.

Ключови думи: кръгова икономика, банкиране, линейна икономика.

¹ Вж. Positive Impact Manifesto. UNEP FI. May 2016. Достъпен на <http://www.unepfi.org/fileadmin/documents/PositiveImpactManifesto.pdf>, стр. 2.

CREDIT COMPANIES IN BULGARIA – STATUS, TRENDS AND PROBLEMS

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Abstract: Non-bank financial institutions are considered in this research work. Their peculiarities are highlighted from normative point of view in Bulgaria – the legal form of existence and their localization in geographical aspect. Special attention is paid to credit companies. During the last years their number is raised considerably. The main reasons for their increase are pointed out. A dynamic and structural analysis of the assets of the credit companies is performed on the level of aggregated data. The respective conclusions and generalizations are reached.

Keywords: non-bank institutions, credit companies, credits.

КРЕДИТИРАЩИТЕ ФИНАНСОВИ ИНСТИТУЦИИ В БЪЛГАРИЯ – СЪСТОЯНИЕ, ТЕНДЕНЦИИ И ПРОБЛЕМИ

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Резюме: В разработката се разглеждат небанковите финансови институции. Изяснява се тяхната особеност от нормативна гледна точка в България – правната форма на съществуване и локализацията им в географски аспект. Специално внимание се обръща на кредитиращите дружества. През последните години броят им се увеличи значително. Извеждат се основните причини за тяхното нарастване. Осъществява се динамичен и структурен анализ на активите на кредитиращите дружества на ниво агрегирани данни. Стига се до съответните изводи и обобщения.

Ключови думи: небанкови финансови институции, кредитиращи дружества, кредити.

TAX BURDEN IN EU COUNTRIES – COMPARATIVE ANALYSIS

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Abstract: The purpose of this study is to investigate the distribution of the total tax burden in the EU-28 member states during the period 2009-2018. The comparative analysis focuses on the taxation trends in EU member states, measured by tax-to-GDP ratio and by design of tax system, presented by the breakdown of total tax revenues into direct taxes, indirect taxes and social contributions. The article provides empirical evidence of tax burden and its structure in the European Union. The analysis is based on annual data from Eurostat.

Keywords: taxation, tax burden, European union.

СРАВНИТЕЛЕН АНАЛИЗ НА ДАЊЧНАТА ТЕЖЕСТ В СТРАНИТЕ ОТ ЕС

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Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: Целта на изследването е да се направи сравнителен анализ на общата данъчна тежест в страните от ЕС за периода 2009-2018 година. Анализът се фокусира върху тенденциите в данъчното облагане в страните-членки на ЕС като се използва съотношението данъчни приходи към БВП, сравняват се данъчните системи на отделните страни, представени чрез разбивка на общите данъчни приходи на: приходи от преки данъци, приходи от косвени данъци и приходи от социални осигуровки. Докладът предоставя емпирични доказателства за данъчната тежест и нейната структура в страните от Европейския съюз. Анализът се основава на годишни данни за приходите от данъци върху доходите и богатството, данъци върху потреблението и социалноосигурителните вноски от статистическата база данни на Евростат.

Ключови думи: данъчно облагане, данъчно бреме, Европейски съюз.

RETROSPECTION OF THE EFFECTS OF MARKET STRUCTURES AND BANKING COMPETITION IN THE EU AND BULGARIA

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Abstract: Bank competition may have a negative impact on economic growth. This possibility is explained by the fact that bank competition reduces the availability of credits, ie. in our model, the probability of being funded by the bank. If credit availability is affected, this is due to the existence of adverse events that need to be invested before the start of the technology filtering agreement, etc. preliminary study. If necessary, a serious review should be made to filter if the investment is reinstated if this is important if success is to be achieved. While banking competition may have a rejecting effect through this "availability" effect, our model does not exclude the possibility that competition will have a positive effect on economic growth, while at the same time increasing the incentive for entrepreneurs and new investors.

The aim of this analysis was to position itself on the effects of banking competition on European economic growth. The usual argumentation that more competition would improve efficiency and, as a result, go hand in hand with higher growth rates seems not to be the case with the banking market, an in-depth analysis would highlight the advantages of moderate banking competition for economic growth . If it is impossible to transpose the results of conventional microeconomics into the banking sector, this is due to the existence of information asymmetry between creditors and borrowers, which means that the financial transaction can not be confused with a simple transaction.

Keywords: bank system, bank competition, financial services.

The banker must not only know what the transaction in which he is asked to finance and how it is likely to turn out, but he must also know the customer, his business, and even his private habits, and get, by frequently ‘talking things over him’, a clear picture of the situation
Schumpeter, 1939

РЕТРОСПЕКЦИЯ НА ЕФЕКТИТЕ ОТ ПАЗАРНИТЕ СТРУКТУРИ И БАНКОВАТА КОНКУРЕНЦИЯ В ЕС И БЪЛГАРИЯ

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Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: Банковата конкуренция може да има отрицателно въздействие върху икономическия растеж. Тази възможност се обяснява с факта, че банковата конкуренция намалява наличието на кредити, т.е. в нашия модел, вероятността да се финансира предприемач-новатор. Ако наличието на кредит е засегнато, това се дължи на наличието на неблагоприятни явления селекция, които принуждават банката да инвестира преди изпълнението на договор в филтрираща технология, т.н. предварително проучване. Моделът ясно показва, че банките са склонни да инвестират сериозно в технологиите за филтриране, само ако възстановяват инвестициите си със значителни печалби, ако предприемаческият проект е успешен, което зависи от степента на пазарна мощ. Докато банковата конкуренция може да има отрицателен ефект чрез този ефект на "наличност", нашият модел не изключва възможността конкуренцията да има положителен ефект върху икономическия растеж, като в същото време увеличава стимулите за предприемачите-новатори да инвестират в иновации.

Целта на този анализ беше да се позиционира върху последиците от банковата конкуренция за европейския икономически растеж. Обичайната аргументация, че повече конкуренция би подобрило ефективността и в резултат на това ще вървят ръка за ръка с по-високи темпове на растеж, изглежда не се проявява по отношение на банковия пазар, един задълбочен анализ би подчертал предимствата на умерената банкова конкуренция за икономически растеж. Ако е невъзможно да се транспонират резултатите от конвенционалната микроикономика в банковия сектор, то това се дължи на наличието на явления на информационна асиметрия между кредитори и кредитополучатели, което означава, че финансовата сделка не може да бъде обърквана с обикновена сделка.

Ключови думи: банкова система, банкова конкуренция, финансови услуги.

*Банкерът трябва не само да знае каква е сделката, която му е
поискано да финансира, но той трябва да познава клиента,
неговия бизнес и дори личните му навици и да получава, «като
често говори над нещата», ясна картина на ситуацията
Шумпетер, 1939*

IMPORTANCE AND STRUCTURE OF THE BANKING SECTOR IN THE COUNTRIES OF THE EUROPEAN UNION AND BULGARIA IN PARTICULAR

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Abstract: The number of the credit institutions on an international scale is oversized. At the same time, the world economy is developing at a relatively low pace. The existing downward tendency concerning the bank profits causes a significant cost pressure increase for a partial compensation. At least to some extent, the efforts of the financial sector are already shifted to not developing new business models, introducing innovative products and improving customer services, but rather to covering comprehensive regulatory requirements. The market entry of the so-called fintech firms, which are characterized by innovative activities and the adoption of typical bank functions such as payments, lead to overall market share loss by banks.

The consolidation of the banking sector is not only object of this paper, but also a promising solution to some of the current banking problems. Its subject is focused on the meaning as well as on the structure of the banking industry as a starting point of the consolidation process. The main tasks of the current survey are 1) the importance of the banking and 2) its structure in the European Union (EU) and Bulgaria in particular.

The methodology used is based on a comparative analysis of the importance and structure of the banking sector. The survey covers: countries with the most and also low developed banking spheres according to the size of credit institutions; analysis of the average indicators for the EU including their comparison with the values in Bulgaria.

Keywords: banking sector, credit institutions.

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SECTION 2:

**REGIONAL DEVELOPMENT, INVESTMENT AND
RISK**

СЕКЦИЯ 2:

**РЕГИОНАЛНО РАЗВИТИЕ, ИНВЕСТИЦИИ И
РИСК**

Plovdiv, 2019

PROJECT MANAGEMENT – A NECESSITY FOR SUCCESSFUL REALIZATION OF PROJECTS

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Abstract: *Project management* is necessary for many companies that expand their product assortment in their own country and abroad. The advantages, the new approach to the implementation of projects brings, are: short time of realization, fast and easy adaptation to a changing environment, able to manage multiple activities, better focus the problems of customers, easy identification of responsibilities for activities, innovations in organizational structure, better coordination and others.

Project management is performed through a series of processes, which are presented as separate elements with defined interconnections. Project management defines five most widely used groups, Initiation, Planning, Realization, Monitoring and Control and Closing. An analysis of the processes, of their subprocesses and of their interdependence is needed to successfully realize the purpose of the project. Of special interest is the project scope management and the means to define the WBS diagram (Work Brakedown Structure Diagram).

Successful project management depends on the chosen methodology of project management, which describes the way to explore things. The following methodologies have been considered: *Project management* – (basic principles of planning, deployment and work control); *Quality Management* – (a process which should ensure that the end result meets the expectations of consumers in terms of quality); *Parallel realization* – (process of parallel execution of works for the purpose of realization of activities in the short term, without inclusion of additional risks); *Change management* – process of control of the end result in order to provide additional value for the user; *Risk management* – process of identification, assessment and response to possible project risks, without affecting the purpose of the project.

Reviewed and analyzed are the characteristics of each methodology and chosen is the best methodology. Characteristics of a good methodology (based on the integration of processes) are: optimal level of detail, standardized technique of planning, easy understanding and monitoring by the user, deployment and control of costs, possible use in all projects, opportunity for advancement, acceptability by the whole company, and using standardized phases of the life cycle of the project, based on good work ethics.

According to Kerzner, the projects do not manage the methodologies, but what one methodology makes it a more successful one is the organizational culture, which creates confidence in the methodology.

Keywords: project, project management, project management methodology, risk management, quality management, project scope.

**NOT SMALL AND MEDIUM-SIZED ENTERPRISES, BUT
FAMILY AND TRADITIONAL ENTERPRISES IN BULGARIA.
SUCCESSION AND TRANSFER OF BUSINESS**

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**НЕ МАЛКИ И СРЕДНИ, А СЕМЕЙНИ И ТРАДИЦИОННИ
ПРЕДПРИЯТИЯ В БЪЛГАРИЯ. УНАСЛЕДЯВАНЕ И
ТРАНСФЕР НА БИЗНЕС**

Велизар Петров

*Агенция за регионално развитие с Бизнес център за подпомагане на малки и средни предприятия –
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Abstract: The SMEs are an extremely heterogeneous category, which means that special efforts are needed to properly cover the different sub-groups and especially small family and traditional enterprises. After the creation and growth of a business, transfer or inheritance is the third decisive phase in its life cycle. Successful succession and business transfer are a key to maintaining jobs and guaranteeing the continuation of existing businesses. It is important to know that the transfer or succession / inheritance of a business is an integral part of the strategic management of the company. Correct answers to questions such as when, how, to whom, and how much it might cost, can make a business rich or bring it down. In addition, taking on a business is a real alternative for start-ups to swim in the deep waters of a market economy. How to support family business is very important issue for sustainable economy grow.

Keywords: SMEs, transfer and succession, family companies, regional development, family business support.

IMPROVEMENT OF THE TAXATION SYSTEM IN THE CONTEXT OF REPRODUCTION OF SOIL FERTILITY IN UKRAINE

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СОВЕРШЕНСТВОВАНИЕ СИСТЕМЫ НАЛОГООБЛОЖЕНИЯ В КОНТЕКСТЕ ВОСПРОИЗВОДСТВА ПЛОДОРОДИЯ ПОЧВ В УКРАИНЕ

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ABSTRACT

Introduction. The relevance of the study is that Ukraine, unfortunately, still doesn't have any system of funding measures for protection and rational use of land and improving soil fertility. Funding from the state budget, if it is carried out, is not systematically, through various sources, preferably as a residual principle. One of the main conditions for sustainable soil management is the improvement of the taxation system of agricultural enterprises.

Purpose. The purpose of the paper is to highlight the results of research on the study of improvement of the taxation system in the context of reproduction of soil fertility in Ukraine.

Methodology / approach. We used different methods to achieve the goal in the research: calculation-analytical, expert assessments, abstract-logical, monographic. As the main material for these studies, State Service of Ukraine for Geodesy, Cartography and Cadastre (StateGeoCadastre) data, State Statistics Service of Ukraine data were used.

Results. We consider the current state and trends of the system of taxation of agrarian enterprises in Ukraine. There are grounded potential sources of soil protective measures funding by various variants: channeling of funds (30 %) of the single tax replaces FAT; entry fee at protecting soil in the amount of 0.5 % of the normative monetary value of agricultural lands; channeling of funds (30 %) of the land tax, provided the increase of its stake to 1 % of normative monetary assessment of arable land; the simultaneous use of several ones of these options.

Originality / scientific novelty. For the first time an attempt was made to substantiate the proposals of improvement of the taxation system in the context of reproduction of soil fertility in Ukraine; the differentiated approach to taxation of agrarian enterprises is proposed.

Practical value / implications. Depending on variant of the budget funding of measures on reproduction of soil fertility in agriculture which will be selected, it will be formed appropriate relationship between different sources of funding priorities soil protective measures. Together with this proposed options allow you to generate sufficient annual amount of funds for the implementation of priority measures on the reproduction of soil fertility. The obtained results can be used to make managerial decisions on improvement of the taxation system in the context of reproduction of soil fertility at the national and regional level.

Keywords: taxation system; sustainable soil management; soil fertility; reproduction of soil fertility; funding sources; normative monetary assessment of land; Ukraine.

OPPORTUNITIES TO FINANCE SMALL AND MEDIUM-SIZED ENTERPRISES THROUGH THE STOCK EXCHANGE

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Abstract: The purpose of the current report is to characterise the markets of small and medium-sized enterprises on some European exchanges and to outline the specifics of their trading, whilst defining the key features of the newly formed SME market in Bulgaria called „BEAM SME growth market“.

Keywords: stock exchange, stock market, BSE-Sofia AD, EURONEXT, SME market, New market, BEAM SME growth market.

ВЪЗМОЖНОСТИ ЗА ФИНАНСИРАНЕ НА МАЛКИТЕ И СРЕДНИ ПРЕДПРИЯТИЯ ПРЕЗ ФОНДОВАТА БОРСА

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Резюме: Целта на настоящия доклад е да характеризира пазарите на малки и средни предприятия на някои европейски борси и да очертае спецификите на търговия на тях като изведе и основните черти на новообразувания пазар на МСП в България наречен „пазар за растеж на МСП BEAM“.

Ключови думи: фондова борса, борсов пазар, БФБ-София АД, EURONEXT, пазар на МСП, Нов пазар, пазар за растеж на МСП BEAM.

MODERN ASPECTS OF EXPENDITURE POLICY OF BULGARIAN MUNICIPALITIES

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Abstract: In the scientific report the nature and the peculiarities of the municipal expenditure policy and the directions in which it is conducted are characterized. Through the use of a system of specific indicators, an empirical study of the effectiveness of budget expenditures of selected municipalities in the last year was carried out. The role of expenditure policies implemented by local authorities in improving the socio-economic development of local communities has been taken into account.

Keywords: municipal expenditure policy, municipal budget policy, municipal expenditures.

СЪВРЕМЕННИ АСПЕКТИ НА РАЗХОДНАТА ПОЛИТИКА НА БЪЛГАРСКИТЕ ОБЩИНИ

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Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: В научния доклад са характеризирани същността и особеностите на разходната политика на общините и направленията, в които тя се провежда. Чрез използването на система от специфични показатели е извършено емпирично изследване на ефективността на бюджетните разходи на избрани общини у нас през последната година. Отчетена е ролята на провежданите от органите на местната власт разходни политики за подобряването на социално-икономическото развитие на местните общности.

Ключови думи: разходна политика на общините, бюджетна политика на общините, общински разходи.

EXPECTATIONS FOR BULGARIAN AGRICULTURE TO THE COMMON AGRICULTURAL POLICY OF THE EUROPEAN UNION AFTER 2020

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Abstract: The Common Agricultural Policy of the European Union (EU CAP) is based on three fundamental principles: free trade within the Community on the basis of common prices, preferences for European production on the Community markets, and common financial responsibility. It is primarily aimed at ensuring an acceptable standard of living for farmers, providing quality food for consumers at reasonable prices, safeguarding European heritage in rural areas and helping to protect the environment. As an EU Member, Bulgaria is focusing its agricultural policy on maximizing these principles. The purpose of the report is to outline the expected novelties that Bulgarian farmers will face in the new programming period 2021-2027. Highlights of the proposals for the new CAP and the expected effects of these on Bulgarian agriculture are presented.

Keywords: CAP, agricultural policy, payments.

ОЧАКВАНИЯ ЗА БЪЛГАРСКОТО ЗЕМЕДЕЛИЕ СПРЯМО ОБЩАТА СЕЛСКОСТОПАНСКА ПОЛИТИКА НА ЕВРОПЕЙСКИЯ СЪЮЗ СЛЕД 2020 ГОДИНА

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Резюме: Общата селскостопанска политика на Европейския съюз (ОСП на ЕС) е основана на три фундаментални принципа: свободна търговия в рамките на Общността на база общи цени, преференции за европейското производство на пазарите на Общността, както и обща финансова отговорност. Тя е насочена основно да осигури приемлив стандарт на живот на фермерите, да осигури качествени храни за потребителите на разумни цени, да запази европейското наследство в селските райони и да спомогне за опазването на околната среда. Като страна членка на ЕС, България насочва аграрната си политика към постигане до максимална степен на тези принципи. Целта на доклада е да се очертят очакваните новости, пред които ще се изправят българските фермери в новия програмен период 2021-2027г.. Представени са акценти от предложенията за новата ОСП и очакваните ефекти от тях върху българското земеделие.

Ключови думи: ОСП, аграрна политика, плащания.

FINANCIAL RISK MANAGEMENT IN AGRICULTURE

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Abstract: The article examines ways and tools to deal with financial risk in agriculture. It is extremely important, considering the constantly evolving and dynamic global economy. Financial risk is an important element in managing and surviving to the market, but subsequently comes to the fore financial risk, which is a factor for success or failure.

Keywords: risk management; risk reduction; risk mitigation; risk sharing; risk management, CAP.

УПРАВЛЕНИЕ НА ФИНАНСОВИЯ РИСК В ЗЕМЕДЕЛИЕТО

Делян Плачков

Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: Разглеждането и намирането на способи и инструменти за справянето с финансовия риск в земеделието е изключително важно, като се има предвид постоянно развиващата се и динамична световна икономика. Изключително важен елемент за справяне и оцеляване на пазара е продуктовата гама и съответно произтичащият от нея продуктов риск, впоследствие обаче идва на преден план финансовият риск, който е фактор за успех или провал.

Ключови думи: управление на риска; намаляване на риска; смекчаване на риска; споделяне на риска; управление на риска, ОСП.

ISSUES IN FINANCING THE SMES FOR WINE PRODUCTION IN R. N. MACEDONIA

Nikola Bujukliev

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Abstract: Small and medium business encounter a variety of types and problems related to the size of the firm. Often there is a decline in business, which basically is largely the result of bad planning and lack of resources for new investments and innovation. The worsening of financing is the biggest barrier to the growth and development of small and medium-sized firms. In the early stages of growth, most small firms rely on their own funding sources. So it is most difficult to provide funds to finance operations in the early stages of growth. At this stage it is necessary to provide initial capital for financing. If the producers of agricultural products, especially small and medium-sized wine and brandy companies lack financial resources for realization of the production activities, with the help of marketing, creative solutions can be found that will bring the development of production by reaching alternative solutions like funds through banks for development of agricultural production, commercial banks and other financial institutions. This paper will explain all the issues for financing and possible solutions which owners of SMEs for wine production in R. N. Macedonia can face.

Keywords: investments, financing, issues, SMEs, wine production.

REGULATION OF THE ACTIVITIES OF INTERNATIONAL RATING AGENCIES

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Abstract: Having in mind the great importance and influence of the international rating agencies, the paper emphasizes the necessity and opportunities for regulation of their activity. In this connection are identified main institutions and instruments, intended to perform this function before and after the financial crisis in 2009.

Keywords: credit rating, rating agency, financial markets, regulation.

РЕГУЛИРАНЕ ДЕЙНОСТТА НА МЕЖДУНАРОДНИТЕ РЕЙТИНГОВИ АГЕНЦИИ

Вяра Славянска, Динко Казепов

Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: Предвид огромното значение и влияние на международните рейтингови агенции, настоящият доклад акцентира върху необходимостта и възможностите за регулиране на тяхната дейност. В тази връзка се идентифицират основни институции и инструменти, предназначени да изпълняват тази функция преди и след финансовата криза през 2009 г.

Ключови думи: кредитен рейтинг, рейтингова агенция, финансови пазари, регулиране.

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**SECTION 3:
THREATS AND OPPORTUNITIES OF
GLOBALIZATION**

**СЕКЦИЯ 3:
ЗАПЛАХИ И ВЪЗМОЖНОСТИ НА
ГЛОБАЛИЗАЦИЯТА**

Plovdiv, 2019

GLOBALIZATION TRENDS: CHALLENGES AND OPPORTUNITIES IN TURKEY

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Abstract: Globalization has multi-facet impacts on the lives of people. Turkey has faced the reality of globalization for many years but its adverse effect has been severely felt especially after the 1980s. Rapid development in technology and high-speed communication has made the technology change harder for some developing countries to cope with. As a result of technological advances in communications (e.g. telephone and worldwide web), countries are much more connected to each other politically, economically and environmentally. Basically, globalization can also be defined as the internationalization of everything related to different countries. Globalization process has impacted agricultural sector more than any other sector. Trend toward greater economic, cultural, political and technological interdependence among national institutions and economies. Turkey is one of the many countries that is taking this change the hardest, especially in the last 20 years, as a result of mayhem they have been enduring.

In this research, globalization has been revealed with the following dimensions:

- Globalization as a phenomenon, its causes and consequences.
- Advantages and disadvantages of globalization.
- Implications of globalization in Turkey

The findings of this research indicated that as globalization has progressed, living conditions have changed significantly in virtually all countries. Despite the divergence of views about globalization and its conflicts, there is, more common ground in this debate than is apparent at first glance. As a conclusion that this study looks only at the correlation between globalization and socio-economic measures. While the argument can be made that globalization directly impacts income, the argument that globalization directly impacts health, longevity, and the environment is more tenuous. Besides, globalization needs permanent control from the governments, affects all people’s lives. Globalization has both advantages and serious disadvantages.

Keywords: global trade, inequality, economic growth, human right.

TOURISM POLICY IN REPUBLIC OF NORTH MACEDONIA: PAST ISSUES AND FUTURE CHALLENGES

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Abstract: Despite political turmoil and economic crises in various parts of the world, tourism is one of the successful stories of present time and has shown constant economic growth in past few decades. Tourism has significant social and economic benefits for different countries, and tourism policy created by various governments is one of the primary factors for the existence and development of tourism sector. The subject of this paper is tourism policy in Republic of North Macedonia, as seen through the prism of historical development, past issues and future challenges. The paper provides basic data for the country such as: territory characteristics, population, number of international tourists, tourism law and key tourism policy creators on national, regional and local level. Table showing government bodies responsible for tourism, national, regional and local tourism development strategies as well as tourism related legislation is used to prepare an analysis of tourism policy in the country. For the purpose of paper, we use research methodology and secondary data sources by consulting official tourism development plans, government bodies and tourism laws in Republic of North Macedonia. An analysis and review of tourism development plans, government bodies and tourism legislative has been made, based on systematical evaluation of their actual content. The paper concluding remarks are regarding the structure of tourism policy and how the policy makers determine prospects and directions of tourism development in the Republic of North Macedonia.

Keywords: tourism, tourism policy, North Macedonia, tourism development strategy.

TERRORISM AS A THREAT TO GLOBALIZATION

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Abstract: Globalization is usually associated with the collapse of the block divide and the transition of socialist countries to a market economy, followed by the deepening of free trade, the emergence and growth of electronic media and mass communication as well as the emergence of multinational companies operating globally. The main drivers of globalization are the most developed countries in the world such as the US, European Union and Japan. Right-wing elements and nationalists see globalization as the worst vice. The emergence of terrorism in Europe is seen as an agent against Western civilization and globalism projects such as the European Union. With this paper we will try to prove that the emergence of terrorism in the last ten years on the ground, primarily in Europe, has an ideological background and is an attempt by the retrograde forces in the world, hidden under the cloak of religious and clerical nationalist groups, on how to preserve the existing order in the world, possibly, for a little more while.

The paper will explain the genesis of terrorism with an emphasis on the threat of globalization. There will also be a special emphasis on countering this global phenomenon, then on international co-operation, as well as on other dimensions, especially the financial component and the link to organized crime.

Keywords: globalization, terrorism, European Union, clerical nationalists, religious radicalism, neo-Nazism.

FIGHTING AGAINST FINANCING OF TERRORISM

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Abstract: Terrorism and its funding are interdependent actions one from another. However, there is a mutual relation to terrorism and the financing of terrorism. The financing affects the development of terrorism and encourages the bearers of terrorism to encourage the successful financing of their illegal activities. The financing of terrorism has an impact on the development of terrorism and the backbone. The impact of the development of terrorism leads to the strengthening of existing and finding new sources of funding. Financing terrorism is a specific form of financial crime. In essence, terrorist financing involves seeking, collecting or securing funds intended to be used to fund terrorist activities or a terrorist organization. Terrorism is a global problem that can be financed through legitimate sources such as fundraising activities and business profits, as well as through illegitimate sources such as drug trafficking and fraud. The fight against terrorism means taking defensive measures to reduce the vulnerability of people and funds from terrorist activities and not to permit the creation of conditions for financing those activities. This paper will show some of the measures for detecting, defining and fighting against financing terroristic activities.

Keywords: financing, funding, global, crime, terrorism.

MIGRATION AS A THREAT TO GLOBALIZATION

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Abstract: In its essence migrations are treated as a phenomenon of globalization. On the other hand, Brexit, the policies of the Visegrad Group and the United States in terms of migration, are assessed as anti-globalization measures. Also, the growth of right-wing extremism globally threatens the global economic as well as political and security order. The paper focuses on "uncontrolled" migration as a threat and the consequences of globalization. The aim is to prove that uncontrolled migration and illegal migration, as their subform, will inevitably lead to the closure of states within their borders, the growth of homophobia and the rise of nationalist and right extremist parties. This, coupled with the growth of youth unemployment, can be an introduction to the end of globalist projects such as the European Union. Western Balkan countries follow these processes with particular attention because of their interest in joining the EU. The current processes of uncertainty and promises from Brussels that this will happen one good day have serious implications for the development and stability of the region, not just WB, but we can freely say the whole region of Southeast Europe. The crisis of globalization will certainly have the effect of opening up more local crises and conflicts.

Keywords: globalization, migration, European Union, Western Balkans, conflicts.

FOREIGN TRADE OF BULGARIA IN THE PERIOD 2007 – 2017. QUANTITATIVE AND STRUCTURAL AMENDMENTS

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Abstract: The report analyzes the quantitative and structural changes in Bulgaria’s foreign trade during the years of its membership in the EU. Data for the period is compared to data for earlier periods. Major trends have been identified. Conclusions and recommendations were made.

Keywords: foreign trade, structure, import, export, commodity exchange, trade balance, deficit.

ВЪНШНАТА ТЪРГОВИЯ НА БЪЛГАРИЯ ПРЕЗ XXI ВЕК – КОЛИЧЕСТВЕНИ И СТРУКТУРНИ ИЗМЕНЕНИЯ

Красимир Левков

Висше училище по агробизнес и развитие на регионите, Пловдив, България

Резюме: В доклада са анализирани количествените и структурните изменения във външната търговия на България през годините на нейното членство в ЕС. Данните за периода са сравнени с данни за по-ранни периоди. Установени са основни тенденции. Направени са обобщаващи изводи и препоръки.

Ключови думи: външна търговия, структура, внос, износ, стокообмен, търговско салдо, дефицит.

TOURIST EXPORT OF BULGARIA AS A FACTOR FOR REDUCING THE NEGATIVE FOREIGN TRADE BALANCE

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Abstract: The report analyzes the role of tourism export of Bulgaria as a factor in reducing the negative foreign trade balance of the country. There is a tendency towards long-term growth of the relative share of tourist export as part of the total export. The influence of some limiters on the further growth of tourist export was found.

Keywords: foreign trade, trade balance, deficit, tourist export.

ТУРИСТИЧЕСКИЯТ ЕКСПОРТ НА БЪЛГАРИЯ КАТО ФАКТОР ЗА НАМАЛЯВАНЕ НА ОТРИЦАТЕЛНОТО ВЪНШНОТЪРГОВСКО САЛДО

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Резюме: В доклада се анализира ролята на туристическия експорт на България като фактор за намаляване на отрицателното външнотърговско салдо на страната. Разкрива се тенденция за постепенен спад на относителния му дял в общия износ. Установява се влиянието на някои ограничители на по-нататъшния ръст на туристическия експорт.

Ключови думи: външна търговия, търговско салдо, дефицит, туристически експорт.

ISIS, AN ARTIFICIAL TERRORIST ORGANISATION AND BITCOIN

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Abstract: Crypto currencies whose traders are not known, affect the world economy. In this case, it is possible to assert that an international terrorist organization can also trade them.

In the market, Bitcoin is well-known and regarding volume is a leader crypto currency between the crypto currencies. In this paper, it has been searched if there could be a strong correlation between bitcoin prices and ISIS. As methodology it has been checked ISIS attacks and Bitcoin prices relation, by graphics.

Keywords: Bitcoin, terrorism, crypto currencies, finance.

DATA MINING TECHNIQUES FOR ANTI MONEY LAUNDERING

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Abstract: Money laundering is the process of creating the appearance that large amounts of money obtained from serious crimes, such as drug trafficking or terrorist activity, originated from a legitimate source. Through money laundering, the launderer transforms the monetary proceeds derived from criminal activity into funds with an apparently legal source. The system that works against Money laundering is Anti-Money Laundering (AML) system. The existing system for Anti-Money Laundering accepts the bulk of data and converts it to large volumes reports that are tedious and topsy-turvy for a person to read without any help of software. To develop a structure to research in datamining, we create a taxonomy that combines research on patterns of observed fraud schemes with an appreciation of areas that benefit from a productive application of data mining. The aim of this study was to review research conducted in the field of fraud detection with an emphasis on detecting honey laundering and examine deficiencies based on data mining techniques. Which include a set of predefined rules and threshold values. In addition to this approach, data mining techniques are very convenient to detest money laundering patterns and detect unusual behavior. Therefore, unsupervised data mining technique will be more effective to detect new patterns of money laundering and can be crucial to enhance learning models based on classification methods. Of course, the development of new methods will be very useful to increase the accuracy of performance.

Keywords: financial fraud, fraud detection, money laundering detection, data mining, anomaly detection.

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SECTION 4:

REGIONAL STRATEGIES AND MANAGEMENT

СЕКЦИЯ 4:

РЕГИОНАЛНИ СТРАТЕГИИ И МЕНИДЖМЪНТ

Plovdiv, 2019

EVALUATION OF REGIONAL DEVELOPMENT POLICY IN TURKEY

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Abstract: Economic growth and development are the main objectives of all countries. Development means an effort to develop the variables of social structure by being influenced by political authority by certain policies. Therefore, development also has a political content. The development is the mobilization of the contemporary civilization and technology stage of a society in line with its structural features and the change of individual abilities, skills and behaviours as a part of this mobilization.

Although the main objectives of the countries are to ensure economic growth and development, differences may occur between regions in terms of development and prosperity. Interregional imbalance and development gap is one of the socioeconomic problems that can be encountered in all developed and developing countries. However, interregional imbalances and development differences are more chronic in developing countries. Many countries have resorted to various instruments and mechanisms, such as incentives and grants, to eliminate interregional imbalances, to ensure balanced development and to direct investments to backward regions.

In Turkey, regional imbalances have been decisive for many years applied in the preparation of 5-year development plans. Turkey's western regions, compared to the eastern region; have a higher level of development in terms of many economic and social indicators such as share of national income, employment rate, education level, health expenditures.

The aim of this study is to evaluate the effectiveness of regional development policies implemented to reduce disparities between regions in Turkey. Therefore, in this study Turkey's regional development policies will be evaluate and make recommendations for reducing and eliminating regional imbalances.

As a result, the main factors that create development differences between regions are; lack of education, insufficient capital accumulation, underdevelopment of a local market, lack of geographical location and infrastructure and rapid population growth. Turkey's rural population is rapidly migrating to the urban areas. The phenomenon of rapid migration hinders the development of migrant regions, but also creates many socio-economic problems in the migrated regions. Development plans in Turkey, have been insufficient on regional policy implementation, monitoring and evaluation for many years. In order to ensure regional development, it is necessary to internalize regional policies, strengthen cooperation, participation and mutual relations and increase investments that strengthen human capital.

Keywords: regional development, development plans, economic growth, regional disparities, welfare level.

DEVELOPMENT AGENCIES IN REGIONAL DEVELOPMENT: TRAKYA DEVELOPMENT AGENCY

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Abstract: The preliminary source of regional policy and regional instruments in Turkey is the Five Year Development Plans. These plans, however failed to demonstrate the expected effectiveness in regional development. Development agencies are a regional development system that has its own technical and financial mechanism and a non-profit regional development system in where all parties (public, private sector and non-governmental organizations) the region are of advisors, decision makers and implementers. Agencies aim to lead national and global competitiveness both by ensuring a balanced distribution of development throughout the country and by mobilizing the potential of the regions. With its headquarters in Tekirdağ, Trakya Development Agency was established in Edirne and Kırklareli provinces with the authorization of the Council of Ministers on July 14, 2009 to reinforce collaboration between the public, private sector and civil society, to ensure resources are used appropriately and efficiently and to contribute to the socio-economic development of the region by stimulating local potential. Since its inception in 2010, 675 projects have been supported and 174 reports have been prepared for the region. Development agencies playing a role in regional development in Turkey will be examined in this study.

The contribution of the Thrace Development Agency operating in the Thrace region to the regional development is to be demonstrated. For this purpose, studies in this field and official sources are to be the material of the research.

Keywords: development agency, Thrace region, regional development.

SOMETHING MORE THAN A SPORT, SAILING TO THE LIFE

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Abstract: Each day the number of individuals is increasing which wishes for sports, challenges, nature, and wetland that increases the individual's recreative activities. It is seen that - especially- sailing organizations are getting more attention and also there have been so many competitions that are getting scheduled recently. In this study, it is researched how the individuals approach sailing and how the sailing affects their lives who participated in the sailing organizations in Çanakkale, Bozcaada. According to those purposes, an interview was set up with the 13 sailors who participated to the 2019 Naval Forces Cup Sailing Competition which took place in Bozcaada. As a result of the interview, it is observed that sailing takes very important role in individuals life that helps them to socialize, let them challenge the nature and to overcome the issues in their life.

Keywords: sailing, tourism, recreation, leisure, life satisfaction.

REGIONAL IMBALANCES AND OPPORTUNITIES FOR THEIR REDUCTION THROUGH THE TERRITORIAL DEVELOPMENT AND RURAL TOURISM PROGRAMS

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Abstract: This study attempts to analyze the various social, economic and environmental processes and phenomena that occur in our country during the transition period. Particular attention is paid to the demographic crisis, migration and depopulation processes, the economic crisis in individual sectors and their regional imbalances.

An analysis of the opportunities for the development of rural tourism in the Republic of Bulgaria is made. The main problems associated with the measure used are guest houses - geographical, legal, political and others.

Keywords: : regional policy, regional development, regional imbalances, demographic crisis, rural tourism.

РЕГИОНАЛНИ ДИСБАЛАНСИ И ВЪЗМОЖНОСТИ ЗА ТЯХНОТО НАМАЛЕНИЕ ЧРЕЗ ПРОГРАМИТЕ ЗА РАЗВИТИЕ НА ТЕРИТОРИЯТА И СЕЛСКИЯ ТУРИЗЪМ

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Резюме: В настоящето изследване се прави опит за анализ на различни социални, икономически и екологически процеси и явления, протичащи у нас в периода на прехода. Значително място е отделено на демографската криза, миграционните и депопулационни процеси, икономическата криза в отделните отрасли и регионалните им дисбаланси.

Прави се анализ на възможностите за развитие на селския туризъм в Р. България. Отбелязват се основните проблеми свързани с използваната мярка „къщи за гости“ – географски, юридически, политически и други.

Ключови думи: регионална политика, регионално развитие, регионални дисбаланси, демографска криза, селски туризъм.

THE GEOGRAPHICAL FACTOR AND THE LAND TAX

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Abstract: Land tax is the basis of the tax system. It experienced the feudal period, and its actuality in the capitalism is proven by classics such as Adam Smith, David Ricardo, Johann von Thunen and others. Various decisions are made in modern society and there are different understandings of the land tax. It is both central and local. In the conditions of industrialization and urbanization the land tax is multiplied and gives several varieties. A tax on land is set in urban conditions - buildings, yards, yard farming are commented. There is a general view of the need and usefulness of such a tax. There are quite a few other opinions on the tax on farmland outside the settlements. It exists everywhere and it is also denied everywhere. There is no unified opinion among specialists and politicians, both in the EU and in our country. In Bulgaria this theme and the issues about the benefit and the damage of land tax and the mechanism for its calculation are constantly discussed. In any case, the geographic factor is with major importance. It is manifested mainly through the geographical situation, which is expressed in Bulgarian by the expression "geographical position". The change in the geographical situation of agricultural land is very important for Bulgarian conditions. This is the subject to our research, while the object is the land tax. The main method is historical comparison, visits and polls if they are needed. From our attention we exclude the settlements and the taxes of the land in their borders. We are only interested in agricultural lands. The main role is in the consequences of agrarian reform, which we do not think is successful or over. Especially in the conditions of regular EU membership, we believe that the need for land farm tax is growing every day. It could be and should be the basis of the missing agricultural regional policy - for example, in the case of suburban agriculture, the country definitely went back and lags behind the agricultural states. There is no common division of agriculture and agribusiness. In our opinion, the land tax is an element of the complex regional organization of agriculture, which today is limited to the individual research centers of plant species and farm animals. The introduction of the land tax must be extremely flexible on the territory and it has to pursue clear regional and local objectives: economic, social, environmental.

Keywords: Bulgaria, land tax, regional and local policy, agricultural regionalization, suburban agriculture.

ГЕОГРАФСКИЯТ ФАКТОР И ПОЗЕМЛЕНИЯТ ДАНЪК

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Резюме: Поземленият данък е в основата на данъчната система. Той преживява феодалния период и неговата актуалност през настъпващия капитализъм е доказана от класици като Адам Смит, Дейвид Рикардо, Йохан фон Тюнен и др. В модерното общество се взимат различни решения и има различни разбирания за поземления данък. Той е и централен и местен. В условията на индустриализацията и урбанизацията поземленият данък се рои и дава няколко разновидности. Обособява се данък върху земята при градските условия. Тук се коментират сградите, дворовете, дворното земеделие. Общо е мнението за нуждата и полезността на такъв данък. Съвсем други са мненията по въпроса за данък върху земеделските земи извън селищата. Той съществува навсякъде, както е и отричан също повсеместно. Липсва единно мнение сред специалистите и политиците, както в ЕС, така и у нас. В България също се води постоянна дискусия по въпроса, както за ползата или вредата от поземления данък днес, така и по механизма за неговото изчисление. Във всички случаи географският фактор има главно значение. Той се проявява най-вече чрез географската ситуация, която на български се изразява чрез израза „географско положение“. За българските условия особено важна е промяната в географското положение на земеделските земи. Именно те са субект на нашето изследване, докато обектът е самият поземлен данък. Основният метод е сравнението в исторически план, както и посещенията на терена и анкетите по необходимост. От нашето внимание ние изключваме селищата и облагането на земята в техните граници. Интересуват ни само земеделските земи. Главната роля се пада на последиците от аграрната реформа, която според нас нито е най-сполучливата, нито е приключила. Като отчитаме продължаващите промени, особено в условията на редовното членство в ЕС, ние смятаме, че от ден на ден нуждата от поземлен земеделски данък расте. Той може и трябва да стои в основата на липсващата земеделска регионална политика, така и комплексна такава. В това отношение, например при крайградското земеделие, страната определено се върна назад и изостава от земеделските държави. Липсва общоприето райониране на земеделието и агробизнеса. Според нас поземленият данък е елемент на сложната регионална организация на земеделието, която днес е сведена само до отделните изследователски центрове по видове растения и земеделски животни. Въвеждането на поземленият данък трябва да бъде изключително гъвкаво по територията и да преследва ясни регионални и локални цели: икономически, социални, екологически.

Ключови думи: България, поземлен данък, регионална и локална политика, райониране на земеделието, крайградско земеделие.

OPPORTUNITIES FOR DEVELOPMENT OF AGRICULTURE IN BLAGOEVGRAD REGION

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Abstract: In scientific work an attempt was made to study the region of Blagoevgrad and the opportunities for agricultural development. The results, analyses and conclusions were formed through a conducted practical study of a number of farms, studied literature and trends and specific characteristics in the sector. The strengths and weaknesses of the agriculture are highlighted, specific recommendations for development and improvement are made, in view of the existing climatic, geographic indicators and peculiarities of the region. The main hypothesis of Labor is that the Blagoevgrad region is large by territory, population and favorable geographic location, suggesting favorable opportunities for agricultural development.

Keywords: Region of Blagoevgrad, agricultural analysis, farm financing, agricultural development opportunities.

ВЪЗМОЖНОСТИ ЗА РАЗВИТИЕ НА СЕЛСКОТО СТОПАНСТВО В РЕГИОН БЛАГОЕВГРАД

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Резюме: В научния труд е направен опит за изследване на област Благоевград и възможностите за развитие на селското стопанство. Резултатите, анализите и изводите са формирани чрез проведено практическо изследване на определен брой земеделски стопанства, проучена литература и тенденциите и конкретните особености в сектора. Изтъкнати са силните и слаби страни на земеделието, изказани са конкретни препоръки за развитие и усъвършенстване му, в предвид съществуващите климатични, географски показатели и особености на региона. Основната хипотеза на труда е, че регион Благоевград е голям по територия, население и благоприятно географско разположение, което предполага благоприятни възможности за развитие на селското стопанство.

Ключови думи: регион Благоевград, анализ на земеделието, финансиране на земеделските стопанства, възможности за развитие на селското стопанство.

THE ROLE OF INVESTMENTS IN TOURISM

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Abstract: The development and competitiveness of tourism is highly depending on investments in the sector, because they stimulate tourism research and directly influence the tourism infra- and superstructures. The article aims to analyze the investment process in tourism, identifying trends, opportunities and the investment environment. Empirical-analytical methods are used including analysis of literary sources on the peculiarities of the investment process in the tourism and processing of statistical data. Conclusions have been drawn about the investment process in tourism and the need to increase its economic efficiency.

Keywords: tourism, investments, investment needs.

EXPLORING THE POSSIBILITIES OF SPECIALIZED TYPES OF TOURISM AS AN ALTERNATIVE TO DEVELOP YEAR-ROUND TOURISM PRODUCTS TO MASS TOURISM IN THE MUNICIPALITY OF POMORIE

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Abstract: The tendencies in the development of modern tourism and the significant resource potential available to the Republic of Bulgaria give grounds for detailed and more intensive development of specialized forms of tourism. They are the immediate response to the reconsideration of this economic activity as a social model of modern consumer society. With the emergence of new forms and models for recreation specialized types of tourism successfully meet today's challenges of tourism practices in the context of the development of year-round tourism product alternative to the Bulgarian Black Sea tourism. The specialized types of tourism do not replace the mass one, but differentiate it, expand it and enrich it. In the present study the existing natural and anthropogenic resources are analyzed as realization factors for the creation of specialized tourism practices in the municipality of Pomorie. The surveyed municipality has a number of advantages of natural, climatic and geographical territorial character, which, however, have not been sufficiently used. The tourism potential is estimated to be extremely good, with existing real prerequisites for the transformation of specialized forms of tourism in the municipality as a factor for year-round economic growth.

Keywords: alternative type of tourism, year-round tourism product culinary tourism, spa and balneo tourism, wine tourism.

ИЗСЛЕДВАНЕ ВЪЗМОЖНОСТИТЕ НА СПЕЦИАЛИЗИРАНИТЕ ВИДОВЕ ТУРИЗЪМ КАТО АЛТЕРНАТИВА ЗА РАЗВИТИЕ НА ЦЕЛОГОДИШЕН ТУРИСТИЧЕСКИ ПРОДУКТ НА МАСОВИЯ ТУРИЗЪМ В ОБЩИНА ПОМОРИЕ

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Резюме: Тенденциите в развитието на съвременния туризъм и значимия ресурсен потенциал, с който разполага Република България, дават основание за детайлно и интензивно развитие на специализираните форми на туризъм. Те се явяват непосредствен отговор на преосмислянето на тази икономическа дейност, като социален модел на съвременното консуматорското общество. С възникването на нови форми и модели за рекреация специализираните видове туризъм отговарят успешно на днешните предизвикателства на туристическата практика в контекста на развитието на целогодишен туристически продукт, алтернативен на наложения по българското черноморие морски туризъм. Специализираните видове туризъм не заменят масовия, а го диференцират, разширяват го и го обогатяват. В настоящето изследване са анализирани съществуващите природни и антропогенни ресурси, като реализационни фактори за създаване на специализирани туристически практики в община Поморие. Изследваната община разполага с редица преимущества от природно-климатичен и географско териториален характер, които обаче не са използвани в достатъчна степен. Туристическият потенциал е оценен като изключително добър, със съществуващи реални предпоставки за превръщането на специализираните форми на туризъм в общината, като фактор за целогодишен икономически растеж.

Ключови думи: специализирани видове туризъм, масов туризъм, целогодишни туристически практики, кулинарен туризъм, винен туризъм, балнео и спа туризъм, културно-исторически туризъм.

POTENTIAL AND OPPORTUNITIES FOR RURAL TOURISM DEVELOPMENT IN LAG „TUTRAKAN – SLIVO POLE“

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Abstract: The analytical study was carried out mainly on the basis of a cabinet study of the available information, collection and processing of information (including from public and other accessible sources, including public registers) about the potential and opportunities for the development of rural tourism in the territory of the local action group (LAG) Tutrakan and Slivo Pole and analyzing documentary sources on the topic. It is not subject to a pre-set framework and method but depends entirely on the nature of the documents available. This study / study uses the so-called. secondary analysis of empirical data and content analysis (content analysis) of the open documents that were used in the study. As part of the study, a database was created with territory characteristics relating to the potential and opportunities for rural tourism development.

The methods of analysis used are mainly dictated by the information available. In support of the study, the municipalities of Tutrakan and Slivo Pole provided information on accommodation, the number of nights spent and more. Useful information.

Valorisation and preservation of the natural and cultural-historical heritage in the territory, aimed at engaging the local population in initiatives for raising awareness and conducting events for the study, preservation and promotion of the cultural-historical and natural heritage and making it an attractive attraction source and the prosperity of the territory.

Indirectly, the aim is to build partnerships between business, the civil sector and the municipality, in the development of initiatives, in support of tourism development. The restoration and maintenance of churches and temples, as well as investments to improve tourist infrastructure, attractions and facilities for visitors, will also contribute to the achievement of this goal.

Keywords: local action group, rural tourism, potential, opportunities, research, business, analysis, options, product.

ПОТЕНЦИАЛ И ВЪЗМОЖНОСТИ ЗА РАЗВИТИЕ НА СЕЛСКИЯ ТУРИЗЪМ В „МИГ ТУТРАКАН – СЛИВО ПОЛЕ“

Валентина Маринова

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Director local action group

Резюме: Аналитичното проучване е осъществено предимно на базата на кабинетно проучване на наличната информация, събиране и обработване на информация (включително от публични и други достъпни източници, вкл. публични регистри) за потенциала и възможностите за развитие на селския туризъм на територията на МИГ в общините Тутракан и Сливо поле и анализиране на документални източници по темата. То не подлежи на предварително заложен рамка и метод, а изцяло зависи от характера на наличните документи. В настоящото изследване/проучване се ползва и т.нар. вторичен анализ на емпирични данни и анализа на съдържание (контент анализ) на откритите документи, които са използвани в проучването. Като част от проучването е създадена база-данни с характеристика на територията, отнасящи се до потенциала и възможностите за развитие на селския туризъм.

Методите за анализ, които са използвани, са продиктувани основно от наличната информация. В подкрепа на проучването общините Тутракан и Сливо поле са предоставили справка относно местата за настаняване, броят на реализираните нощувки и др. полезна информация.

Валоризиране и съхраняване на природното и културно-историческо наследство на територията, насочена към ангажиране на местното население в инициативи за повишаване на информираността и провеждане на събития по изучаване, съхраняване и популяризиране на културно-историческо и природно наследство и превръщането му в източник за повишаване атрактивността и просперитета на територията.

Индиректно целта е насочена към изграждане на партньорства между бизнеса, гражданския сектор и общината, в развитие на инициативи, в подкрепа на развитие на туризма. Принос в постигане на целта ще имат и дейностите за възстановяване и поддържане на църкви и храмове, както и инвестициите за подобряване на туристическата инфраструктура, атракции и съоръжения за посетителите.

Ключови думи: местна инициативна група, селски туризъм, потенциал, възможности, проучване, бизнес, анализ, варианти, продукт.

THE STATE AND OPPORTUNITIES FOR THE DEVELOPMENT OF TOURISM IN THE MUNICIPALITIES IN THE LOWER DANUBE RIVER

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Abstract: Analyzes and studies related to the state of the municipalities in the Lower Danube valley give an idea of possible directions for tourism development in the studied region. The prerequisites for this are the presence of numerous cultural and historical sites, diverse natural resources, the religious and ethnic diversity of the region, which are the conditions for making it an attractive and active tourist destination. The report presents the results of a survey of respondents from the municipal administration, business, public and non-governmental organizations in the period September 2018 - February 2019.

Keywords: tourism, tourist area, Danube area.

СЪСТОЯНИЕ И ВЪЗМОЖНОСТИ ЗА РАЗВИТИЕ НА ТУРИЗМА В ОБЩИНИТЕ ПО ПОРЕЧИЕТО НА ДОЛЕН ДУНАВ

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Резюме: Анализите и проучванията свързани със състоянието на общините в поречието на Долен Дунав, дават представа за възможните насоки за развитие на туризма в изследвания регион. Предпоставки за това са наличието на множество културно-исторически забележителности, разнообразни природни ресурси, религиозното и етническото многообразие на региона, които са условия за превръщането му в привлекателна и активна туристическа дестинация. В доклада са представени резултати от проведено проучване сред респонденти представители на общинската администрация, бизнеса, обществени и неправителствени организации в периода септември 2018 г. – февруари 2019 г.

Ключови думи: туризъм, туристически район, район Дунав.

**International scientific and practical conference
“Bulgaria of regions’2019”**

**SECTION 5:
BUSINESS MODELS, SUSTAINABLE
DEVELOPMENT AND INNOVATION**

**СЕКЦИЯ 5:
БИЗНЕС МОДЕЛИ, УСТОЙЧИВО РАЗВИТИЕ И
ИНОВАЦИИ**

Plovdiv, 2019

SITUATION ANALYSIS OF THE FISHERIES SECTOR OF TURKEY

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Abstract: The fisheries sector is one of the fastest-growing sectors in our country for the last thirty years. According to the data of the 2018-2019 ministry of agriculture and forestry, approximately 50% of the total aquaculture production of our country is obtained through aquaculture and 50% through hunting. Seafood, one of the important export items of our country, increased by 13% in 2018 compared to the previous year and provided USD 952 million in foreign exchange inflow. However, the potential for seafood production and the potential for increasing employment in this field cannot be adequately evaluated. There are important problems in this regard, such as excessive exploitation of the seas and insufficient encouragement of aquaculture activities on a state basis are the main reasons for this. The easements will be provided by the government to the local and foreign investors, expanding the seafood production in a sustainable and healthy way with novel technology focus are thought to be the main factors that increase and maximize the regional and national income in near future.

Keywords: fisheries sector, regional development, situation analysis.

FISH PROCESSING WASTES: POTENTIAL SOURCE OF BYPRODUCTS

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Abstract: The fish processing industry is one of the major business sectors in coastal countries. During the processing of fish or shellfish leads to enormous amounts of waste. The problem of fishery wastes has increased in recent years, becoming a global concern, which is affected by several biological, technical and operational factors as well as socio-economic drivers. Nowadays, both minimize the environmental impact of fish industry waste and recycling of these wastes as a functional byproduct are a very important topic adopted by the experts. Fish processing generates solid wastes that can be as high as 50 to 80% of the original raw material and these wastes are an excellent raw material for the preparation of high value byproducts. In the literature, attempts have been made to study the development of various byproducts from fish and shellfish waste that can be used to produce fish protein concentrate, amino acids, fish oils, minerals, bioactive peptides, collagen, and gelatin as well as other value-added products. These wastes are used in many applications among which the most important are animal feed, biodiesel/biogas, dietetic products, natural pigments, food-packaging applications, cosmetics, enzyme isolation, etc. The main target of this review is to summarize the current and potential uses of fish waste in terms of economic and innovative.

Keywords: fish processing waste, high value byproduct, economic impact, innovation.

THE ROLE OF AGRICULTURAL SUPPORTS IN SUSTAINABLE RURAL DEVELOPMENT: THE CASE OF TURKEY

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Abstract: Sustainable rural development is vital to the economic, social and environmental viability of nations. It is essential for poverty eradication since global poverty is overwhelmingly rural. Rural development should be viewed as the core of any viable strategy for national development in developing countries where an average 2/3 of the population live in rural areas. It is important for agriculture to keep rural population in place by developing the rural and increasing its attractiveness. Agriculture is the primary means of living in countryside throughout the world. Therefore, it is evident that agricultural supports are effective in reducing poverty in rural parts of the country and ensuring sustainability.

Turkey’s agricultural economy is among the top ten in the world, with half of the country consisting of agricultural land and nearly a quarter of the population employed in agriculture. But, the rapid industrialization of Turkey after 1930's and government policies caused agriculture's share to decline in overall income. This caused the fall of economic standards of the farmers and contributed to emigration from rural to urban areas. Agricultural supports given to producers are important in order to keep the rural population in place. However in Turkey, agricultural supports meet a small portion of the input cost of the producer and the increase in input prices is higher than the increase in product prices. Some years, supports are insufficient for producers. According to the agreement with the IMF's agricultural support, it is limited to 1% of GDP (Gross Domestic Product). But the producers have taken only the half of their support. These supports must be increased for protecting producers. Because the input prices are very high in Turkey and producers are affected negatively. Supports should increase the farmer’s income and resolve the structural problems of the sector in order to build a sector that is competitive and independent. However, such supports are not alone sufficient in explaining farmer welfare and rural poverty. There are several natural, economic, social, cultural, and even political factors affecting agricultural and rural welfare levels. The sources allocated to rural development projects that contribute to reverse the migration trends by improving the working and living conditions in rural spaces must be increased. Because developing the farmer means developing the agriculture, economy and country. Therefore, it is extremely important to implement consistent and sustainable agricultural policies in agriculture.

In this research, the current situation of agricultural support policies, their effects to farmers and to sustainable rural development were evaluated and solutions were offered regarding these problems.

Keywords: sustainable rural development, agricultural supports, producer, support policy, Turkey.

CERTIFICATION PROCESS, CERTIFICATION INSTITUTIONS AND CRITERIA ABOUT PRACTICES OF THE FOOD SAFETY MANAGEMENT SYSTEM

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Abstract: Food safety is the all precautions which are taken to eliminate the physical, chemical and biological damages. There are noteworthy factors in terms of human health and service quality in the all companies which produce food. There are private consulting institutions for companies which really attach important to public and human health in the presence of international standards and obligations. Being aware of the fact, several companies in Turkey carry out these processes by taking serious costs into consideration since they regard it as a necessity of being an outstanding brand. Besides, the increasing world population and the inversely proportional arable cultivated areas which are decreasing bring about some industrial interventions. These interventions are quite significant for both companies and consumers. While preferring safe food, they focus on the label on them, their logos approved by secure institutions and documents of management systems in the company. In a company which produces food, the practice of “The Food Safety Management System” causes consumers to think that company is able to produce the safe food. Since food safety dangers can occur during any phases of food chain, sufficient control in food chain is a fundamental necessity. The aim of ISO 22 000 is to ensure food safety and security within the Food Safety Management System. The main approach of the ISO 22 000 Standard is to practice a preventive system which keeps all the process within the food chain with its effects such as staff and equipment under control. This system has been developed for consumers in order not to be exposed to food borne diseases. In the institutions, The Food Safety Management System includes production control, product control, equipment control; maintenance and hygiene practices; hygiene of staff and visitors; transport, storage, product information; training, choosing and evaluating of supplier; communication and etc. The main objective is to ensure the product quality and consumers’ healthy determining intolerable risks which can result from mistakes of process. Food security audits have a potential danger determinant and analyzer role in product, design, product and quality control. ISO 22 000 is not only about food security; but also it constitutes a fundamental and irreplaceable part of quality assurance in industrial production and service practices while increasing sensory and nutritious quality. In the Food Safety Management System, everyone is given responsibility during and after production; and a productive motivation is ensured with a more participation. Besides, local and global productivity is increased while utilizing resources more effectively and decreasing losses and this causes companies to have total quality management.

Keywords: food safety management system, certification process, certification institutions, food safety.

THE ROLE OF CIVIC SOCIETY IN SUSTAINABLE DEVELOPMENT

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Abstract: As citizens we are responsible to create better future for the next generations. The political agenda has always been agreed by parliament and the government, but it can also be shaped by civil society organizations through campaigns and lobbying for current issues, needs and concerns of citizens. This paper aims to draw a clear picture of successful practices on a global level where collaboration between public sector and civic society results with creation of sustainable development. For this purpose it will be used deductive method of global and national literature, method of comparison with the practical results in this field and synthesis method that combines theoretical and practical knowledge into new proposed solutions. The theory and the practice have shown that for the last ten years for the first time it has visible improvement in this collaboration between those sectors. However, there is left much more space for improvement in the process of policy creation with involvement of all interested parties in SEE region countries.

Keywords: civic society, public sector, sustainable development.

THE „MyWorld“ PLATFORM CHALLENGE FOR PARTICIPATION, CREATION AND MANAGEMENT INTERNATIONAL BUSINESS

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Abstract: Informatics has created opportunities for every creative person or company from their place and country of living and work to get involved and take part in the creation and management of international business. The best way to participate, create and manage international business is to provide online platforms. On them, the participants place their ideas, intentions and interests and intersect with the ideas, intentions and interests of like-minded people.

MyWorld is a creative platform that involves participants (consumers, marketers and firms) in more than 50 countries and therefore offers the opportunity to recognize and implement ideas, innovations and upgrades in its operations and in the offer. MyWorld is a win-win platform that satisfies each party in the business, that is, everyone gets something plus when participating, creating and managing this international business.

That's why MyWorld is today a challenge for every person and company that has an "open view" of global business because it allows them to save, time and money in the intention to participate, create and manage international business.

Keywords: International business, platform, MyWorld.

CURRENT ASPECTS IN FINANCIAL ACCOUNTING TRAINING AS A FACTOR AFFECTING LEADERSHIP SKILLS DEVELOPMENT

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Abstract: The changes that occurred after 1989 in Bulgaria and respectively with the transition from a plan-oriented and centralized to a market economy, we started talking about business. For the last 30 years, business in Bulgaria has been changing and evolving to its present state when the formula for successful business includes: competitive advantages on the basis of reliable resources, sustainable development at the company level, modern technologies for optimization of business processes, highly qualified staff and quality marketing in combination with leadership and professionalism. The subject of this study are the factors for the development of leadership skills, especially knowledge and competence in financial accounting.

Keywords: accounting, financial accounting, accounting budgeting, accounting analysis, leader.

АКТУАЛНИ МОМЕНТИ ПРИ ОБУЧЕНИЕТО ПО ФИНАНСОВО СЧЕТОВОДСТВО КАТО ФАКТОР ЗА ИЗГРАЖДАНЕ НА ЛИДЕРСКИ УМЕНИЯ

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Резюме: С промените, настъпили след 1989 г. в България и респ. с преминаването от планово-ориентирано и централизирано към пазарно стопанство, у нас постепенно се заговори за бизнес. За изминалите почти 30 години от тогава бизнесът в България се изменяше и развиваше, за да достигне до настоящето си състояние, когато формулата за успешен бизнес включва: конкурентни предимства на база сигурни и надеждни ресурси, устойчиво развитие на фирмено ниво, съвременни технологии за оптимизиране на стопанските процеси, висококвалифицирани кадри и качествен маркетинг в комбинация с лидерство и професионализъм. Предмет на настоящето изследване са факторите за изграждането и развитието на лидерските умения, и по-специално знанията и компетентностите по финансово счетоводство.

Ключови думи: счетоводство, финансово счетоводство, счетоводно бюджетиране, счетоводен анализ, лидер.

**APPLICATION OF PLANT BIOTECHNOLOGY METHODS FOR
THE CONSERVATION OF GENETIC RESOURCES AND FOR
ACCELERATED REPRODUCTION IN THE SPECIES
Glycyrrhiza glabra L.**

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Abstract: The species *Glycyrrhiza glabra* L. is a perennial herbaceous plant, distributed mainly along the Danube River. The species has disappeared in recent years, necessitating the search for maximum conservation methods. By applying the in vitro method, it is possible to preserve and maximally reproduce the species under controlled conditions. The relationship between height and number of leaves in adapted plants was investigated to determine the statistical relationship between them. The regression coefficient found a relationship between height and number of leaves in plants.

Keywords: in vitro, *Glycyrrhiza glabra* L., medicinal plants, plant propagation, conservation.

**ПРИЛОЖЕНИЕ НА МЕТОДИТЕ НА РАСТИТЕЛНИТЕ
БИОТЕХНОЛОГИИ ЗА ОПАЗВАНЕ НА ГЕНЕТИЧНИ
РЕСУРСИ И ЗА УСКОРЕНО РАЗМНОЖАВАНЕ ПРИ ВИДА
Glycyrrhiza glabra L.**

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Резюме: Видът *Glycyrrhiza glabra* L. е многогодишно тревисто растение, разпространено предимно в поречието на река Дунав. През последните години се наблюдава изчезване на вида, което налага да се търсят методи за максимално запазване. Прилагайки in vitro метода е възможност за запазване и максимално размножение на вида в контролирани условия. Проучена е зависимостта между височината и броя листа при адаптирани растения, за да се установи каква е статистическата взаимовръзка между тях. Регресионният коефициент, установи зависимост между височината и броя листа при растенията.

Ключови думи: in vitro, *Glycyrrhiza glabra* L. медицински растения, размножаване, съхранение

ACCOUNTING BUSINESS ANALYSIS OF THE ENTERPRISE – CHALLENGES AND PERSPECTIVES

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Abstract: The scientific paper proposes models for improving the scientometry, methodology and organization of accounting business analysis of the enterprise. Methodological problems of information capacity, individual dynamics and models for the analysis of the key indicators characterizing the activity, financial stability and competitiveness of the enterprise are investigated. A concentric “Accounting Business Analysis in a Balanced Scorecard” model with market positioning (SWOT), Z-Score Analysis and competitiveness analysis are presented. This article explores the problems of providing accounting business analysis information in a balanced scorecard through accounting and integrated reporting systems. Models of strategic maps with KPI indicators are presented, characterizing the activity at a corporate and intercompany level and by functional points of responsibility.

Keywords: analysis, accounting analysis, balanced system, key indicators, accounting, integrated reporting.

СТОПАНСКИ СЧЕТОВОДЕН АНАЛИЗ НА ПРЕДПРИЯТИЕТО – ПРЕДИЗВИКАТЕЛСТВА И ПЕРСПЕКТИВИ

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Резюме: В доклада са предложени модели за усъвършенстване на наукометрията, методологията и организацията на стопанския счетоводен анализ на предприятието. Изследвани са методологични проблеми и модели за анализ на ключови показатели, характеризиращи дейността, финансовата стабилност и ефективността. Представен е концентричен модел „Счетоводен бизнес анализ в балансирана система от показатели” с възможности за пазарно позициониране (SWOT – Analysis), анализ на риска (Z-Score Analysis). Изследвани са проблеми на информационното осигуряване на стопанския счетоводен анализ в балансирана система от показатели, посредством системи за счетоводно и интегрирано отчитане.

Ключови думи: анализ, счетоводство, балансирана система, интегрирано отчитане.

DEVELOPMENT OF INNOVATIONS AND TECHNOLOGIES IN THE BANKING SECTOR

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Abstract: The paper analyzes the innovative trends that determine the development of financial markets. The nature of financial innovations in the banking sector has been clarified and a detailed classification has been made. The risks affecting the banking business in the context of its digitalization and globalization are presented. The role of innovation in the future development of the banking sector has been recognized.

Keywords: banking services, payment services, investments, financial innovation.

РАЗВИТИЕ НА ИНОВАЦИИТЕ И ТЕХНОЛОГИИТЕ В БАНКОВИЯ СЕКТОР

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Резюме: В научния доклад са анализирани иновативните тенденции, които определят развитието на финансовите пазари. Изяснена е същността на финансовите иновации в банковия сектор, като е направена тяхна подробна класификация. Представени са рисковете, влияещи върху банковия бизнес в контекста на неговата дигитализация и глобализация. Отчетена е ролята на иновациите за бъдещото развитие на банковия сектор.

Ключови думи: банкови услуги, платежни услуги, инвестиции, финансови иновации.

**International scientific and practical conference
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**SECTION 6:
COMPETITIVENESS, ENTREPRENEURSHIP AND
GROWTH POTENTIAL**

**СЕКЦИЯ 6:
КОНКУРЕНТОСПОСОБНОСТ,
ПРЕДПРИЕМАЧЕСТВО И ПОТЕНЦИАЛ ЗА
РАСТЕЖ**

Plovdiv, 2019

INTERNATIONAL COMPETITIVENESS OF AGRICULTURAL EXPORT: COMPARATIVE ANALYSIS OF THE EU COUNTRIES AND TURKEY

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Abstract: Food and agriculture are essential for people to survive and the contribution of them to national income is of great importance. It is strategically important for countries both to decrease external dependence by increasing domestic production and to earn income by exporting agricultural products. In addition, export value, which is the most important item of foreign trade, is one of the most important macroeconomic concepts in terms of economic growth, development and welfare increases of countries.

Revealed Comparative Advantage (RCA) coefficients are calculated as the ratio of the country's total product/sector exports to total exports divided by the ratio of exports of the same product/sector to total exports in the reference area. RCA coefficients which can also be expressed as Balassa Index; compares the country's specialization in one product/sector with the specialization of the other country or the reference field. According to Balassa Index, if the export of a particular product / product group of a country is higher than the average export of the reference area in that product / sector, that country is defined as specialized in the export of that product / sector.

In this study it is aimed that to compare Turkey and the EU countries' export values in agricultural products basis. Comparative advantage and competitiveness of agricultural products of Turkey and the EU between 2008 and 2017 were discussed by using Balassa Revealed Comparative Advantages Index (RCA). EU-28 was taken as the reference area in the study.

According to results, there is no major changes or fluctuations in the competitiveness of Austria, Belgium, Cyprus, Germany, Sweden and UK in the last ten years. While there is a reduction in Denmark, Estonia, France and Ireland's competitiveness, Italy and Turkey have increased their competitiveness. There are great fluctuations in Bulgaria's competitiveness in the last 10 years.

In 2017, there is a competitive disadvantage in Austria, Cyprus, Czech, Estonia, Finland, Germany, Ireland, Luxembourg, Malta, Slovakia, Slovenia, Sweden and the UK. Belgium, Bulgaria, Croatia, Denmark, France, Greece, Hungary, Italy, Latvia, Lithuania, Netherlands, Poland, Portugal, Romania, Spain and Turkey have a competitive advantage.

Keywords: Balassa Index, Revealed Comparative Advantages Index, Competitiveness, Agricultural Export.

THE EFFECTS OF EURO MEDITERRANEAN TRADE INTEGRATION IN INCREASING THE EXPORT POTENTIAL OF TURKISH AGRICULTURAL PRODUCTS

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Abstract: The Mediterranean region is always important for the European Union (EU) as historically and geographically. Being aware of this economic and strategic importance of Mediterranean, European Union (EU) has developed a policy including not only the Mediterranean countries but also the East European countries. Attempts have also been made aiming at establishing a European–Mediterranean free trade zone named as The Barcelona process or “Euro-Mediterranean Partnership”. Currently there is duty free access to the EU market for manufactured goods and preferential treatment for exports of agricultural, processed agricultural and fisheries products. The Mediterranean Countries (MC) suppliers of agricultural products to the EU are Turkey, Morocco, Israel and to a lesser extent Egypt and Tunisia. These five countries supplied over 90% of EU agricultural imports from the MCs in the last decade, being Turkey the major origin. Turkey alone accounted for 39 percent. Agriculture trade has an important role in the development of Turkey. However, the trade balance between Turkey and the EU is globally favorable to the EU but negative in the case of the agricultural trade. This deficit has been reduced since 2006, showing increased European agriculture competitiveness. To regain her advantage is extremely important in terms of agricultural trade for Turkey. In particular, the abolition of barriers in agricultural trade represents the biggest challenges for the Euro-Mediterranean partnership. Therefore, this paper aims to present the major challenges for Turkish agricultural sector in the near future. In addition, the main question, which the paper will attempt to answer, is what political and economic measures should be pursued in order to avoid the disadvantages of Euro-Mediterranean Partnership for Turkey. Turkey like the other southern Mediterranean countries specialized in the typical agricultural Mediterranean productions, such as fruit and vegetables, olive oil, textile fibers, tobacco, spices, etc. The analysis of the Euro-Mediterranean imports/exports flows structures showed that agro-food balance of Turkey and other southern Mediterranean countries is characterized by a high deficit. The only country of the region that enjoys self-sufficiency in food is Turkey among and other southern Mediterranean countries. Similarity in its exported agricultural products makes Turkey do compete with the most EU Mediterranean countries, mainly with Italy, Spain, Portugal and Greece. For Turkey, the multiplicity of competitive EU member countries make negotiations prospects more complex. The Turkish situation looks rather unique.

Keywords: EuroMed Partnership, Turkey, agricultural trade.

RURAL WOMEN ENTREPRENEURSHIP IN TURKEY: ISSUES AND CHALLENGES

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Abstract: Women entrepreneurship is very important concepts for development of rural areas. Rural Entrepreneurship can create new economic opportunities for rural women and contribute to overall growth and poverty. It also provides a great opportunity for the development of rural or people who migrate to urban areas. There is a substantial contribution of rural women entrepreneurs in developing rural areas but the development of women entrepreneurship in rural areas is very low because the rural women are facing more challenges and problems. The purpose of this paper is to discuss the issues and to highlight the position of women rural entrepreneurs in Turkey. More than 60% of women and men in employment are regular or casual employees and men’s rate as unpaid family workers is 12% while that of women is 28%. The rate of men who do not work with anyone and take part in employment as self-employed and employer is 25.7% while this rate of women is as low as 9.6%. That is to say, while 1/10 women participate in employment as an entrepreneur, 1/4 of men are included in employment as an entrepreneur. In recent years, female entrepreneurship has been supported through governmental incentives and entrepreneurship credits besides microcrediting because women’s rate in entrepreneurship is lower than men’s rate. The number of women who have become an entrepreneur only through microcrediting in recent years is more than 200,000. To support women entrepreneurs and young farmers in Turkey projects, programs and studies are being carried on. In 2016, Republic of Turkey Ministry of Food, Agriculture and Livestock put into practice projects supporting young farmers within the scope of employment of young population in rural areas. 14.970 young farmers between the ages 18-40 of which 74% women had the right to receive a grant in 2016. It is foreseen that this program along with micro finance will continue with high interest from women farmers in next years. Considering the position of women in society it is difficult for women to take part in society as an entrepreneur. In addition to formal education, focusing on women's education through non-formal education, credit and grants for entrepreneurship support should be increased.

Keywords: rural women entrepreneur; entrepreneurship, Turkey.

FUNCTIONAL URBAN MARKETS AND PERI-URBAN AGRICULTURE: A PHOTOGRAPHIC PRESENTATION

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Abstract: Farmers in peri-urban areas despite the closeness to the city markets and important urban centers, paradoxically find it difficult to sell their agricultural products. Functioning of markets in urban areas is related with agricultural supply, affecting to the increase of income and potentially of social capital of farmers in peri-urban areas. Social capital and farmers' incomes can affect the functioning of markets in urban areas. The literature supports the influence between the functioning of markets and factors such as social capital and farmers' incomes. This study's objective is the potential impact testing of possible influence between social capital and income of farmers in the first largest peri-urban area in central Albania near Tirana (Kamza, Paskuqan) to the functioning of markets in capital city of Tirana. The results of the statistical model used suggest that while social capital has no impact, farmers' income has a significant impact to the functioning of the market. Incentives for contemporary market innovations and production standards would have a two fold effect: for the consumer protection and for increase of competitive advantages of peri-urban agricultural products and it fits with the integration process.

Keywords: functioning of markets, social capital, income, farmers, peri-urban agriculture, Albania.

PRINCIPLES AND SPECIFICITIES FOR THE EVALUATION OF INVESTMENT PROJECTS

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Abstract: The assessment of each investment project is related to the justification of the feasibility and the benefit of its realization. The common logic of investment analysis using formalized criteria refers to comparing the amount of investment required with the projected earnings. As the compared indicators refer to different periods of time, a key problem is their comparability depending on the existing objective and subjective conditions for realization - inflation rates, the amount of investment and income generation, the forecast horizon, the qualification level of management etc. This report deals with some fundamental principles and peculiarities in the assessment of investment projects.

Keywords: investment projects, evaluation, net present value.

ПРИНЦИПИ И ОСОБЕНОСТИ НА ОЦЕНКАТА НА ИНВЕСТИЦИОННИ ПРОЕКТИ

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Резюме: Оценката на всеки инвестиционен проект е свързана с обосноваване на целесъобразността и изгодата от неговата реализация. Общата логика на инвестиционния анализ чрез използването на формализирани критерии се отнася до сравняване размера на необходимите инвестиции с прогнозираните доходи. Тъй като сравняваните показатели се отнасят за различни периоди от време, ключов проблем е тяхната съпоставимост в зависимост от съществуващите обективни и субективни условия за реализация – темпове на инфлацията, размера на инвестициите и генерираните доходи, хоризонта на прогнозиране, нивото на квалификацията на мениджмънта и т.н. Настоящият доклад разглежда някои принципни положения и особености при оценяването на инвестиционните проекти.

Ключови думи: инвестиционни проекти, оценка, нетна настояща стойност.

SPECIFICITIES OF VALUE AND STRUCTURE OF SOURCES OF FINANCE FOR THE FIRM

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Abstract: The company as a socio-economic subject, having as its main purpose the generation of profits, considers each of its actions mainly in terms of economic gain. In other situations, other criteria may play a part, but the criterion of economic efficiency is always dominant.

Company finances can be defined as a set of cash inflows and cash outflows as a result of past investments. To optimize the aggregation of these flows, an organizational structure for managing the finances is formed in each company. This structure is called not only to optimize the flow of resources but also to ensure the realization of the main functions of finance. The subject of the study is the peculiarities of the value and structure of the company's sources of financing.

Keywords: value, capital, interest rates, risk.

ОСОБЕНОСТИ НА СТОЙНОСТТА И СТРУКТУРАТА НА ИЗТОЧНИЦИТЕ ЗА ФИНАНСИРАНЕ НА ФИРМАТА

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Резюме: Фирмата като социално-икономически субект, имаща като основна цел генерирането на печалба, разглежда всяко свое действие основно от гледна точка на икономическата изгода. В отделни ситуации могат да влияят и други критерии, но критерият за икономическа ефективност винаги е доминиращ.

Финансите на фирмата могат да бъдат определени като съвкупност на потоци от приход и разход на парични средства, в резултат на предишни инвестиции. За да бъде оптимална съвкупността от тези потоци, във всяко фирма се формира организационна структура за управление на финансите. Тази структура е призвана не само да оптимизира ресурсния поток, но и да осигури реализацията на основните функции на финансите. Обект на изследването са особеностите на стойността и структурата на източниците на финансиране на фирмата.

Ключови думи: стойност, капитал, лихвени проценти, риск.

SOME CHALLENGES TO THE REGULATION OF CROWDSOURCING PLATFORMS

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Abstract: Last years we have witnessed the emergence and penetration of peer-to-peer lending and crowdfunding online platforms. In line with gaining popularity tendency for shared offering and usage of services, examined technological innovation creates favorable conditions for development of a new model for financing. In it the role of traditional financial intermediaries is taken by virtual platforms providing higher returns, fast liquidity and minimal transactional costs. The subject of the study is the regulatory treatment of shared financing platforms, as well as certain challenges related to their effective supervision. The research focuses on some of the most popular EU crowdsourcing platforms, including these with Bulgarian market presence.

Keywords: crowdfunding, peer-to-peer lending, financial regulation and supervision, compliance.

ЗА НЯКОИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД РЕГУЛИРАНЕТО НА ПЛАТФОРМИТЕ ЗА СПОДЕЛЕНО ФИНАНСИРАНЕ

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Резюме: Една от набиращите популярност иновации в сферата на финансите е свързана с развитието на платформите за колективно финансиране (Crowdfunding) и споделено кредитиране (Peer-to-Peer Lending). Въпреки тяхното все още твърде скромно позициониране, присъствието им като нетрадиционен метод за финансиране не следва да бъде пренебрегвано от регулаторна гледна точка. Спецификата на дейността на тези платформи, както и функционирането им в изцяло виртуална среда несъмнено повдигат въпроси, свързани с проявлението и третирането на различни рискови категории. От друга страна, прилагането на традиционните регулаторни подходи в тази насока често е неефективно или дори неприложимо. В доклада се маркират някои основни предизвикателства във връзка с регулирането и надзора на платформите за споделено финансиране. Изведени са аргументи в подкрепа на тезата, че ефективната регулация в тази насока неминуемо следва да включва използването на интелигентен регулаторен инструментариум, базиращ се на изкуствен интелект и обработка на големи масиви от данни.

Ключови думи: колективно финансиране, споделено кредитиране, финансово регулиране и надзор, нормативно съответствие.

SPORTS INDUSTRY – A FULL-FLEDGET SECTOR OF THE ECONOMY

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Abstract: The development of physical culture and sports is one of the priority directions in the social policy of the state. Sport has already become an important sector of the economy. Physical culture and sports are increasingly penetrating all spheres of people's lives, forming a specific sphere of doing business. Physical activity and sports are a particularly important area for the population. The dynamics of development of the sport itself and its types are increasingly related to the economy, trade and professional orientation of the participants in sports events. This system contains significant tangible and financial assets, expanding the network of labor and management resources. The sports industry unites not only athletes, but at the same time a traditional commercial sphere of activity and organization of business is formed, which in turn allows to make a profit in the conditions of competition both in the field of national and in the field of international sport. The role of the most popular and popular sport - football, is analyzed in the publication. The economic role of sport and the prospects in the development of the sports industry are demonstrated.

Keywords: sports economics, sports industry, finance in sports, financial fair play, football.

СПОРТНАТА ИНДУСТРИЯ – ПЪЛНОЦЕНЕН ОТРАСЪЛ НА ИКОНОМИКАТА

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Резюме: Развитието на физическата култура и спорта е едно от приоритетните направления в социалната политика на държавата. Спортът вече се е превърнал във важен отрасъл на икономиката. Физическата култура и спорт все по-често проникват във всички сфери на живота на хората, формирайки специфична сфера за правене на бизнес. Физическата активност и спортът са особено важна сфера за населението. Динамиката на развитие на самия спорт и неговите видове все повече са свързани с икономиката, търговията и професионалната ориентация на участниците в спортните мероприятия. В тази система се намират значителни материални и финансови активи, разширява се мрежата на трудови и управленчески ресурси. Спортната индустрия обединява не само спортистите, едновременно се формира традиционна търговска сфера на дейност и организация на бизнеса, която на свой ред позволява да се реализира печалба в условията на конкуренция както в сферата на националния, така и в сферата на международния спорт. В публикацията се анализира ролята на най-масовия и популярен спорт – футбола. Доказва се икономическата роля на спорта и перспективите в развитието на спортната индустрия.

Ключови думи: икономика на спорта, спортна индустрия, финанси в спорта, финансов “феър плей”, футбол.

**RESEARCH AND ANALYSIS OF THE PRODUCTION OF
BROWNIAN GAS AND POLYMETALIC MINERALS
EXTRACTED FROM SEA WATER**

**ИЗСЛЕДВАНЕ И АНАЛИЗ НА ПРОИЗВОДИТЕЛНОСТТА НА
БРАУНОВ ГАЗ И ПОЛИМЕТАЛНИ МИНЕРАЛИ ИЗВЛЕЧЕНИ
ОТ МОРСКА ВОДА**

**RESEARCH OF ENERGY EFFICIENCY BY OBTAINING OF
BROWNIAN GAS AND POLYMETALIC MINERALS FROM SEA
WATER**

**ИЗСЛЕДВАНЕ НА ЕНЕРГИЙНАТА ЕФЕКТИВНОСТ ПРИ
ДОБИВ НА БРАУНОВ ГАЗ И ПОЛИМЕТАЛНИ МИНЕРАЛИ
ОТ МОРСКА ВОДА**

**RESEARCH OF THE EXPERIMENTAL DATA FROM SAMPLES
SUBMITTED FOR ANALYSIS AT A LICENSED EUROPEAN
“ALS” LABORATORY**

**ИЗСЛЕДВАНЕ НА ПОЛУЧЕНИТЕ ЕКСПЕРИМЕНТАЛНИ
ДАНИИ ОТ ПРОБИТЕ ДАДЕНИ ЗА АНАЛИЗ В
ЛИЦЕНЗИРАНА ЕВРОПЕЙСКА ЛАБОРАТОРИЯ „АЛС“**

Chavdar Nikolov Kamenarov

Plam Enrgy JSC

Plamen Chavdarov Kamenarov

Kame engineering Ltd

Abstract: The paper describes a method of obtaining of Brown gas and extracting of minerals rich of polymetals. The obtained Brown Gas can successfully be used for regeneration of systems. The needed energy required to power the system drops sharply and energy efficiency rises. The extraction of Brown gas is accompanied by the release of a huge amount of minerals rich in polymetals, some of which exceed their content in natural sediments by several thousand times, and others are commensurated in content with natural polymetallic deposits.

Keywords: Brown gas, poly-metallic minerals, extremely high energy efficiency.

SOCIAL AND CLIMATE CHANGES IN AGRICULTURE: CHALLENGES AS OPPORTUNITIES FOR ADAPTATION

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Abstract: The nature of social and climate change problems has expanded and negative externalities have increased everywhere, raising concerns about the trend of production. The high age of the farmers and the effects of flood damage, the wind damage and temperature damage are everywhere present in agricultural activities and may have additional effects to the trend of agricultural production. The literature supports the impact of several such factors as the age, the flood damage, the wind damage and temperature damage to the trend of production. The study’s objective is to test the potential impact between social and climate changing factors to the trend of agricultural production, illustrating with the case of farmers apple producer in north–eastern Albania (region of Dibra). The results of the statistical models used suggest that the age, the flood damage, the wind damage and temperature damage affects to the trend of production and also reveals interactions between them. Policymakers should focus, through incentives for farm adaptation with new technologies and must works on its modernization aiming increase of investments that provide sustainability and long–term–returns.

Keywords: The trend of production, age, flood damage, climate changes, agriculture, Albania.

**International scientific and practical conference
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**SECTION 7:
MODERN FINANCIAL METHODS AND
APPLICATIONS**

**СЕКЦИЯ 7:
СЪВРЕМЕННИ ФИНАНСОВИ МЕТОДИ И
ПРИЛОЖЕНИЯ**

Plovdiv, 2019

SOME ASPECTS OF THE ANALYSIS AND ASSESSMENT OF ENTERPRISE’S GROWTH RATE

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Abstract: The economic growth may be reviewed both at macro level – the economy of the country as a whole, and at micro level – different regions, industries or enterprises.

The economic growth of the country’s economy as a whole refers to the increase of the total volume and value of goods and services produced by it during the relevant period in comparison to the previous period. If the value of produced, respectively, sold products, goods and services for the current year is higher than their value for the previous year, the economy has achieved economic growth. However, if the volume and value of produced, respectively, sold products, goods and services, have decreased during the current year, there is a negative economic growth – recession.

The economic growth of an enterprise may be analyzed and assessed by means of varied indicators that characterize both the composition and structure of staff, sources of funding of the operations and their structure, growth of the assets, respectively, revenue, net sale revenue, book profit and gains from sales, as well as the financial stability and financial equilibrium of the enterprise.

The economic growth of enterprises operating on the territory of the respective regions across the country is the main factor for economic growth and sustainable development of the regions themselves, and thus of the economy as a whole. This fact determines the importance and the topical nature of the economic growth of the enterprise and the methodology for its analysis.

Enterprise’s growth rate can be differentiated as internal growth rate and sustainable growth rate.

The internal growth rate shows the maximum growth rate that the enterprise can achieve at the expense of equity increase in the form of retained earnings. This means that in this particular case, the enterprise operates without any borrowings.

The sustainable growth rate shows the maximum growth rate of the enterprise that it can achieve under the conditions of relatively permanent borrowing to equity ratio, i.e. debt ratio. In this particular case, the enterprise maintains relatively permanent financial policy with regard to the capital structure.

This publication is aimed at determining a theoretically correct and practically feasible methodology for analysis and assessment of the enterprise’s growth rate, which is useful for the business.

The publication highlights the enterprise’s growth rate – internal growth rate and sustainable growth rate.

It studies the methodologies for analysis of the enterprise’s internal growth rate and sustainable growth rate.

Keywords: economic growth, internal growth rate, sustainable growth rate, analysis.

АСПЕКТИ НА АНАЛИЗА И ОЦЕНКАТА НА ТЕМПА НА РАСТЕЖ НА ПРЕДПРИЯТИЕТО

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Резюме: Икономическият растеж може да се разглежда както на макроиво – икономиката на страната като цяло, така и на микроиво – отделните региони, отрасли или предприятия.

Икономическият растеж на икономиката на страната като цяло представлява нарастването на общия обем и стойността на стоките и услугите, произведени от нея в определен период, в сравнение с предходния период. При положение, че стойността на произведените, респ. продадените продукция, стоки и услуги за текущата година е по-голяма от тази за предходната година, то е налице икономически растеж на икономиката. Но ако за текущата година е налице намаление на обема и стойността на произведените, респ. продадените продукция, стоки и услуги – налице е негативен икономически растеж – рецесия.

Икономическият растеж на отделното предприятие може да се анализира и оценява с помощта на различни показатели, които характеризират както състава и структурата на персонала, източниците за финансиране на дейността и тяхната структура, ръста съответно на активите, приходите, нетните приходи от продажби, балансовата печалба и печалбата от продажби, така също финансовата стабилност и финансовото равновесие на предприятието.

Икономическият растеж на предприятията, функциониращи на територията на съответните региони в страната, са основният фактор за икономически растеж и устойчиво развитие на самите региони, а оттам и на икономиката като цяло. Това обстоятелство определя важноста и актуалността на въпроса за икономическия растеж на отделното предприятие и методиката за неговия анализ.

Темпът на растеж на предприятието може да се разграничи на вътрешен темп на растеж и на устойчив темп на растеж.

Темпът на вътрешен растеж показва максималния темп на растеж, който предприятието може да постигне за сметка на ръста на собствения капитал под формата на неразпределена печалба. Това означава, че в случая предприятието осъществява дейността си без да използва привлечен капитал.

Темпът на устойчив растеж показва максималния темп на растеж на предприятието, който то може да постигне при едно относително постоянно поддържане на съотношението между привлечения и собствения капитал, т.е. на коефициента на задлъжнялост. В този случай предприятието поддържа една относително постоянна финансова политика относно структурата на капитала.

Поставената в статията цел е обосноваването на теоретично вярна, практически приложима и полезна за бизнеса методика за анализ и оценка на темпа на растеж на предприятието.

Обект на разглеждане в настоящата статия е темпът на растеж на предприятието – вътрешния темп на растеж и устойчивия темп на растеж.

Предмет на изследването са методиките за анализ на вътрешния темп на растеж и на темпа на устойчив растеж на предприятието.

Ключови думи: икономически растеж, темп на вътрешен растеж, темп на устойчив растеж, анализ.

MODEL FOR ACCOUNTING FOR VALUE ADDED TAX ON INTRA-COMMUNITY ACQUISITIONS OF GOODS

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Abstract: An attempt has been made in scientific research to analyze the intra-Community acquisition of goods, with an emphasis on its value added taxation. The aim is to identify, through empirical and general scientific research methods, specific features and unresolved issues related to the interpretation of intra-Community acquisitions of goods from accounting positions, to characterize the process of value-added taxation and to propose, approves and argues a model for accounting for indirect taxation of these transactions in non-financial corporations.

Keywords: taxes, accounting, intra-community acquisition, value added tax, foreign trade transactions.

МОДЕЛ ЗА СЧЕТОВОДНО ОТЧИТАНЕ НА ДАНЪКА ВЪРХУ ДОБАВЕНАТА СТОЙНОСТ ПРИ ВЪТРЕОБЩНОСТНО ПРИДОБИВАНЕ НА СТОКИ

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Резюме

В научната разработка е направен опит да се анализира вътреобщностното придобиване на стоки, като се постави акцент върху неговото облагане с данък върху добавената стойност. Целта е с помощта на емпирични и общологически методи на научно изследване да се разкрият особености и нерешени въпроси, свързани с интерпретирането на вътреобщностното придобиване на стоки от позициите на счетоводството, да се характеризира процеса на облагането му с данък върху добавената стойност и да се предложи, апробира и аргументира модел за счетоводно отчитане на косвения данък за тези сделки в нефинансовите предприятия.

Ключови думи: данъци, счетоводство, вътреобщностно придобиване, данък върху добавената стойност, външнотърговски сделки.

PROBLEMS AND CHALLENGES IN THE IMPLEMENTATION AND ACCOUNTING OF SPECIFIC ACTIVITIES OF HEALTH INSURERS

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Abstract: The report is devoted to the problems and challenges of performing and reporting on the specific activity of health insurers. Its purpose is to introduce and analyze some specific issues of accounting of health insurers which shall contribute to a significant degree to the diligent collecting, management, investment and spending of funds in the health insurers. Good performance may be achieved through skillful planning, development of reliable business plan that is fully compliant with the needs of the insurance market, prices, trends and integration of the national and international insurance business, to enable insurers to survive and flourish under the market economy conditions, be financially sound, solvent, and have good financial results.

Special attention is paid to the specific operation of health insurers in a high-risk environment which leads to the formation of specific objects of financial reporting and audit, preparation of specific so called Supervisory Financial Reports, determination of reliable framework for the auditors to express their opinion in relation to the fulfillment of the accounting principle “Operating Company”. The present study can be used in the financial reporting and in various types of financial audit, such as internal audit, executed by the internal structures of the health insurers, independent financial audit, executed by certified public accountants - registered auditors, and external audit, executed by the state financial and medical supervisory authorities or other state bodies regarding the taxation of the operation of health insurers.

Keywords: health insurance, the health insurers, the health insured persons, the health insurance, accounting of health insurers.

ПРОБЛЕМИ И ПРЕДИЗВИКАТЕЛСТВА ПРИ ОСЪЩЕСТВЯВАНЕ И ОТЧИТАНЕ НА СПЕЦИФИЧНАТА ДЕЙНОСТ НА ЗДРАВНИТЕ ЗАСТРАХОВАТЕЛИ

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Резюме: Докладът е посветен на проблемите и предизвикателствата при осъществяване и отчитане на специфичната дейност на здравните застрахователи. Целта е да се представят и анализират някои специфични обекти на счетоводството на здравните застрахователи, което да допринесе в значителна степен за правилното събиране, управление, инвестиране и разходване на средствата, събрани в здравните застрахователни фондове. Добрите резултати могат да бъдат постигнати посредством умело планиране, разработване на надежден бизнес-план, напълно съобразен с потребностите на застрахователния пазар на здравни застраховки, цените, тенденциите и интеграцията на националната и международната здравна застрахователна дейност, за да могат здравните застрахователи да оцелеят и просперираат в условията на пазарна икономика, да са финансово стабилни, платежоспособни и с добри финансови резултати.

Специално внимание се обръща на специфичната дейност, осъществявана от здравните застрахователи във високо рискова среда, която води до формиране на специфични обекти на счетоводно отчитане, анализ и одит; изготвяне на специфични, т. нар. Надзорни финансови отчети; определяне на надеждна база за изразяване на одиторско мнение относно спазването на счетоводния принцип „Действащо предприятие”. Представената разработка може да се използва при счетоводното отчитане и при провеждането на различни видове финансов одит – вътрешен одит, осъществяван от вътрешните управленски структури на здравните застрахователи; независим финансов одит, осъществяван от дипломирани експерт-счетоводители, регистрирани одитори и външен одит, осъществяван от държавните надзорни финансови и медицински органи и други държавни органи по повод на данъчното облагане на дейността на здравните застрахователи.

Ключови думи: здравно застраховане, здравни застрахователи, здравно-застраховани лица, здравни застраховки, счетоводство на здравните застрахователи.

APPLICATION OF CLOUD COMPUTING IN BANKING

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Abstract: In recent years, the phenomenon of "cloud technologies" has generated considerable interest in various business areas. Banks are also not left out of this trend. They are starting to seek collaboration with cloud service providers in an attempt to gain benefits in a number of areas: data management, risk management, cost optimization.

Keywords: banks, cloud computing, digitalization.

ПРИЛОЖЕНИЕ НА ОБЛАЧНИТЕ ИЗЧИСЛЕНИЯ В БАНКИРАНЕТО

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Резюме: В последните години феноменът „облачни технологии“ предизвиква значителен интерес в различни области на бизнеса. Банките също не остават встрани от тази тенденция. Те започват все по-активно да търсят сътрудничество с доставчици на облачни услуги в опит да извлекат ползи в редица направления: управление на данните, риск мениджмънт, оптимизация на разходите.

Ключови думи: банки, облачни изчисления, дигитализация.

CURRENT TRENDS IN FINANCIAL PLANNING METHODS

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Abstract: The presented publication introduces contemporary new approaches discussed and tested in the field of financial planning to minimize the damage of Black Swan events. Issues related to: risk-based planning models, planning using scenario analysis and sensitivity analysis, planning with moving forecasts, planning based on business priorities and more are covered in the article.

Keywords: financial planning, scenario analysis, sensitivity analysis, planning with moving forecasts.

СЪВРЕМЕННИ ТЕНДЕНЦИИ В МЕТОДИТЕ ЗА ФИНАНСОВО ПЛАНИРАНЕ

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Резюме: Настоящата публикация представя съвременните нови подходи, които се дискутират и апробират в сферата на финансовото планиране с цел минимизиране щетите на събития от типа „Черен лебед“. Дискутирани са: риск базирани модели за планиране, планиране с използване сценариен анализ и анализ на чувствителността, планиране с движещи се прогнози, планиране, базирано върху бизнес приоритети и др.

Ключови думи: финансовото планиране, сценариен анализ, анализ на чувствителността, планиране с движещи се прогнози.

CHALLENGES AND PROBLEMS IN TODAY'S ECONOMIC FORECASTS

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Abstract: The purpose of the publication is to present to the academic community and practitioners in our country the achieved forecast accuracy in the economic field by applying various modern methods. The main challenges and problems related to time series forecasting and the adequacy of the forecasting models are considered.

Keywords: time series forecasting, symmetric mean absolute percentage error, machine learning, forecasting model adequacy, overfitting, underfitting.

ПРЕДИЗВИКАТЕЛСТВА И ПРОБЛЕМИ ПРИ СЪВРЕМЕННИТЕ ИКОНОМИЧЕСКИТЕ ПРОГНОЗИ

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Резюме: Целта на настоящата публикация е да запознае академичната общественост и практикуващите прогностици у нас с постиганата прогнозна точност при динамични редове в икономическата област чрез прилагане на различните съвременни методи. Разгледани са основните предизвикателствата и проблеми, свързани с прогнозиране на ключови икономически променливи и адекватността на прилаганите прогностични модели.

Ключови думи: прогнозиране на динамични редове, симетрична средна абсолютна процентна грешка, машинно обучение, адекватност на прогностичен модел.

NON-FINANCIAL PERFORMANCE OF THE MINING INDUSTRY SECTOR - NEW CHALLENGES AND SOLUTIONS

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Abstract: The scientific study of non-financial performance of business based on empirical firm information is crucial to economic theory and practice. This topic is the focus of research by reputable international institutions such as the UN, the Global Compact, the Global Reporting Initiative, the World Economic Forum, the OECD, the European Commission.

The assessment of the non-financial performance of the Extractive Industry Sector is of paramount importance for the detection of non-financial risks in this sector of primary importance to the economy. The positive and negative effects of the sector are of great importance not only in Bulgaria but also in all European countries. For this reason, 2020 has been identified as the year in which the focus will be placed on extractive regions in transition, as a result of which a Platform for Extractive Enterprises operating in extractive regions will be developed and the impact of these will be assessed in economic, social and environmental terms. In this sense, this paper is up-to-date, timely and relevant.

The paper consists of a theoretical and an empirical part. In the theoretical part, scientific theories and concepts on the non-financial performance of companies are presented. Relational links have been drawn between the problem of the non-financial performance of mining companies and the corresponding Sustainable Development Goals, in accordance with the UN classification.

The empirical part summarizes the results of a statistical database over a five-year period. The structure of non-financial enterprises in the extractive sector by size of enterprises is presented, depending on the number of employees, the average annual gross salary with the cross section of the size of extractive enterprises, as well as the structure of the salary in the extractive sector by size of enterprises. The cost of extractive enterprises for the acquisition of non-current tangible and intangible assets with environmental purpose has been estimated. As a result of the empirical study, the positive aspects of the operation of the mining sector have been revealed, as well as some of the negative effects it produces. Recommendations have been formulated to the managers of extractive enterprises, public institutions and the non-governmental sector.

Keywords: mining, sustainable development, non-financial performance.

НЕФИНАНСОВО ПРЕДСТАВЯНЕ НА СЕКТОР „ДОБИВНА ИНДУСТРИЯ” – НОВИ ПРЕДИЗВИКАТЕЛСТВА И РЕШЕНИЯ

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Резюме: Научното изследване на нефинансовото представяне на бизнеса въз основа на емпирична фирмена информация е от изключителна важност за икономическата теория и практика. Тази тема е фокус в изследванията на авторитетни международни институции като ООН, Глобален договор, Глобална инициатива за отчетност, Световен икономически форум, ОИРС, Европейска комисия.

Оценката на нефинансовото представяне на сектор „Добивна индустрия“ е от първостепенна значимост за разкриването на нефинансовите рискове в този сектор с първична значимост за икономиката. Позитивните и негативни ефекти на сектора са от огромна значимост не само в България, но и във всички европейски страни. По тази причина 2020 г. е идентифицирана като година, през която ще се акцентира върху добивните региони в преход, в резултат на което ще се изгради Платформа на добивните предприятия, функциониращи в добивни региони, и ще се направи оценка на въздействието, което те оказват в икономическо, социално и екологично измерение. В този смисъл, настоящият доклад е актуален, своевременен и значим.

Докладът се състои от теоретична и емпирична част. В теоретичната част са систематизирани научни теории и концепции, посветени на нефинансовото представяне на компаниите. Направени са релационни връзки между проблема за нефинансовото представяне на фирмите от добивния сектор и съответните Цели на устойчиво развитие, в съответствие с класификацията на ООН.

В емпиричната част са систематизирани резултати от статистическа база данни за петгодишен период от време. Представени са структурата на нефинансовите предприятия в добивния сектор според големината на предприятията в зависимост от брой заети, средногодишната брутна работна заплата със сечение големината на добивните предприятия, както и структурата на работната заплата в добивния сектор според големината на предприятията. Направена е оценка на разходите на добивните предприятия за придобиване на дълготрайни материални и нематериални активи с екологично предназначение. В резултат от емпиричното изследване са разкрити положителни страни от функционирането на сектора на добивните предприятия, но и някои негативни ефекти, които той предизвиква. Формулирани са препоръки към мениджърите на добивните предприятия, публичните институции и неправителствения сектор.

Ключови думи: добивна индустрия, устойчиво развитие, нефинансово представяне.

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**SECTION 8:
EMPLOYMENT, SOCIAL INCLUSION AND
REGIONAL POLICIES**

**СЕКЦИЯ 8:
ЗАЕТОСТ, СОЦИАЛНО ВКЛЮЧВАНЕ И
РЕГИОНАЛНИ ПОЛИТИКИ**

Plovdiv, 2019

CONTRIBUTION OF MUSSEL FARMS TO EMPLOYMENT IN THE ISLANDS REGION FOUND AT THE SOUTHERN MARMARA SEA (TURKEY)

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Abstract: There is an increasing demand for safely produced bivalve mollusks and seafood in the world and in Turkey. However, despite this increasing demand, unstable and unreliable (unhealthy) commercial fishing, increasing environmental pollution and bivalve production and consumption do not seem to increase. As a solution to this situation, the emphasis is given to bivalve culture studies (such as mussel farming) and their production. Black mussel (*Mytilus galloprovincialis*) is the most widely cultivated species in the world, and its production accounts for 95% of the cultural fishery worldwide. In our country, the amount of product obtained from mussel farming in 2015 was only 3 tons, but as of the end of that year, it has increased to 800 tons in 2018 as a result of the investments started in the islands region found at the Southern Marmara Sea. Therefore, in this study, the socio-economic contribution of mussel farms established in the islands region to the Southern Marmara Sea was investigated.

Bivalve mollusks (mussels, etc.) constitute an important livelihood of the people in the coastal countries, especially in the coastal regions. In the region where the research was carried out, the supply of products obtained from mussel farms to the market emerged as an economic and employment-enhancing investment. In addition to the sales revenues obtained from the products produced in mussel farms and packaging facilities (1 kg of mussels approximately 1 \$), it employs about 100 people and a family of 4 people, it has a direct income gate of 400 people. This is an important investment tool for a region with a population of approximately 9.000. Besides, the production of the stuffed mussel, which is the most consumed form by our people, and the construction of tools and equipment and machinery to be used in aquaculture, means the indirect income as an increase in the supply-demand balance.

Keywords: Mussel farm, regional economic contribution, labor potential.

COMPARISON OF TURKEY AND EU COUNTRIES IN TERMS OF GENDER INEQUALITY

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Abstract: Gender inequality is one of the most important debates. In fact, “gender” has started to be considered as an important variable when it comes to the development and development assessments between countries. It is accepted that gender inequality is the key to rational progress and sustainable development. With women comprising almost 50% of the population, gender inequality carries one of the highest priorities among all other inequalities.

Therefore, the aim of this study; is to analyze comparatively Turkey and the EU countries using Gender Inequality Index, the Gender-related Development Index and Gender Empowerment Index prepared by international organizations (UNDP, UN, UNICEF, etc).

Gender Inequality Index (GII) is a metric introduced by United Nations Development Programme (UNDP) in 2010 that shows the percentage of potential human development loss due to gender inequality and ranges from 0 representing “no lost opportunity” to 1 representing complete opportunity loss. The index was developed to cover the shortcomings of two previously developed indices: Gender Development Index (GDI) and Gender Empowerment Measure (GEM), both developed in 1995. GII has five indicators that are classified into three dimensions: reproductive health, empowerment, and labor market participation. In general, high Gender Inequality (larger percentage of opportunity loss) correlates with lower human development. In other words, women are most marginalized in low human development countries. Gender Inequality Index (GII) is the highest in Ireland (0.109) and the lowest in Romania (0.311). Turkey has 0.317 score which is lower than EU countries average, but above world average (0.441). In very high human development countries, the GII is 0.170. In high human development countries, it is 0.289. Medium high human development countries it is 0.489. And low human development countries it is 0.586.

The Gender Inequality Index is designed to reveal the extent to which national human development achievements are impaired in terms of gender inequality and provide experimental grounds for policy analysis and advocacy efforts..

Keywords: gender, gender inequality, gender empowerment.

EMPLOYMENT AND WORKING INTEGRATION OF PEOPLE WITH DISABILITIES

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Abstract: Unemployment of people with disabilities is one of the key problems in many countries, and the reasons for this situation are multiple and influenced by a number of factors. People with disabilities are often regarded as unproductive citizens, unable to carry out their duties and responsibilities so that their rights are ignored. The employment of people with disabilities in the labor market in the Republic of North Macedonia is recognized in the Convention on the Rights of People with Disabilities and is regulated by the Law on Labor Relations, which prohibits the employer putting the candidate for employment in unequal position on the basis of his health or disability. Article 27 of the Convention deals with the work and employment of people with disabilities as the best way for their social integration. In that direction, the state is required to prohibit discrimination in respect of all aspects of employment, including conditions for candidate selection, employment, career advancement and job security. People with disabilities are under-represented in the workforce, often facing discrimination by employers, and often not served and protected effectively.

The paper presents the results of the research whose main goal is to map the situation regarding the employment of people with disabilities in the Republic of North Macedonia. The method of descriptive analysis is used. The research was conducted using an appropriately prepared questionnaire, attached to a sample of 327 people with different disabilities. To support the active participation of people with disabilities in society and the economy, this paper gives some recommendations for empowerment and facilitate economic independence for people with disabilities.

Keywords: people with disabilities, social inclusion, employment, working integration.

ELEMENTS OF EDUCATIONAL EDUCATION PROCESS IN THE SCHOOLS

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Abstract: The school is a very old educational organization in which pedagogical activity is observed. The school and educational process is influenced by social changes, and in accordance with the new conditions and circumstances, they receive a new functional and suitably designed efficient structure. The modern school represents a complex organizational system. It stems from the everyday relations of teacher-pupil, teacher-teacher. The school operates and implements the educational system in an environment with its surroundings and created an ambience in which the teaching process is realized, with the individual and shared perceptions, attitudes and opinions of the participants in the teaching. The environment is characterized by a specific organization of the work of the school.

Quality education implies quality teaching and quality learning. The school undertakes activities to encourage learning, ie to carry out teaching where students and teachers are motivated to transfer knowledge and learning. For the development of each school it is very important to have ideas and a development plan that is continuous and creative , which provides children with greater opportunities for success in life.

Keywords: learning, teaching, students, teachers, organization.

PROBLEMS OF THE BULGARIAN PENSION SYSTEM

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Abstract: The radical reform of the system started in the period 1999-2000. The reasons for it were: Low pension rates; payment of pensions in almost the same amount for all, irrespective of the type of labor to be paid, the income replacement rate is frozen around 27% -28%. A refusal and escape from this type of system begins with the participation and support of the gray economy. What is the state of the system in the last 5 years will be discussed in this report. The disadvantages of the reformed model will also be discussed.

Keywords: pensions, income replacement ratio, problems in the pension system, insurance.

ПРОБЛЕМИ В ПЕНСИОННАТА СИСТЕМА В БЪЛГАРИЯ

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Резюме: Радикалната реформа в системата стартира в периода 1999-2000 г. Мотивите за нея са: нисък размер на пенсиите; изплащане на пенсия в почти еднакъв размер за всички, независимо от вида на полагащия се труд, коефициента на заместване на дохода се замразява около 27%-28%. Започва отказ и бягство от този вид система чрез участие и подкрепа на сивата икономика. Какво е състоянието на системата в последните 5 г. ще бъде разгледано в настоящия доклад. Ще се коментират и недостатъците на реформирания модел.

Ключови думи: пенсия, коефициент на заместване, проблеми в системата, осигуровки.

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**SECTION 9:
INDUSTRIAL REVOLUTION AND HUMAN
CAPITAL**

**СЕКЦИЯ 9:
ИНДУСТРИАЛНА РЕВОЛЮЦИЯ И ЧОВЕШКИ
КАПИТАЛ**

Plovdiv, 2019

PROTECTED WITNESS AS AN INSTRUMENT IN THE LEGAL SYSTEM

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Abstract: A witness is any person who has information about a committed criminal act, his / her perpetrator and other important circumstances, that is data and information necessary and decisive for proving the crime. The witness receives the status of a protected witness because of the danger that threatens his life, health, physical integrity, personal or family safety. He can be heard in a special way, given a pseudonym, giving the proposition with the help of audio-visual means, with a hidden image and a changed voice.

The protection of witnesses is the protection of an endangered witness or another person involved in a trial, including defendants or other clients, before, during, and after the trial. For some witnesses protection is required until the trial is over, for some it provides a mole identity or can live in the rest of its life under the protection of power. Witness protection is usually required in trials against organized crime, where there is a risk that the witness will be intimidated by colleagues or defendants.

The protection of witnesses refers to a number of methods and measures that can be taken at all stages of the criminal procedure to ensure the safety and security of witnesses in order to ensure their co-operation and witnessing. Measures to be taken to protect witnesses should be proportionate to the threat and be time-limited.

Witness protection is a measure that can be applied to acts of organized crime, terrorism, trafficking in human beings, weapons, narcotics, crimes against the state and international law, that is, in the most severe forms of criminality.

Keywords: court proceedings, crime, danger, life, assets.

MANAGERS' VISIONS AUTHENTICITY AND PLAGIARISM IN ACADEMIC PAPERS

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Abstract: In this paper we are going to elaborate in details the difference between authenticity and plagiarism and also provide some selected sample materials from authentic and non-authentic academic papers published in some of the selected hijacked journals and also publications stored in different online repositories, as well as different search engines and libraries. Also, a special emphasis will be given to general and specific plagiarism detector software which nowadays enable researchers and academic students to authenticate their own work or the work of the others. There is, however, a malfunction of such software which are not linked fully with the web search engines or are partly linked or encrypted, thus allowing texts to be concealed or in other words not be shown up in search in public with Managers' visions.

Furthermore, we are going to present an analysis of gathered data in charts and tabular forms from different samples of academic papers on Managers' visions and also results from a specifically designed questionnaire regarding the unethical act called plagiarism and its negative effects and causes.

Keywords: patching, plagiarizing, managers, miscitation, plagiarism software, web search engines, visions, authentication, menagment, resource.

NORMATIVE SETTLEMENT OF LABOUR RELATIONS IN AGRICULTURAL SECTOR IN BULGARIA

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Abstract: The management of human resources in the agro-enterprise simultaneously bears all the general characteristics of the management of this only active production factor, while taking into account the peculiarities of agro-business related to the specifics of The production, the labour in it and the forms of organization in which it is carried out. The different size of organizational separate agricultural enterprises require the study of the peculiarities of human resources, especially in cases where existing personal relationships, family relationships, traditions and other reasons that enhance the role of Subjective factor.

Keywords: normative settlement, human resources, agricultural sector, Bulgaria

CONTEMPORARY DIMENSIONS OF EDUCATION IN MASTER'S DEGREE PROGRAMS IN ACCOUNTING IN BULGARIA IN THE CONTEXT OF THE SUSTAINABLE DEVELOPMENT

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Abstract: This study focuses on the state, problems and prospects of the offered Master's degree in accounting at Bulgarian universities. Opportunities for improving the offered educational products are being outlined in order to build up professionals in the field of accounting with high potential for professional development and skills for sustainable career development.

Keywords: higher education, Master's degree, accounting, career skills.

СЪВРЕМЕННИ ИЗМЕРЕНИЯ НА ОБУЧЕНИЕТО В МАГИСТЪРСКИТЕ ПРОГРАМИ ПО СЧЕТОВОДСТВО В БЪЛГАРИЯ В КОНТЕКСТА НА УСТОЙЧИВОТО РАЗВИТИЕ

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Резюме: Настоящата разработка се фокусира върху състоянието, проблемите и перспективите на обучението в предлаганите от висшите училища в България магистърски програми по счетоводство. Очертани са възможностите за подобряване на предлаганите образователни продукти за целите на изграждането на специалисти в областта на счетоводството с висок потенциал за професионална реализация и умения за устойчиво кариерно развитие.

Ключови думи: висше образование, ОКС „магистър“, счетоводство, кариерни умения.

INSTAGRAM USAGE IN HOSPITALITY SECTOR AS A SOCIAL MEDIA MARKETING STRATEGY

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Abstract: With the acceleration of globalization, the transformation of the industrial society into an information society has influenced every aspect of economic and social life, and has led to the development of alternative methods in reaching consumers in the marketing world. As a result of these changes in the world, businesses have moved away from traditional marketing approaches and have turned to a marketing approach that focuses on the demands and needs of consumers.

Nowadays, economics focuses on digital foundations. Countries that want to have a modern economy cannot ignore the creation of a national information infrastructure. On the macro scale, countries should form the infrastructure that they create in the micro scale. Countries that are able to produce information and share information are the countries that use technology correctly. These countries will have the power to compete and act in parallel with the opportunities to access information in their competitiveness.

In terms of the digital fundamentals of economics, many areas use digital tools that are specific to them. In tourism, when we consider accommodation management, the digital tool that it uses is mostly social media. Domestic and foreign tourists generally use social media groups to get information about acquired experiences about the company or to transfer their experiences to potential customers.

With the spread of these groups located on social media called e-loyalty; a term that has been formed according to the number of re-visits of the accommodation companies users have visited. In addition to this term called e-loyalty, it has added two terms, e-trust and e-satisfaction, which are positively shaped together with it. It has established an autonomous system with e-loyalty, e-trust and e-satisfaction. In this system, accommodation companies that expect e-loyalty from their potential customers are obliged to provide e-trust and e-satisfaction to their customers. In this way, accommodation companies obtain the loyalty they demand and the consumer rights of potential customers are protected.

As a result, there are very tight ties between accommodation establishments and social media. It is not possible for the accommodation businesses that want to improve the customer range to ignore this power of social media.

The research focused on instagram accounts as one of the social media platforms, and tried to determine the social media marketing strategies and adaptation applications by applying visual content analysis on 5 hotels identified. Due to the relative innovation of the concept, further research is needed to guide the effective implementation of hotels by introducing and using a number of challenges.

Keywords: social media marketing, hotel marketing, instagram marketing, digital marketing, hotel publicity.

MOTIVATION AND ITS ROLE IN THE LEARNING PROCESS

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Abstract: The problem of motivation and learning motivation is fundamental to the education, upbringing and development of students. The education system in Bulgaria, as well as in the world, is constantly facing new challenges related to modern living conditions and information sources and technologies, which significantly change the environment in which the process of personality formation and its motivation takes place. The development of learning motivation is an integrative and continuous process, the effective course of which is realized provided that the student is an active subject in communication with his teacher and classmates. This condition determines the need for the educator to systematically study personal interests, attitudes and motives in order to optimize the unfolding of this process. The purpose of the presented research is to offer didactic technologies for the development of the motivation of students in primary school age (grades 1-4), based on a theoretical study of theories on the motivation of learning activities.

Keywords: motivation, learning motivation, elementary school age, teaching activity, didactic technologies.

МОТИВАЦИЯТА И НЕЙНАТА РОЛЯ В УЧЕБНИЯ ПРОЦЕС

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Резюме: Проблемът за мотивите и учебната мотивация има фундаментално значение за обучението, възпитанието и развитието на учениците. Образователната система в България, а и в света, се изправя постоянно пред нови предизвикателства, свързани със съвременните условия на живот и информация-онните източници и технологии, които значително променят средата, в която протича процесът на формиране на личността и нейната мотивация. Развитието на учебна мотивация е интегративен и продължителен процес, чието ефективно протичане се реализира при условие, че ученикът е активен субект в общуването с учителя и съучениците си. Това условие определя необходимостта педагогът системно да изучава личностните интереси, нагласи и мотиви, за да оптимизира разгръщането на този процес. Целта на представеното изследване е въз основа на теоретично проучване на теории за мотивацията на учебната дейност да се предложат дидактически технологии за развитие мотивацията на учениците в начална училищна възраст (1 - 4 клас).

Ключови думи: мотивация, учебна мотивация, начална училищна възраст, учебна дейност, дидактически технологии.

EDUCATIONAL TECHNOLOGIES TO INCREASE THE LEVEL OF FUNCTIONAL SKILLS OF STUDENTS

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Abstract: The article presents possibilities of using educational technologies to increase the level of functional literacy of third and fourth grade students. The research is part of a pedagogical experiment in two third and six fourth classes with a total number of students participating in it 171. The report follows some interactive methods used by teachers to increase the functional literacy of adolescents. The teacher is presented as a "designer" of the learning process.

Keywords: functional literacy, modern educational technologies, learning by experience.

ОБРАЗОВАТЕЛНИ ТЕХНОЛОГИИ ЗА ПОВИШАВАНЕ РАВНИЩЕТО НА ФУНКЦИОНАЛНА ГРАМОТНОСТ НА УЧЕНИЦИТЕ

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Резюме: Настоящият доклад разглежда възможностите за използване на образователни технологии за повишаване равнището на функционална грамотност на учениците от трети и четвърти клас. Изследването е част от проведен педагогически експеримент в два трети и шест четвърти класа, с общ брой ученици участващи в него 171. Проследяват се някои интерактивни методи използвани от учителите за повишаване функционалната грамотност на подрастващите. Учителят е представен като „дизайнер“ на учебния процес.

Ключови думи: функционална грамотност, съвременни образователни технологии, учене чрез преживяване

FINANCIAL AND RESOURCE MANAGEMENT FOR THE ACHIEVEMENT OF QUALITY ASSURANCE GOALS: PRINCIPLES AND GOOD PRACTICE EXAMPLES

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Abstract: This paper seeks to set up a ground for including financial dimension to the HEI’s quality assurance and quality enhancement strategy. The focus is on a balanced institutional approach to financing and resourcing quality assurance goals on a long term basis. The discussion starts with the assumption that the quality strategy of the university would not be viable in a long run if the structures and activities it includes are not properly resourced and effectively managed. The author applies the balanced score card methodology to establish a number of principles guiding the financial approach of the institutional management bodies to their quality-related strategies. Each principle is then explained and provided with a set of questions, guiding its implementation in the process of financial strategic planning. Since the questions tend to reflect examples of good practice provided by diligent universities, they can be used as reference points for the modelling of individual institution’s approach to financial management for the achievement of long term quality goals.

Keywords: higher education, quality assurance, quality enhancement, strategic planning, financial strategy, institutional management, quality management, resource management, guiding principles, good practice.

**International scientific and practical conference
“Bulgaria of regions’2019”**

POSTER SESSION

ПОСТЕРНА СЕСИЯ

Plovdiv, 2019

THE ECOFAR PROJECT – A CHALLENGE FOR THE FURTHER SUSTAINABLE DEVELOPMENT OF AGRICULTURE THROUGH IMPROVING THE EDUCATION OF YOUNG ECO-FARMERS

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Abstract: The agriculture sector is one of the driving sectors within the European Union countries, and nowadays much attention is paid to the sustainable development of this industrial sector. Having in mind that farming is mostly a family activity in most Member States with family labour accounting for more than 90 % of agricultural workforce in Bulgaria, Croatia, Poland and Slovenia, the continuing education of those small farmers is of increasing concern for the European Union Policies. Thus, the project entitled “Development of managerial and entrepreneurial skills of young eco-farmers via joint VET curricula, enhanced qualification profile, assessment standard and sustainable cooperation synergies” (ECOFAR, Project No: 597256-EPP-1-2018-1-BG-EPPKA3-VET-JQ) was supported by the European Union. The main aim of this project was to develop a joint VET qualification curriculum for improvement of the managerial and entrepreneurial skills of young eco-farmers by including improved transparency, comparability and recognition of those qualifications.

In order to develop further the knowledge, skills and competences of young eco-farmer entrepreneurs, a curriculum composed of 7 modules was developed by the researchers of the projects partners from Bulgaria, Greece, Slovenia and Turkey. In the present study, the main objectives, expected results and expected impact of the project as well as the development of the joint qualification curriculum are described.

Keywords: eco-farmers, managerial skills, entrepreneurship, vocational education and training.

THE ROLE OF SUSTAINABLE FISCAL POLICY ON ECONOMIC GROWTH - STUDY CASE, FISCAL POLICY OF 2015 IN KOSOVO

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Abstract: The Fiscal Incomes are the main source of incomes for a country. The Fiscal Sustainability is one of the most important indicators of fiscal policy appraisal. The initial objective of Fiscal policy is to guarantee the minimal budget revenues, but from the moment that the financial continuity of the state is guaranteed, the state sets other fiscal policy objectives.

Worldwide, the governments need to formulate and implement the tax and public expenditures policies. These policies can have major impacts on economic growth, incomes distribution and poverty and so they have the tendency to be at the center of economic and political discussions.

In economic literature none of the components of fiscal policy such as taxes, government expenditures and budget deficit show strong correlation with economic growth when they are analyzed as separate. Despite is not found an empirical connection between fiscal policy and economic growth, the role of fiscal policy in economic development is essential.

The 1998-1999 war has completely destroyed Kosova's economy, destroyed the basic legal infrastructure and the family economies. The state of Kosova, the newest state in the region and wider, is faced many difficulties to find a suitable and sustainable fiscal policy module. In the beginning, UNMIK established the legal basis for fiscal policies through regulations, by proclaiming Kosovo's independence, the state of Kosovo drafted laws that regulating the fiscal policy. The deepest and most important fiscal policy reform was that of 2015. The reform enabled the fulfillment of budget needs, social policy mitigation, more sustainable business development, and reduced informality. The fiscal sustainable is of the most important indicators of fiscal policy appraisal. Fiscal sustainability enables businesses to easily plan, manage and report on their business. The frequent change of laws creates an stagnation, an ambiguity to businesses.

Keywords: fiscal policy, sustainable, Kosovo, reform, budget, business, economic growth.

BUDGET-AND-FISCAL STIMULATION OF THE IMPLEMENTATION OF INNOVATIVE AGRICULTURAL PROJECTS

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БЮДЖЕТНО-ФИСКАЛЬНОЕ СТИМУЛИРОВАНИЕ РЕАЛИЗАЦИИ ИННОВАЦИОННЫХ АГРАРНЫХ ПРОЕКТОВ

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ABSTRACT

Introduction. One of the directions of activization of agricultural enterprises for the implementation of innovative projects is budget-fiscal stimulation. Scientists have substantiated the unevenness of the tax environment for agribusiness entities of various organizational-and-legal forms as a result of the use of unified tax tools, in particular, the release of Ukrainian agricultural enterprises from taxation of profits, regardless of the direction of its further use (Tulush, 2017). Therefore, it is necessary to introduce a differentiated approach to taxation of different groups of agricultural producers. Under these conditions, it becomes possible to practically implement modern mechanisms of tax stimulation of innovative activity of agricultural enterprises (Marchenko, Tkachenko, 2013). It also actualizes the problem of state financial support for the implementation of innovative agricultural projects, especially under conditions of industry of 4.0 (Kucher, 2018).

Purpose. The purpose of the work is a scientific substantiation of the possibility of budget-and-fiscal stimulation of the implementation of innovative agricultural projects in Ukraine.

Methodology / approach. The methodological-and-theoretical basis of the study is the modern works of Ukrainian and foreign scientists, as well as the results of own research. In the process of research, the following methods were used: analysis and synthesis, monographic, abstract-logical, statistical-economic.

Results. The possibility of budget-and-fiscal stimulation of the implementation of innovative agricultural projects in Ukraine is substantiated. The following priority directions of tax stimulation of realization of innovative projects of agricultural enterprises are defined depending on the degree of their innovativeness: (i) exemption from taxation of profits (or single tax) received from the implementation of innovative projects of the sixth and seventh technological structure for a certain period – «tax holidays»; (ii) the application of reduced rates of taxation of profits (or single tax) received from the implementation of innovative projects of the fifth technological structure for a fixed period – 30–50 % of the base rate. The strategic direction of budgetary financial support is preferential lending, leasing and (or) partial compensation of interest rates on loans for the implementation of innovative agricultural projects of the sixth technological structures.

Keywords: fiscal stimulation, budgetary financial support, innovative agricultural projects, Ukraine.

INVESTMENT POTENTIAL OF MACROALGAE CULTURE IN ÇANAKKALE, TURKEY

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Abstract: Macroalgae utilized in various fields during human history are recently used in medicine, pharmaceuticals, and food industries. According to 2019 FAO data, macroalgae value up 30% of aquaculture and constitute all, 11.4 billion US dollars economic size. Thanks to its geomorphological salinity differences, the Çanakkale province supplies a farming possibility to many economically valued algae species. Although many academic studies are carried on, it has not been started commercially cultivation, yet. Turkey should be supported to take its place in the big market of seaweed culture technologies be exportation into algae production attended industrial projects.

Keywords: macroalgae, cultivation, investment, Çanakkale, Turkey.

FISHERIES FOOD INDUSTRY OF ÇANAKKALE

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Abstract: Çanakkale, which is located between Aegean and Marmara Seas, is an important city of Turkey in terms of agriculture, livestock and fisheries. Çanakkale brings these sectors to high standards, due to its location in which main export routes, sea, air, and highways logistics easily accessible. Dardanelles, which is the migration route of fish, contributes to the economy in terms of aquaculture, fisheries, and intensive activities that are carried out in the province in terms of the enterprises where the fish are processed.

Seafood production in Çanakkale was 8,809 tons according to the 2016 data and a significant portion of the products are exported. The foreign market is mainly composed of EU countries. In Turkey, there are 96 plants which have EU approval number. Eight of these 96 plants are found in Çanakkale. In these plants, fresh chilled, frozen, canned, and marinated seafood are produced and directly exported. Çanakkale province has the potential to continue to develop especially in terms of processed seafood. It is thought that new businesses to be established in the region will provide significant gains for investors with sustainable aquaculture production.

Keywords: Çanakkale, seafood, regional development.

RARE CLINICAL CASE OF COMBINED TRAUMA OF INJURY WITH A KNIFE: VULNERA PUNCTA THORACIS SINISTRA, HEMOTHORAX SINISTRA, HEMOPERICARDIUM, LESIO PULMONIS, PERICARDIAS, VENTRICULUS DEXTER CORDIS, DIAPHRAGME ET OMENTI MAJORIS

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Abstract: The thoracic traumas represent 20-25% of the death cases, due to trauma and contribute to 25-50% of the remaining death cases (1). This is why, chest traumas are a factor contributing in up to 75% of all the death cases from trauma. The diagnostic assessment of the traumatic injuries is the main factor substantiating the need of the relevant method for treatment. An open operating intervention is made for a selected group of patients. The clinical picture in cardiac trauma varies significantly from clinically symptom-free, transitional arrhythmias to lethal rupture of the wall. More serious injuries may result in hemorrhagic shock, pericardial tamponade or death. The focused evaluation with sonography for trauma (FAST) provides possibility for easy, fast and non-invasive evaluation of the cardiac trauma (2). The cardiac trauma, in particular the penetrating injury of the heart still bears very high mortality, but for sure it is not deemed as fatal any longer, and the attempt at treatment is now a standard for care in patients with signs of life at arrival in hospital (3,4).

Keywords: pneumothorax, chemothorax, cardiac trauma, hemorrhagic shock

РЯДЪК КЛИНИЧЕН СЛУЧАЙ НА СЪЧЕТАНА ТРАВМА ОТ НАРАНЯВАНЕ С НОЖ: ВУЛНЕРА ПУНКТА ТОРАЦИС СИНИСТРА, ХЕМОТОРАКС СИНИСТРА, ХЕМОПЕРИКАРД, ЛЕЗИО ПУЛМОНИС, ПЕРИКАРДИИ, ВЕНТРИКУЛУС ДЕКСТЕР КОРДИС, ДИАФРАГМЕ ЕТ ОМЕНТИ МАЙОРИС

Господин Пейков, Захаринка Макшутова

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Резюме: Гръдните травми представляват 20-25% от смъртните случаи, дължащи се на травма и допринасят за 25-50% от останалите смъртни случаи (1). Ето защо, гръдните травми са фактор, допринасящ в до 75% от всички смъртни случаи от травма. Диагностичната преценка на травматичните увреждания е основен фактор обосноваващ необходимостта от съответния метод за лечение. Отворена оперативна интервенция се извършва при селектирана група пациенти. Клиничната картина при сърдечна травма варира значително от клинично безсимптомни, преходни аритмии до смъртоносен разрыв на стената. По-тежките наранявания могат да доведат до хеморагичен шок, перикардна тампонада или смърт. Фокусираната оценка със сонография за травма (FAST) дава възможност за лесна, бърза и неинвазивна оценка на сърдечната травма (2).

Сърдечната травма, особено проникващото нараняване на сърцето все още носи много висока смъртност, но със сигурност вече не се счита за фатално и опита за лечение сега е стандарт за грижи при пациенти с признаци на живот при пристигането в болницата (3, 4).

Ключови думи: пневмоторакс, хемоторакс, сърдечната травма, хеморагичен шок.

SUSTAINABLE USING OF THE WATER FOR IRRIGATION WITH WATER SAVING TECHNOLOGIES

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УСТОЙЧИВО ИЗПОЛЗВАНЕ НА ВОДАТА ЗА НАПОЯВАНЕ ПРИ ВОДОСПЕСТЯВАЩИ ТЕХНОЛОГИИ

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Abstract: In conformity with the geographical location of Bulgaria in a region with unsustainable moistening, the microirrigation is entrusted with the essential role in obtaining a stable yield of high quality of agro culture in a sparing and sustainable use of water for irrigation.

According to the type of agro crops and requirements of drip irrigation technology, an irrigation schedules related to hydroameliorative peculiarities is considered, taking into account the economic aspects, approaches and methods have been developed and offered for the sustainable use of irrigating water in condition of water deficit.

Keywords: microirrigation, irrigation schedules, hydraulics, water saving technologies.

CONFERENCE MEMORANDUM

International Scientific and Practical Conference Bulgaria of Regions'2019

The International Scientific and Practical Conference “Bulgaria of Regions” was held on November 22, 2019 in Plovdiv with financial support of the National Science Fund of the Republic of Bulgaria. The conference is a part of series of scientific conferences organized by the University of agribusiness and rural development under the general title “Bulgaria of the Regions”.

The topic of the conference "Fiscal Policy, Globalization and Economic Growth: Challenges and Prospects for Sustainable Development" focuses on the major challenges facing governments in order to provide economic growth while ensuring that no more resources are used than the Earth has.

The actuality of thematic fields of the conference generated wide interest among academics. The conference was attended by scientists, representatives of institutions and practitioners from Turkey, Macedonia, Ukraine, Albania, Kosovo and Bulgaria. The working languages were Bulgarian, English and Russian. Two plenary reports were presented: "The role of the European funds for sustainable regional development" and “Globalization, urban hypertrophy and economic development”.

The following thematic areas were highlighted in the discussion panels:

- Fiscal policy - problems and challenges
- Regional development, investments and risk
- Threats and opportunities of globalization
- Regional strategies and management
- Business models, sustainable development and innovation
- Competitiveness, entrepreneurship and growth
- Contemporary financial methods and applications
- Employment, social inclusion and regional policies
- Industrial revolution and human capital.

The round table on “Globalization, urban hypertrophy and economic development” discussed efficiency of the use of EU funds for sustainable economic development. Conference participants agreed that it is necessary to strengthen the control over the use of European funds in order to increase their efficiency.

The other focus of the roundtable discussions was the process of globalization and its positive and negative effects on society.

During the work on the individual discussion panels and the round table, the conference participants addressed various questions about:

- The role and importance of fiscal policy in the sustainable development of countries;
- Opportunities for financing small and medium-sized enterprises;
- Financial risk management in agriculture;
- Opportunities to solve unemployment problems;
- Control over the financing of terrorist organizations;
- Social and socio-psychological effects of globalization, etc.

The issues rose at the conference aim to provoke public debate between citizens and government in order to inspire discussions on the future sustainable economic and social development in our country in the framework of the strategic program of European Union for the period 2019-2024 and prioritizing this development. Modern government policies face urgent challenges as climate change, demographic transition, migration, social inequalities and increasing pressure on public finances. To address these issues, science, finance, taxation and government should be directed towards joint efforts between countries and immediate action.

From the conference participants

МЕМОРАНДУМ

Международна научно-практическа конференция

България на регионите‘2019

Международната научно-практическа конференция „България на регионите” се проведе на 22 ноември 2019 г. в Пловдив с финансовата подкрепа на Фонд „Научни изследвания” при Министерството на образованието и науката на Република България. Конференцията е част от серията научни конференции, организирани от ВУАРР под общия надслов „България на регионите”.

Тазгодишната тема на конференцията „Фискална политика, глобализация и икономически растеж: предизвикателства и перспективи на устойчивото развитие“ поставя акцент върху основните предизвикателства, които стоят пред съвременните държави, с цел да осигурят икономически растеж като същевременно се гарантира, че няма да бъдат използвани повече ресурси, отколкото Земята може да предложи.

Актуалността на тематичните направления на конференцията предизвика широк интерес сред академичните среди. В конференцията взеха участие учени, представители на институции и специалисти от практиката от Турция, Македония, Украйна, Албания, Косово и България. Работните езици бяха български, английски и руски. Представени бяха два пленарни доклада: „Ролята на европейските фондове за устойчиво регионално развитие“ и „Глобализация, урбанистична хипертрофия и икономическо развитие“.

Останалите доклади бяха групирани в следните дискуссионни панели:

- Фискална политика – проблеми и предизвикателства
- Регионално развитие, инвестиции и риск
- Заплахи и възможности на глобализацията
- Регионални стратегии и мениджмънт
- Бизнес модели, устойчиво развитие и иновации
- Конкурентоспособност, предприемачество и потенциал за растеж
- Съвременни финансови методи и приложения
- Заетост, социално включване и регионални политики
- Индустиална революция и човешки капитал.

На проведената Кръгла маса на тема „Глобализация, урбанистична хипертрофия и икономическо развитие“ беше обсъдена ефективността от използването на средствата по европейски фондове и програми за устойчивото развитие на икономиката. Участниците в кръглата маса се обединиха около извода, че е необходимо да бъде засилен контрола върху разходването на европейските средства с цел повишаване ефективността от тяхното използване.

Другият акцент на дискусиите на кръглата маса бяха процесите на глобализация и положителните и отрицателните ефекти от тяхната динамика в съвременното общество.

По време на работата по отделните дискуссионни панели и на кръглата маса, участниците в конференцията засегнаха различни въпроси за:

- ролята и значението на фискалната политика в устойчивото развитие на страните;
- възможностите за финансиране на малките и средни предприятия;
- управление на финансовият риск в земеделието;
- възможности за решаване на проблемите с безработицата;
- контрол върху финансирането на терористичните организации;
- социални и социално-психологически ефекти на глобализацията и др.

Повдигнатите въпроси на конференцията имат за цел да предизвикат обществен дебат между гражданите, правителството и институциите, с цел да се вдъхновят дискусиите относно бъдещото устойчиво икономическо и обществено развитие на страната ни в рамките на стратегическата програма на Европейския съюз за периода 2019 - 2024 г. и определянето на приоритетите на това развитие. Съвременните държавни политики са изправени пред неотложни предизвикателства като климатичните промени, демографския преход, миграцията, социални неравенства и все по-високия натиск върху публичните финанси. За да бъдат решени тези проблеми, науката, финансирането, данъчното облагане и държавното управление трябва да бъдат насочени в посока към обединяване на усилията между отделните страни и незабавни действия.

От участниците в конференцията

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