



BURGAS FREE UNIVERSITY



International Scientific Conference

DIGITAL TRANSFORMATION, MEDIA AND INCLUSION

BFU, Bulgaria, June 5, 2020

CONFERENCE PROGRAMME

PANNEL

MULTI-DISCIPLINARY INNOVATION IN A PANDEMIC



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the new idea in education

[Link to the webinar](#)

13.00 – Conference Opening - Prof. Dsc. Galya Hristozova, Rector of Burgas Free University

13.05 – Greetings to the Conference - Mr. Dimitar Nikolov, Mayor of Burgas Municipality

13.15 – Presentation from the AIDBIND team – Elevating Global Healthcare via Data Team – Winner of the Pan-European Hackathon “EUvsVirus” under the patronage of Commissioner Maria Gabriel

13.25 ч. – Technical instructions

13.30 ч. – Work in the pannels

13.30	Irena Emilova “D.A. Tsenov” Academy of Economics - Svishtov THE DISTANCE LEARNING – ADVANTAGES DURING THE PANDEMIC
13.40	Evgenia Vasileva University of National and World Economy LABOUR IN THE XXI CENTURY, NEW SKILLS AND EMPLOYMENT FORMS
13.50	Stela Baltova, Aleksandra Yolova International Business School IMPACT OF THE SHARING ECONOMY OVER THE EVENTS INDUSTRY: THE SHARED SPACES
14.00	Milen Dinkov “D.A. Tsenov” Academy of Economics - Svishtov STRATEGIC DECISIONS FOR THE PERSONNEL TRAINING IN THE EMERGENCY AND CRISIS SITUATIONS
14.10	Gergana Markova Sofia University “St. Kliment Ohridski” DIGITAL COMMUNICATION EVENT HORIZON: EFFECTS OF THE PERSONALIZED DIGITAL CONTENT TO THE REALITY – VIRTUALITY CONTINUUM
14.20	Petya Nikolova International Business School EXTERNAL FACTORS INFLUENCE THE ENTREPRENEURSHIP DEVELOPMENT
14.30	Viktor Grigoriev UTU and E, Institute of Economics, Management and Information Technology, St. Petersburg, Russia IMPORTANCE AND ROLE OF THE HUMAN SPIRITUAL AND MORAL POTENTIAL WHEN MAKING RATIONAL CHOICE

14.40	<p>Maria Neycheva Burgas Free University DIGITALISATION AND THE VOCATIONAL DESCRIPANCIES ON THE LABOUR MARKET</p>
15.00	<p>Peter Meister-Broekema Hanze University of Applied Sciences, The Netherlands DISCOVERING A NEW EU POLICY PARADIGM. THE USE AND VALUE OF CO-CREATION FOR SOCIAL INNOVATION</p>
15.15	<p>Giovanni Schiuma Università degli Studi della Basilicata, Italy THE TRANSFORMATIONLAB AS A CATALYSER OF INNOVATION FOR THE TOURISM SECTOR TO FACE THE COVID-19 SOCIO-ECONOMIC CRISES IN BASILICATA REGION</p>
15.30	<p>Shane O'Sullivan Limerick Institute of Technology, Ireland FOSTERING RESILIENCE IN THE POST COVID_19 SOCIAL ECONOMY</p>
15.45	<p>Nick Spencer Northumbria University, United Kingdom THE CHALLENGES AND POTENTIAL OF DESIGN AS A RE-DIRECTIVE AND INFRASTRUCTURING PRACTICE</p>
16.00	<p>Jo Lefevere Artevelde University of Applied Sciences, Belgium THE HACKYOURFUTURE COACHING LAB AS A MULTIDISCIPLINARY SOCIAL INNOVATION PRACTICE</p>
16.15	<p>Milen Baltov Burgas Free University, Bulgaria THE DIGITAL PUSH TO THE REGIONAL SMART SPECIALISATION IN THE QUADRUPLE-HELIX FRAMES</p>
16.30	<p>Christina Weber Strascheg Centre for Entrepreneurship, Germany DIGITAL TURN IN QUADRUPLE HELIX CO-CREATION - SPLIT VIEW AND SHARED VISION</p>
16.45	<p>Carmen Paunescu and Mary McDonnell-Naughton Bucharest University of Economic Studies, Romania and Athlone Institute of Technology (IE), Ireland ORGANIZATIONAL CHARACTERISTICS OF A SOCIAL ENTREPRENEURIAL UNIVERSITY. A THEORETICAL PERSPECTIVE</p>