

SUMMARY

of the scientific works of Assoc. Prof. Diana Sabotnova, PhD

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call for the academic position of "Professor" in professional field 3.8 Economics

(World Economy, International Economic Relations and Behavioral Economics)

at Burgas Free University

I. MONOGRAPH

- 1. Sabotnova, D. International Production. BFU. Burgas. 2022. ISBN 978-619-253-014-3.**

The book examines international production as a dynamically developing form of international economic relations and the problems related to the analysis of the quantitative and qualitative evolution of international production. It seeks answers to the following questions: What is the quantitative side of the dynamics of the development of international production? What forms does international production take in the course of its development? What factors influence the transformation of international production? What are the consequences for the world economy and for national economies of the expansion of the international production process?

The three megatrends that lead to the slowdown and transformation of international production are highlighted. First, technological trends and the new industrial revolution. The application of new technologies in the supply chains of global multinationals has significant implications for the configuration of international production networks. This raises serious concerns in relation to the realization that growth will depend on the promotion of investment in new sectors and the structural transformation of the manufacturing sector will become increasingly difficult. Second, global trends in economic management. Fragmentation in the international economy, the development of new trade and investment policies, leads to a shift from multilateral cooperation to regional and bilateral solutions, as a result of which protectionism grows. The situation is complicated both by the systemic competition between economic forces and by a change in national economic policy in many countries towards more regulation and intervention in international economic relations. Third, sustainable development trends. Implementing a wide range of sustainable measures, including climate change adaptation and pollution abatement measures, in the operations of multinational enterprises on a global scale, the

different speeds in the adoption and implementation of sustainability-oriented rules, regulations and practices will have important implications for international production networks. The need to target investment towards the UN's Sustainable Development Goals will also have its impact on foreign direct investment patterns.

The first chapter systematizes theories about international production, the beginning of which is related to the neoclassical paradigm, within which no coherent theory of international production has been developed. Contemporary theories that analyze international production from alternative positions are presented: they emphasize the study of the firm, the characteristics of the foreign market, or the interaction of the firm with the market, with a special place devoted to the eclectic paradigm for international production.

The second chapter characterizes the multinational enterprise as a subject of international production control and foreign direct investment as the most important instrument of international production. Traces the periodization and evolution in the forms of international production - foreign production, cross-border outsourcing, integrated international production, fragmented international production, functional integration in global value chains. It presents definitions of the main concepts: supply chain, value chain, production chain, outsourcing, offshoring, inshoring.

Chapter three examines the causes of growth and slowdown in international production. Data are presented on the Transnationalization Index, which aims to identify and rank the behavior of multinational enterprises that have the largest presence and operations abroad and are indicative of trends in international production. International production networks are described in three dimensions: degree of fragmentation and the length of value chains (from short to long), geographic distribution of value added (from concentrated to distributed), and management choices of the multinational enterprise. A classification of the technologies of the new industrial revolution is made: digitization, automation and 3D printing. Profiles and archetypes of industries, technologies influencing international production, as well as trends in sustainable development policy and their reflection are outlined.

The fourth chapter describes the expected transformation of international production in the coming years, driven by the technological changes that will change the economics of international production. Transformation will depend on the interplay between policies, trends towards resilience and coping with the shock of pandemic and war. The transformation can take many directions, but it is possible to foresee several likely trajectories of international production in the future: reshoring, diversification, regionalization, replication. An analysis of the impact of the pandemic on international production has been made. Trends regarding the levels of internationalization of the largest multinational enterprises are outlined.

II. ARTICLES AND CONFERENCE PAPERS PUBLISHED IN SCIENTIFIC JOURNALS, REFERENCED AND INDEXED IN WORLDWIDE SCIENTIFIC DATABASES AND CONFERENCE PROCEEDINGS

2. Bobina, M. and Sabotnova, D. Organizational Leadership and Culture in Bulgaria. Academy of Management Proceedings. 2022. (in print)

The study of Bulgarian culture and organizational leadership is based on the application of the tools for the study of global leadership and the effectiveness of organizational behavior (Global Leadership and Organizational Behavior Effectiveness - GLOBE). Based on surveys of 253 managers, a profile of public culture and a profile of organizational leadership perceived as effective in Bulgarian culture was created. The empirically obtained results were compared with the theoretical predictors of the leadership profile for Bulgaria, and the hypothesis that effective leadership can be predicted based on cultural characteristics was partially confirmed. The study contributes to the scholarly discussion of the effects of culture on leadership and to the analysis of managerial behavior in a country that has been on the fringes of cross-cultural research. It aims to expand to fill the gaps in research on the relationship between culture and leadership.

3. Bobina, M. and Sabotnova, D. Digital Technologies in HR Management in Bulgaria. ILERA European Congress. 2022. (in print)

Digital technologies offer efficiency in the production process, access to the online market and social networks, and facilitate changes in traditional business practices. The article explores digitalization trends in Bulgaria, government programs to promote digital technologies in business, practical tools that successful local companies and subsidiaries of multinational companies in Bulgaria use to take advantage of these technologies, and companies that successfully adopt digital technologies in human resources management. Bulgaria shows a mixed picture of the integration of digital technologies in business practices and in particular in the management of human resources. The research is based on an analysis of the relevant government programs, structured surveys and informal interviews with Bulgarian managers, an analysis of databases for Bulgarian companies with experience in digitalization and information and communication technologies, a study of corporate practices in subsidiaries of multinational companies in Bulgaria and an overview of scientific publications by Bulgarian and foreign scientists.

- 4. Baltov, M. and Sabotnova, D. Cultural Profiles and Assertiveness of Women in Bulgarian Business Environment. // Chapter in "New Approaches in CSR, Sustainability, and Accounting - Volume 1". Springer, Series Ed.: Caliyurt, Kiyet Tunca. 2020, p. 207-224. ISBN: 978-091-32-9587-2. ISBN 978-981-329-588-9 (eBook).**

Data on the perception of gender roles in Bulgarian business management reveal strong results regarding gender equality and suggest that this phenomenon serves as an important factor in business practices and in the economy as a whole. The study confirms progress in equalizing the roles of women and men in Bulgaria. Assertiveness is the degree to which individuals in organizations and society are assertive, confrontational, and aggressive in their social relationships. Bulgarian assertiveness scores do not deviate visibly from average scores, thus explaining the avoidance of confrontational, aggressive behavior in an environment known for collective action with submissive behavior and a conformist mentality. Women's communication style is expected to be more polite, accommodating, cooperative, and others-oriented. The conflict that female professionals face between meeting societal expectations about women and acting confidently and effectively in their organizations is confirmed, as well as the tendency of female professionals to choose when to be assertive and when to be in the more traditional female supporting role.

- 5. Bobina, M. and Sabotnova, D., and Grachev, M. Women in Bulgarian Management: Cultural Perceptions. // Journal of Business Diversity. 2017, Volume 17(3), p. 10-22. ISSN: 2158-3889.**

Gender equality is one of the visible distinctions of Bulgarian business and management practices compared to other European Union countries. Therefore, it is important to observe and analyze more closely the evolution of the role of women in modern Bulgaria and to predict the contribution of gender equality to the country's sources of competitive advantage. This article responds to the needs for a better understanding of gender equality practices in Bulgaria. It is based on a large-scale study by the authors among Bulgarian managers and shows the results of an empirical study of the notions of gender roles in society. The data confirm the idea that Bulgaria is an egalitarian society with expectations for minimizing gender roles. It can serve as a role model for other countries and take the lead in promoting gender equality standards in the European Union. Given the growing role of women in the workforce in the near future, knowing the trends and perceptions in this area can help Bulgarian organizations take advantage of the roles women play in the economy and create a unique competitive advantage.

- 6. Bobina, M. and Sabotina, D. Bulgarian Management in a Cross-Cultural Space. // Journal of East European Management Studies. 2017, Number 1, Volume 22, p. 105-127. ISSN: 0949-6181.**

The study of the cultural characteristics of Bulgarian management is based on a survey of 125 Bulgarian managers (2014-2015), the GLOBE (Global Leadership and Organizational Behavior Effectiveness) methodology and an analysis of the cultural distance measures of Bulgaria in relation to 57 societies. The results of the research outline a cultural behavioral profile of the Bulgarian management, whose characteristics regarding the parameters Avoidance of uncertainty, Attitude towards achievements and Attitude towards the future are low, characteristics such as Collectivism and high Gender Equality stand out; the results for the values-related profile are comparable to the average scores of the other countries studied, with a slight increase noted in Collectivism, Self-Confidence and Uncertainty Avoidance. This study divides the countries into those with cultural proximity to Bulgaria (Eastern European, Latin European and Latin American clusters) and those with a great distance (German, Asian, Scandinavian and Middle Eastern clusters).

III. ARTICLES AND CONFERENCE PAPERS PUBLISHED IN NON-PEER-REFERRED JOURNALS OR PUBLISHED IN EDITED COLLECTIVE VOLUMES

- 7. Sabotina, D. International Production and Transnationalization. // International scientific conference "Black Sea - a door and many bridges". Burgas Free University. Burgas. 2022. ISBN 978-619-253-017-4. (in print)**

The report shows how the factors driving the early growth of international manufacturing, namely policies (a wave of liberalization and export-led growth policies), economics (e.g. falling trade costs) and technology (advances allowing fine-tuning of production processes and coordination in complex cross-border supply chains) are beginning to work in the opposite direction, towards a return to protectionist tendencies, gradually diminishing returns to FDI and an increase in non-asset-intensive technologies. It analyzes the changes in the Transnationalization Index, which aims to identify and rank the behavior of those multinational companies that have the largest presence and operations abroad and, as a result, are indicative of trends in international production.

8. Sabotinova, D. The Future of Work after the Covid-19 Pandemic. // Business Directions. BFU. Burgas. 2021, no. 1, pp. 9-19. ISSN: 1312-6016.

The COVID-19 pandemic has disrupted labor markets around the world. The way work has changed, and this change will continue to influence behavior long after the pandemic is over. At an accelerated pace, business has introduced digital technologies and automation. Work has become remote. These changes will continue in developed economies after the pandemic. The article presents the main problem after the pandemic - overcoming the inconsistencies in the labor market, with potentially different options for dealing with the problems that have arisen in individual countries. It looks at the four issues that Europeans will face: tackling skills shortages; improving access to jobs in dynamically developing sectors by increasing telecommuters; revitalizing and supporting shrinking labor markets; increasing participation in the labor market.

9. Sabotinova, D. Transnational Cooperation in the Context of Smart Specialization. // International scientific conference on the occasion of 30 years since the establishment of the Burgas Free University "Modern management practices XI - Intelligent specialization in the decade of connectivity and automation". Burgas Free University. Burgas. 2021, pp. 169 - 177. ISSN: 1313-8758.

The report adds to the idea that maintaining competitiveness in the global economy depends on transnational activity and participation in global value chains. It confirms the notion that transnational cooperation is at the heart of achieving economic growth. It shows how strengthening interregional cooperation in the context of smart specialization increases the competitiveness of economies; how innovation supports economic growth through the identification and application of competitive advantages that strengthen interregional and international linkages and cooperation. Develops the idea that the concept of smart specialization is linked to a number of somewhat contradictory policy demands: to identify the priorities of the vertical logic (specialization) and at the same time to preserve the work of market forces to identify niches from which to choose priorities (smart). It argues that the nature of intelligent specialization is experimental and the decisions taken need to be rethought.

10. Sabotinova, D. Changes in Trade Flows since the Beginning of the Pandemic. // Foreign trade and the pandemic. VUZF. Sofia. 2021, pp. 7-17. ISBN: 978-619-7622-09-6.

The COVID-19 pandemic has led to a collapse in global trade in goods and services, reduced production volumes and disruption of global supply chains. How exactly have trade flows changed since the start of the pandemic, who are the winners and losers, what are the problems and opportunities – these are the questions that this report seeks to answer. Beyond the

immediate consequences of the pandemic (disruption of global supply chains due to the closure of large factories; the rise of online work, automation and e-commerce; border closures and restrictions on transport; restrictions on the export of medical supplies and food), there are opportunities for strengthening regional integration (supporting regional supply chains in strategic sectors and reducing regional vulnerability to external shocks).

11. Sabotnova, D. International Property Rights Index and Economic Well-Being. // Legal compendium. T. XXVII. Burgas Free University. Burgas. 2020. p.277 - 287. ISSN: 1311-3771.

The International Property Rights Index (IPRI), developed by the Property Rights Alliance, assesses the protection of physical and intellectual property around the world. The exhibition shows the results formed based on the performance of the countries in three different areas: legal and political environment (Legal and Political Environment - LP); physical property rights (Physical Property Rights - PPR) and intellectual property rights (Intellectual Property Rights - IPR). The index shows how the protection of property rights affects economic well-being. Countries are arranged in five groups (quintiles) depending on the score (maximum 10 points). Based on the results, it was concluded that the leaders in the ranking (the first 20% of countries) have more than 16 times higher income per capita compared to the countries at the bottom of the ranking (the last 20% of countries) for 2019. The analysis shows that better protection of property rights leads to more entrepreneurial activity, lower inequality, higher economic freedom, more developed civil society and greater security. Bulgaria ranks 61st out of 129 countries with a score of 5,569 points in the 2019 ranking.

12. Sabotnova, D. Polycentric Management of the Circular Economy. // In: International Conference "Circular Economy and Sustainable Finance. Contemporary Perspectives". VUZF. Sofia. 2020, pp. 50-57. ISBN: 978-954-8590-84-6.

The report transfers the ideas of the polycentric management of global resources to the common use, showing the need for the cooperation of multiple public and private organizations at different levels so that they can jointly affect the collective costs and benefits. Understanding how polycentric management works in the study of resources for common use leads to the construction of a new theory of the organization of management of systems in the circular economy, where resources are privately owned. The question is how resources that are privately owned can be managed collectively within the framework of the circular economy. The answer is provided by the new theory of polycentric management of the circular economy for sustainable and collective use of private resources. The concept of polycentricity was first presented by Michael Polanyi, and Elinor Ostrom further developed the concept of polycentricity from the standpoint of new institutional economics.

13. Sabotinova, D. Global Water Market. // Yearbook of BFU. Burgas. 2020, Vol. XLII, pp. 191 - 199. ISSN: 1311-221-X.

The article examines the main trends affecting the global water market (and the investment opportunities arising from them): population growth, aging infrastructure, improved water quality (needed in many places) and climate change (related with the availability of water resources). These trends lead to both risks and opportunities: the market opportunity related to the water sector is expected to reach one trillion US dollars in 2025. Companies that see the growing need for sustainable solutions as an opportunity and respond by offering innovative solutions, which address the challenges of water scarcity, quality and allocation, will be in a good position and can expect long-term gains. The conclusion is that the global water market and market opportunities in the water sector depend on government initiatives, consolidation and privatization, rising water prices, investment opportunities.

14. Sabotinova, D. The Digital Economy and Society Index (DESI). // In: International Scientific Conference "Digital Transformations, Media and Public Inclusion". Burgas Free University. Burgas. 2020, pp. 174 - 182. ISBN 978-619-7126-92-1.

The Digital Economy and Society Index (DESI) is a composite index published annually by the European Commission since 2014, measuring the progress of EU countries towards a digital economy and society. DESI consists of five main policy areas: connectivity (fixed broadband, mobile broadband and pricing); human capital (internet use, basic and specialist digital skills); internet use (citizen use of content, communication links and online transactions); implementation of digital technologies (digitalization of economic activity and e-commerce); digital public services (e-government and e-health). Bulgaria ranks 28th out of 28 member states in the European Commission's Digital Inclusion in the Economy and Society (DESI) Index for 2019. Despite the increase in the country's overall score, its ranking is weaker, on the one hand due to the limited results in some of the DESI indicators reported, and on the other hand due to the better performance of other Member States on some of the DESI indicators.

15. Sabotinova, D. The Economic Impact of Pandemics. // Business Directions. BFU. Burgas. 2020, no. 1, pp. 5 - 17. ISSN: 1312-6016.

The 2019-2020 coronavirus pandemic has presented us with the urgent need to address questions related to the economic impact of pandemics. The effects of pandemics in human history lead to a change in both the functioning of the economy and a change in social relations. The article examines the economic consequences of the Black Death of 1347-1353, of the Influenza Pandemic of 1918-1920, and of the 2019-2020 Coronavirus Pandemic. The questions asked are twofold: First, what are the real economic effects of a pandemic? Second, are these effects temporary or permanent? History shows that when a pandemic occurs, human suffering

and loss of life outweigh economic concerns. The impact on the economy is not necessarily the best measure of the effects that an outbreak of a virus or other natural disaster has on people's lives.

16. Sabotiniva, D. The Challenges Women Face in the Blue Economy. // In: Jubilee International Conference Contemporary Management Practices X "Connectivity and Regional Partnership". Burgas Free University. Burgas. 2019, pp. 101-110. ISSN: 1313-8758.

This report provides an overview of the challenges women face in terms of gender equality and women's empowerment issues in the fisheries sector. Women's involvement in fisheries can be viewed from social, political and technical perspectives, all of which show that the role of women is often underestimated. This inadequate recognition of women's contribution hinders the process of sustainable development, leading to increasing poverty and food insecurity. There are four main challenges facing women in the Blue Economy. Structural - large companies do not reach small-scale fisheries where women usually work. Despite the fact that women provide more than 85% of the catch, even when there is investment available, it reaches men first. Sociocultural - social attitudes penalize women for being involved in certain economic activities; discriminatory gender and social stereotypes prohibit women from participating in areas of the blue economy. Capacity - women involved in the blue economy lack access to capital, investment and equipment to grow their business. Lack of women's voices - women's voices remain unheard.

17. Sabotinova, D. Global Migration Governance. // In: Conference with international participation "Problems of migration". Legal compendium. Burgas Free University. Burgas. 2019, pp. 282-289. ISSN: 1311-3771.

International migration is an important global issue that requires a more effective system of global governance. The report focuses on the movement of people across international borders and on the management of migration at the global level. Managing the movement of people across international borders cannot be achieved through unilateral state action alone; rather, migration policy development and implementation benefit from international cooperation to address the complex drivers and processes of migration. Global migration governance still lags behind existing systems for managing the international flow of capital and goods. Migration management also lacks strong normative underpinnings, but progress has been made in achieving universal recognition that the rights and safety of migrants must be at the center of all actions taken to manage the movement of people across international borders.

- 18. Sabotinova, D. Discrimination of Elderly Women in the Labor Market. // Discrimination against the elderly in Bulgaria. CDIO. Slavena. Sofia. 2019, pp. 78-93. ISBN: 978-619-190-140-1.**

Systematic age and gender differences in key labor market outcomes exist in most countries. Elderly women often have lower rates of employment in the labor market. Moreover, the duration of unemployment increases significantly with age. Understanding the reason behind these observations is an important policy issue. Discrimination may result from age and gender differences in labor demand or supply. The results suggest that policymakers dealing with pension reforms face a dual challenge. The negative labor demand effect is strongest among the oldest female workers, and in addition there is likely to be a negative labor supply effect among older women. Therefore, if policymakers are to succeed in increasing employment among older women, they must design measures that both increase labor supply and combat age discrimination. The article argues that a gender equality policy specifically designed to mitigate the effects of population aging is needed.

- 19. Sabotinova, D. Global Seafood Industry Sustainability. // In: International Conference Blue Economy. Burgas Free University. Burgas. 2018, pp. 146-153. ISBN: 978-619-7126-57-0.**

Ensuring ocean sustainability has become a global challenge as unsustainable practices threaten marine biodiversity, fish stocks, food security and livelihoods. The purpose of the report is to identify key challenges facing the world's oceans and seafood industry, as well as policy options and opportunities for reform of the global trading system to support the transition to a sustainable seafood industry and healthier oceans. The policy options are: closing the market for illegal, undeclared and unregulated fishing; regulation of fishing subsidies; and introduction of customs and non-customs measures. Active leadership in both the public and private sectors is needed to steer the blue economy in a sustainable direction. This includes the implementation of commitments already made at the global, regional, national and local levels.

- 20. Sabotinova, D. Military Expenditures and Economic Growth. // In: Annual Scientific Conference of Vasil Levski National Military University. Veliko Tarnovo. 2018, Vol. 6, pp. 34-41. ISSN: 1314-1937.**

A meta-analysis of 32 empirical studies with 169 correlations on the effect of military expenditures on economic growth was conducted that tested four hypotheses: 1. Military expenditures reduces economic growth. 2. Military expenditures is detrimental to the economic growth of underdeveloped countries. 3. The effect of military expenditures on economic growth is positive. 4. The effect of military expenditures on economic growth is non-linear. The hypothesis of a negative relationship between military expenditures and growth is not supported

by evidence for both underdeveloped countries and countries as a whole, while the positive effect of military expenditures on growth is confirmed for developed countries. The hypothesis of a non-linear relationship between military expenditures and growth is also confirmed. In conclusion, it can be argued that the effect of military expenditures on economic growth is practically insignificant. The relationship between military expenditures and growth is non-linear (a low level of military expenditures leads to an increase in growth, and a high level of military expenditures leads to a decrease in growth). Data and time period affect the results. The effect of military expenditures on growth is insignificant for underdeveloped countries. The effect of military expenditures on growth is positive for developed countries.

21. Sabotinova, D. Gender Equality and Assertiveness of Women in Bulgarian Business. // In: Eastern European Studies: Economics, Education and Law. Proceedings of the International Scientific Conference. 2018, Volume 1, p. 30-35. ISBN: 978-619-7125-43-6.

Female professionals today face competing expectations. As professionals, many are expected to behave confidently and effectively in dealing with others in their organizations. However, our culture still expects them to behave like the gentler, more supportive and more cooperative sex. It is important for women to stay true to their nature while meeting both cultural and organizational expectations. Studies confirm that women's communication style is expected to be more polite, accommodating, accommodating, cooperative, and other-oriented than men's. The report presents data on the participation of women in the labor market, the level of qualification and the choice of education, the underrepresentation and overrepresentation of women in occupations, in economic sectors and in hierarchical levels, the gender pay gap, the share of women in unpaid work.

22. Bobina, M. and Sabotinova, D. Cultural Attributes of Bulgarian Management. // In: IV International Conference ICGSM (4th International Conference on Governance and Strategic Management) - Burgas Free University. Burgas. 2017. pp. 111-138. ISBN: 978-619-7126-39-6.

The report examines the cultural profile of Bulgarian management and fills the gap in comparative research on the subject, as a result of which Bulgaria takes its place in the international cultural space. The study was conducted in 2014 using the methodology of the GLOBE (Global Leadership and Organizational Behavior Effectiveness) project to study and compare the cultural differences of Bulgaria with the cultures of 57 other countries and societies. The results of the research outline a cultural behavioral profile of the Bulgarian management, whose characteristics regarding the parameters Avoidance of uncertainty, Attitude towards achievements and Attitude towards the future are low, characteristics such as Collectivism and high Gender Equality stand out; the results for the values-related profile are comparable to the average scores of the other countries studied, with a slight increase noted in Collectivism, Self-

Confidence and Uncertainty Avoidance. This study divides the countries into those with cultural proximity to Bulgaria (Eastern European, Latin European and Latin American clusters) and those with a great distance (German, Asian, Scandinavian and Middle Eastern clusters).

23. Sabotinoва, D. Economic Globalization Indicators. // Yearbook of BFU. Burgas. 2017, Vol. XXXVI, pp. 94-104. ISSN: 1311-221-X.

The article examines indicators for measuring economic globalization, which can be divided into three categories: reference, supplementary and experimental indicators. Reference indicators are the most frequently used indicators of the world economy and necessary for any analysis of economic globalization. A significant proportion of these indicators can be found for most developed countries. Additional indicators have been developed to provide additional information. These include indicators that are desirable in theory but may be difficult and expensive to calculate in practice (such as the activity of MNCs abroad). These indicators are of lower priority than the benchmarks. Experimental indicators are related to issues that are of increasing importance in the context of globalization, but for which additional efforts are needed to develop statistical concepts and methods (such as new forms of international economic cooperation).

24. Sabotinoва, D. The Guaranteed Minimum Income Debate. // Business Directions. BFU. Burgas. 2017, no. 3, pp. 13-20. ISSN: 1312-6016 (print), ISSN: 2367-9277 (online).

The article traces and systematizes the history of the idea of a guaranteed minimum income in both political and economic thought. Arguments in support of the idea of a guaranteed income are presented, various proposals for a guaranteed income are characterized, models of a guaranteed income are explained, a critical analysis of the idea of a guaranteed income is made (in relation to the effects on work incentives, reciprocity, costs, the ideological reactions, the position of women and their poverty). It was concluded that the existence of a guaranteed income is not enough to satisfy the entire range of collective and public responsibilities of society to ensure the well-being of the population.

25. Sabotinoва, D. The Transatlantic Trade and Investment Partnership (TTIP): opportunities, problems and prospects. // In: The new idea in education. Jubilee scientific conference with international participation. BFU. Burgas. 2016, Vol. I, pp. 90-101. ISBN: 978-619-7126-27-3.

The report presents the idea of a Transatlantic Trade and Investment Partnership (TTIP). This is an agreement between the EU and the US, the implementation of which would create a free

trade area that accounts for 50% of global economic output. The aim of the agreement is to benefit from the reduction of tariffs and non-tariff barriers to free trade. The presentation focuses on the most controversial measure included in the TPTI - the system for resolving disputes between investors and the state. It singles out the harmonization and mutual recognition of rules and standards as a key distinguishing feature of the negotiations, which reinforces the fear of deteriorating standards and social dumping (concerns about pay and employment; threats to public services and public procurement procedures). Tracks difficult negotiations on public procurement procedures and harmonization of standards; disagreements on issues related to agriculture and the environment.

V. STUDIES PUBLISHED IN NON-REFERRED-PEERED JOURNALS OR PUBLISHED IN EDITED COLLECTIVE VOLUMES

26. Sabotina, D. Transformation of International Production. // Yearbook of BFU. Burgas. 2022. ISSN: 1311-221-X. (in print)

The effects of technology, policy and sustainability trends on international production are multifaceted. Depending on the starting point of individual industries – their archetypal international production configuration – the effects will play out in different ways, ranging from reshoring to diversification of global value chains and from regionalization to replication and granular distributed production. A dramatic transformation of international manufacturing is expected in the coming years, driven by technological changes that will alter the economics of international manufacturing. Transformation will depend on the interplay between policies, trends towards resilience and dealing with the shock of the pandemic.

27. Sabotina, D. Dimensions of International Production. // Business Directions. BFU. Burgas. 2022, no. 1, pp. 56–89. ISSN: 1312-6016.

International production networks can be described along three key dimensions: degree of fragmentation and length of value chains (short to long), geographic distribution of value added (concentrated to distributed), and MNE governance choices on which distribution depends of trade between unrelated parties, non-equity regimes and FDI. Several archetypal configurations can be identified for the industries that account for the vast majority of global trade and investment. A classification of the technologies of the new industrial revolution is made: digitization, automation and 3D printing. Profiles and archetypes of industries and technologies affecting international production are outlined. The trends in economic management and the determinants of international production are characterized: more interventionism in national policies; more protectionism in trade and investment; more regional and bilateral economic cooperation.

28. Sabotinova, D. Theories of International Production. // Business Directions. BFU. Burgas. 2021, no. 2, pp. 11-24. ISSN: 1312-6016.

The article systematizes theories of international production: resource-based production; import substituting production; export-oriented or globally integrated production. Each type of production affects the sending and receiving economies differently. Theories of international production are based on six distinct branches of economic theory: theories of the international movement of capital, theories of trade, location, industrial organization, innovation, and the firm. International production can be analyzed at three levels: macroeconomic (looking at national and international trade), mesoeconomic (looking at the interaction between firms at the industry level), and microeconomic (looking at the international growth of individual firms).

29. Sabotinova, D. Investing in Sustainable Development Goals. // Yearbook of BFU. Burgas. 2021, T. XLIV, pp. 127-144. ISSN: 1311-221-X.

The article examines investment sectors related to the Sustainable Development Goals (SDGs), which cover basic infrastructure (roads, railways and ports, power plants, telecommunications, water and sanitation), food security (agriculture and rural development), mitigation of climate change and adaptation, health and education. The need for private investment, including international investment, to complement public and local investment is shown to bridge the funding gap. The package of transformative actions for mobilizing and channeling private investment towards the SDGs is reviewed. It concludes that current investment in SDG sectors, especially in developing countries, is too low, sustainability financing largely bypasses developing countries, and SDG-specific policies are not implemented quickly enough. The situation is compounded by the impact of the COVID-19 crisis, which risks subordinating progress on the SDGs to the priority of economic recovery.

30. Luizov, A. and Sabotinova, D. Gross National Happiness Index - Methodology and Analysis of Empirical Research Results. // Business Directions. Burgas Free University. Burgas. 2019, no. 2, pp. 69-83. ISSN: 1312-6016.

The measurement of happiness is an object of interest to researchers from various fields such as psychology, sociology and economics. There are different approaches to operationalizing and measuring happiness – both individual and multidimensional measures are applied. One of the measurement approaches is through the Gross National Happiness Index, the methodology of which was developed by the Center of Bhutan Studies. This index is a multidimensional indicator linked to a number of program and policy screening tools allowing its practical application. The publication presents the results of an empirical study conducted in Bulgaria and using an adaptation of the methodology of the Center of Bhutan Studies. The index consists

of nine areas with a total of 23 indicators. The results of the analysis show a relatively small proportion of respondents who can be defined as "happy". The calculation of the Index is based on the Aljire-Foster method for measuring multidimensional concepts such as poverty, well-being and inequality. The research conducted outlines several areas for future research to improve the methodology for measuring the Gross National Happiness Index.

31. Sabotinova, D. Elinor Ostrom: Polycentric Management – an Alternative to the State and the Market. // Business Directions. BFU. Burgas. 2019, no. 2, pp. 84-95. ISSN: 1312-6016.

Research on the management of commons resources and public goods leads to the development of new theory to explain phenomena that do not fit into the dichotomy of state and market. Humans possess a more complex motivational structure and more abilities to resolve social dilemmas than the rational choice theory of the individual considers. Creating institutions that force (or nudge) self-interested individuals to achieve better outcomes is the primary purpose of governments. According to Elinor Ostrom, the main goal of public policy should be to facilitate the building of institutions that bring out the best in people. The article asks how diverse polycentric institutions help or hinder innovation, learning, adaptation, trust, levels of cooperation and the achievement of more effective, equitable and sustainable outcomes at different levels.

32. Sabotinova, D. and Luizov, A. Methodology for Measuring Bhutan's Gross National Happiness Index. // Yearbook of BFU. Burgas. 2019, Vol. XL, pp. 212-233. ISSN: 1311-221-X.

The Gross National Happiness Index provides information on nine components – psychological well-being, health, time use and balance, education, cultural diversity and resilience, good governance, community vitality, ecological diversity and resilience, standard of living. The index is aggregated from 33 cluster indicators with 124 variables, which are the basis of the construction of the index. The weights of the variables are different, with the lowest weight being the most subjective variables. The nine components are equally weighted because they are believed to contribute equally to happiness. Unlike the conceptions of happiness in modern Western science, the Gross National Happiness Index is multidimensional – it is not measured solely by subjective well-being, it does not focus solely on happiness, which begins and ends with the individual being concerned about his own well-being. The pursuit of happiness is a collective endeavor, even though the feeling of happiness is deeply personal. Different people can be happy under completely different circumstances, therefore the possibilities of experiencing happiness are very diverse. The index allows the government to increase the value of the index in two ways: either by increasing the percentage of happy people or by reducing the dissatisfaction of people who still feel unhappy.

33. Sabotinova, D. Population Aging and Intergenerational Transfers. // The challenge of population aging: trends, consequences, policies. CDIO. Slavena. Sofia. 2019, pp. 119-146. ISBN: 978-619-190-141-8.

Intergenerational transfers in all societies are significant and have the potential to have a significant impact on welfare, inequality and economic growth. Younger generations depend on the resources they receive from productive members of society, and the well-being of the elderly depends on social programs and families. The importance of intergenerational transfers has not gone unnoticed by researchers. Over the past three decades, significant progress has been made in measuring, modeling and assessing the effects of intergenerational transfers at both the micro and macro levels. The intergenerational contract is the most important and contested dimension of modern social systems. It is at the heart of the problems we face with an aging population: protecting the elderly and investing in the young, while maintaining financial sustainability and upholding the principles of social justice. Much of the debate about reforming this intergenerational contract still focuses on the public aspects—the provision of pensions and health care costs. To complete the picture, not only public but also private intergenerational transfers within the family should be considered. The article argues that the patterns of intergenerational transfers in the family are extremely important for the well-being not only of individuals and families, but are also related to issues of social policy, social inequality and social integration.

V. TEXTBOOKS AND STUDY MATERIALS

34. Sabotinova, D. Behavioral Economics. Burgas Free University. Burgas. 2022. ISBN: 978-619-253-020-4. 432 pp.

The textbook on Behavioral Economics is intended for the students of the economic specialties of the universities. Behavioral economics aims to understand and explain economic behavior and its consequences. She is concerned with testing the standard economic model on people to see when it works and when it doesn't, and asks whether it can be changed or reworked to better explain what we observe. Behavioral economics applies insights and conclusions from laboratory experiments, psychology, and other social sciences to economics. It is the science of working constructively with the standard economic model to gain a better understanding of economic behavior.

Topic 1 begins with the history and debates surrounding behavioral economics. Presents the methods of behavioral economics, introducing the way experiments are conducted and the theoretical knowledge related to experiments.

Topic 2 introduces heuristics, utility, and search. Introduces the randomness of choice, mental calculations and framing. Explains reference point dependent utility, gift effect, willingness to pay or accept, transaction utility, narrow framing, hedonic adaptation, pooling of choices.

Summarizes demand, supply and markets. Illustrates the influence of the reference point on the labor supply and housing market. Offers an alternative explanation of the behavioral life cycle hypothesis in relation to the fungibility of money and mental calculations. It shows how we can encourage people to save more.

Topic 3 aims to show how we make economic choices under conditions of risk in terms of utility and expected prospects. All's paradox, the security effect, the tendency to avoid risk are examined. Prospect theory, reference-dependent utility, the relationship between a reference point and expectations are presented. It shows how preferences are reversed, what the theory of regret is. The mystery of the stock investment premium, the disposition effect, and the ostrich effect in financial trading are explored.

Topic 4 is about choosing the time to act. Introduces the idea of exponential discounting and the intertemporal utility function. It shows how an appropriate discount factor is chosen when receiving and paying, what constitutes the utility of sequences. Introduces the concepts of hyperbolic and quasi-hyperbolic discounting. Shows the consequences of time inconsistency, how temptation and self-control affect economic behavior. It seeks an answer to the question whether saving leads to growth or growth leads to saving. Finds the relationship between time inconsistency and consumer behavior. It answers the question of how firms use a pricing strategy to maximize profit.

Topic 5 introduces Bayesian choice under uncertainty and how we can learn from new information by updating our beliefs. Presents models of choice under conditions of uncertainty, Ellsberg's paradox, confirmation bias, the law of small numbers, the influence of biases. It seeks an answer to the question of how to interpret the information that comes from other people - to be or not to be conformists. Introduces signaling games in strategic interaction modeling. Provides information from the field of health care, where information is particularly important in decision-making (both by patients and doctors). It deals with housing and financial market bubbles and crashes.

Topic 6 shows how we interact with others through a game called a beauty pageant. The Nash strategy and equilibrium are presented. It shows how anticipation of what others are doing, refinement of beliefs, and focal points influence decision-making. The implications of learning from experience are explained; confirmation learning; belief-based learning; experience-weighted learning; learning and prediction. As an example of the importance of strategy, the different types of auctions are presented. Clarified the concept of the winner's curse. The ability of people to coordinate and the emergence of conflicts of interest are manifested in threshold games for public goods.

Topic 7 provides experimental evidence for social preferences. Reciprocity games in which a social dilemma is manifested are examined. The relationship between fairness and competition, between the reference point and the avoidance of inequality, is shown. The model of fairness, reciprocity and competition (for avoiding inequality with incomplete information) and the Fehr-Schmidt model (for avoiding inequality with complete information) are introduced. Inequality avoidance models are evaluated. The relationship between intentions and social norms is shown. Charitable giving data is provided for a variety of reasons. A relationship between reciprocity

and price and wage rigidities has been sought. The model of worker reciprocity and firm pricing is examined.

Topic 8 shifts the focus to the relationship of economic behavior to evolution. The utility function of foraging and choosing when to have children is presented. Aggregate risk is distinguished from idiosyncratic risk in maximizing expected utility. The result of interdependence and competition with others is shown if people cooperate or not. The relationship between culture and behavior is clarified by examining cross-cultural comparisons. Different types of selection are considered: natural, group, kin. Data are provided on gender equality in economic decision-making, attitudes to risk and competition, and social preferences. The economy of the family is examined and an explanation is given for intergenerational transfers in families.

Topic 9 introduces the topic of neuroeconomics and neuroscience. It explains what the brain is and how it works. It looks at the brain processes that help us understand how decisions are made. It shows how automatic and controlled processes work and interact, and how performance control is performed. Automatic processes—reward evaluation and learning—are shown, as well as what happens when people have choices and use reasoning and control processes (choice and strategy, fairness and norms, punishment and inequity avoidance, present preference, and brain conflict, the multitude of selves). The problem of addiction as an economic problem is examined.

Topic 10 looks at well-being and whether people are making the economic choices that will give them the greatest satisfaction and happiness. Economics is concerned with maximizing utility, which we can take as a measure of happiness. In an attempt to answer the question of whether we can trust the happiness data, an alternative measure - the day reconstruction method - is presented. Research is cited that proves that happiness is relative (Easterlein's paradox); the role of adaptation and habituation as well as the role of remembered utility in evaluating events is indicated. Projection bias and the difference between decision utility and remembered utility suggest that people do not know what is best for them, so prior commitment is necessary. It shows how to measure the value of treatment to make the best choice for health; how the perceived utility of treatment can be improved so that people attend screening procedures for effective prevention of health problems. Projection preference can be used to increase savings. Evidence is provided on how unemployment and inflation affect different parts of society differently and have different long-term effects on satisfaction. A link is made between the visibility of the tax, the change in demand for the goods and welfare.

Topic 11 asks whether behavioral economics can be used by policymakers to help people make better choices. Two categories of economic policy are distinguished. The first has to do with designing institutions so that good things happen. The second has to do with manipulating individual incentives so that good things happen. The concept of the tragedy of the commons is revisited, citing Eleanor Ostrom's evidence that it can be avoided. Examples are given of matching markets that connect buyers and sellers so that they can enter into mutually beneficial transactions. The importance of auction design is explained through the example of spectrum auctions. It shows how behavioral economics can help improve the design of institutions. The

idea of nudging and changing behavior via a default save option is introduced. The principles of good choice architecture are outlined.

35. Sabotnova, D. World Economy. Burgas Free University. Burgas. 2015. ISBN: 978-619-7126-07-5. 256 pp.

The textbook on World Economy is intended for students of economics majors at universities. The world (international) economy is a natural continuation of the material studied in Microeconomics and Macroeconomics. The structure of the textbook is in two parts: international microeconomics (international trade and movement of factors of production) and international macroeconomics (international finance and politics in an open economy).

Topic 1 is an introduction to the international economy as a component of economic theory - presents the structure of economic theory, its methodology, normative and positive analysis. It points out the changes in the world economy and the development of the theory of the international economy, as well as the most important economic problems facing the world. It follows the study and teaching of international economics as a subject - both in the world and in Bulgaria. It presents the structural features of the textbook.

Topic 2 examines the classical theories of international trade: mercantilism; Adam Smith's theory of absolute advantage (absolute advantage in conditions of autarky and in conditions of specialization); terms of trade; David Ricardo's theory of comparative (relative) advantage (relative commodity prices and specialization); comparative advantage and opportunity costs (the concept of marginal opportunity costs; production possibilities frontier and marginal opportunity costs; relative prices of goods; complete specialization at constant marginal opportunity costs).

Topic 3 presents the neoclassical theories of international trade: the Heckscher-Ohlin theory of the ratio of production factors and international trade; the Heckscher-Ohlin theorem on the difference in the abundance of production factors and international trade; the Heckscher-Ohlin-Samuelson theorem on international trade and factor price equalization between countries; the Samuelson-Jones theorem on the distribution of income from the specific factors of production within the country; the Stolper-Samuelson theorem on the influence of commodity prices on the prices of production factors in each of the countries; Rybczynski's theorem on the influence of the supply of production factors on the volume of manufactured goods; Leontiev's empirical verification of the Heckscher-Ohlin theory; the standard neoclassical model of international trade.

Topic 4 introduces the latest theories of international trade: technological theories; a theory of international trade based on economies of scale of production; theory of international trade under conditions of monopolistic competition; intra-industry trade theory; income and preference theory as the basis of international trade; a theory of the competitive advantages of nations.

Topic 5 deals with international trade policy. Section one deals with customs duties: concepts and definitions related to the introduction of customs duties; effects of introducing an import duty in a small economy; introducing an import duty in a large economy; Section two deals with non-tariff restrictions: quantitative, hidden non-tariff and financial non-tariff restrictions. In section three, the GATT/WTO international trade system is presented: the history of creation and the main principles of GATT's activity; the creation of the World Trade Organization. Section four sets out arguments for and against protectionism.

Topic 6 examines regional economic integration: stages of economic integration (preferential trade agreements, free trade area, customs union, common market, economic and currency union, fiscal and political union); the neoclassical approach to the analysis of economic integration: static effects of integration (creation and diversion of trade) and dynamic effects of integration (expansion of the internal market, growth of competitive advantages, redistribution of resources between countries). The history of the creation of the European Union and its institutions is presented.

Topic 7 describes the international movement of production factors: the structure and scales of the international movement of capital; the neoclassical theories of the international movement of capital (the international movement of capital as an "exception to the rule", the movement of capital as a result of the differences in the interest rates of the countries, the risk as a factor of the movement of capital, the international mobility of capital as a substitute for the mobility of goods); international labor movement (motives for international labor movement, effect on welfare as a result of labor migration); international corporations, international production and its measurement). The theories of international production and foreign direct investment are presented: the theory of the market power of the firm; the theories of the territorial location of production (theory of the life cycle of the commodity and the theory of access to market and resources); internalization theory and positive transaction costs; an eclectic paradigm for international production (ownership, location and internalization advantages). The role of TNCs in world trade and international production is examined.

Topic 8 explains the operation of the international foreign exchange market. The main concepts are clarified (currency, direct and indirect quotation, nominal exchange rate, real exchange rate, effective exchange rate, cross-rates, bid rate and sell rate, spread and margin, currency convertibility). The institutional structure of the foreign exchange market was examined (commercial banks, central banks, enterprises, non-bank financial institutions, brokerage companies, private individuals); the world centers of foreign exchange trading, the dimensions of the foreign exchange market, the foreign exchange structure of the market. The types of transactions on the foreign exchange market (spot, forward, swap, futures, options) are explained; the concepts of currency risk, currency hedging and currency speculation. The evolution of the world monetary system (gold standard, gold-currency standard, currency standard) is traced. The advantages and disadvantages of different exchange rate systems (fixed, floating, partially floating) are indicated. The main concepts related to exchange rates are explained: devaluation and appreciation, devaluation and revaluation of the currency; supply and demand in terms of floating and fixed exchange rates; the causes of shifts in currency supply and demand curves; stable and unstable foreign exchange market.

Topic 9 presents the balance of payments: it introduces the basic concepts and definitions (for a resident, an economic entity, a center of economic interest, an international economic transaction, a system of double entry of credit and debit in the balance of payments, structure of the balance of payments). The current account of the balance of payments was examined (trade in goods, trade in services, factor incomes, current transfers); the capital account of the balance of payments (capital transfers and acquisition or provision of intangible, non-financial assets); the financial account of the balance of payments (direct investments, portfolio investments, other investments), as well as the positive and negative balance on each of the accounts. It is indicated how the balancing of the balance of payments takes place (automatically through income and regulatory through a policy of redirection or change of expenses).

Topic 10 introduces approaches to balance of payments and exchange rate determination. Approach to the balance of payments from the point of view of elasticity (Marshall-Lerner condition for successful devaluation; J-curve effect). Absorption approach to the balance of payments (ratio between national income and internal absorption, influence on the current account of the balance of payments). Theory of purchasing power parity (law of one price, absolute PPP, relative PPP, overvalued and undervalued currency). Exchange rates, interest rates and inflation (uncovered and covered interest arbitrage, Fisher effect). Monetary approach to balance of payments and exchange rate determination. A portfolio approach to balance of payments and exchange rate determination.

Topic 11 presents macroeconomic policy in an open economy (the goals and instruments of macroeconomic policy to achieve internal and external balance). Types of international capital mobility (perfect mobility, perfect immobility, imperfect mobility). Swan's diagram: the possibility of simultaneously achieving internal and external equilibrium under the regime of a fixed exchange rate. Building the IS – LM – BP model for an open economy. Mundel-Fleming model. Examination of monetary and fiscal policy in a fixed exchange rate and perfect capital mobility situation and in a floating exchange rate and perfect capital mobility situation. Principle of efficient market classification (Mundel-Fleming diagram). International coordination of macroeconomic policy.

Appendices - key terms, list of figures, list of tables, recommended reading.