

SUMMARY

Of the scientific works

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Submitted for the announced competition for occupying an
academic position "Associate Professor" in a professional filed
3.8. Economics / Marketing, Management and Entrepreneurship/
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I. MONOGRAPHS Basic habilitation work for the academic position "Associate Professor"

**P1. Ruseva, V., Modern Challenges to Marketing and Entrepreneurship,
BSU, 2022, ISBN: 978-619-253-021-1, pp. 207**

The monograph "Modern challenges to marketing and entrepreneurship" has a total volume of 207 pages and includes seven chapters and four appendices. The exhibition aims to present the main trends, innovations and challenges facing modern business, marketing and entrepreneurship in the conditions of a high-tech environment and digitalization of the economy and their impact on the human individual and perception, the various types of activities generated by the emerging needs. In addition to all the advantages resulting from the innovative activity of enterprises, a number of socially significant issues arise, such as inequality, poverty, environmental protection and sustainable management and preservation of natural resources. Three emphases are placed: the changes that digitization causes in consumer behavior and the implications of this for marketing; the contemporary dimensions of social entrepreneurship and the characteristics of shared workspaces as a sought-after service in the digital economy and a specific entrepreneurial alternative. In the exhibition, a deep theoretical look (259 titles, mainly in a foreign language) of authors, theoretical models and numerous dynamic research results and up-to-date statistical information is made. **The first chapter** entitled "Contemporary Challenges to Marketing" focuses on clarifying the impact that digitalization has on consumer behavior and the related changes in marketing practice - the drive for individualization of the offer and digitalization of communication with consumers. Within this part, a synthesized presentation of some of the "classical" consumer behavior models is made and outlines the characteristics of the main consumer groups used in cohort segmentation. Attention is paid to the advantages that personalization in the offer gives to the company and to its main characteristics. Emphasis in this part is a retrospective of the process of development of social networks and characteristics of some of the tools of digital marketing. **The second chapter**, entitled "New trends and entrepreneurial models in business" has a staging character for the following parts of the development. It provides a critical analysis of different views regarding the definition of the concepts of "entrepreneurship" and "entrepreneur". Then, the genesis and characteristics of 4 current economic trends are presented, opening up new opportunities for entrepreneurship - (1) the growing interest in activities in the service of society; (2) the sharing economy and related co-working and shared spaces; (3) the increasingly widespread adoption of the principles of the green economy and (4) the digitization of business and related new business models. **The third chapter**, entitled "Essence of social entrepreneurship", aims to clarify the essence of the categories "social entrepreneurship" and "social entrepreneur". The relationship "social entrepreneurship" - "social services" - "social activism" was examined, highlighting the

differences between them. Special attention in this chapter is given to social enterprises. The benefits for society of their existence are outlined - creation of employment, creation of social capital, transformation of the social assistance system, development of local communities, etc. The chapter ends with an analysis and assessment of the degree of development of social entrepreneurship in Bulgaria and the relevant legal framework, advocating the thesis that "here (in Bulgaria) a vaguely defined hybrid form between the current economy and the position and needs of civil society in the face of various associations, business entities exercising activity, reinvesting their profits in favor of a social cause". The types of social enterprises in Bulgaria are systematized. **Chapter four** of the monograph entitled "Trends in the development of social entrepreneurship, needs, determining demand, tools" analyzes important global trends that can be a promoter for the development of social entrepreneurship. Based on rich and up-to-date statistical material, the problems related to limited access to healthcare in large regions of the world, trends in the spread of poverty and income inequality, unequal access to education and the difficulties caused by the Covid-19 pandemic are outlined. Of interest here is the author's thesis that "Social entrepreneurs must reflect the right balance between investment in the revenue-generating part of the firm and investment in the part responsible for achieving social results." The exposition in this part of the development also includes reflections on the impact that changes in consumer preferences and attitudes, and an increase in the number of so-called ethical consumers, have on the propensity of businesses to get involved in various social causes. In the last part of this chapter, a comprehensive and richly argued development analysis is made that of social entrepreneurship worldwide and the emergence and characteristics of the concept of socially responsible marketing. **Chapter Five**, entitled "Shared Workspaces. Business Model and User Preferences" is devoted to the nature of shared workspaces, the typology of different types of shared spaces and a comparison between them and standard workplaces. The definition of shared workspaces is based on an evaluation of a large number of definitions that emphasize different characteristics. Different options of shared spaces are considered, based on diverse criteria. More specifically, classification used by a specific organization (Move.bg), classification according to their professional direction, according to the interior of the space used, according to the type of workplace, etc. The main differences between shared work spaces and classic offices are outlined and, according to the author, they are: the possibility of turning the participants in the shared space into part of a "community"; the possibility of creating an environment close to "home"; different way of forming the price for using the service and others. In the sixth chapter "Assessment of the market of shared work spaces" an analysis is made of the spread of shared spaces worldwide and in Bulgaria. The main trends in the demand for such services are outlined. From the data presented for the global market, it is clear that shared spaces are most common in Europe (6,835 in total) and the USA (3,762). Data on the projected development of this type of business are presented, with several trends outlined: expected doubling of their number within the next 8 years, expected multiple growth of income from this activity in the medium term, achievement of growth rates of this business within an average of 15% on an annual basis. **Chapter seven**, entitled The Case Study of a Socially Engaged Shared Workspace, has two emphases. First, the experience of the owners of a shared work space with social commitment, located in the city of Varna, is presented, and secondly, information is presented about the author's interview with the project and social director of the organization, which is part of a separate research project with an emphasis on: Case studies among local community-led enterprises/community enterprises', funded by the National Agency of the Republic of Ireland.

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

P2 "E. Nikolova, M. Neycheva, V. Ruseva, IS COMPANY'S COMMITMENT TO LEARNING A FACTOR FOR MARKETING INNOVATIONS?, ICERI2022 Proceedings ISBN: 978-84-09-45476-1, ISSN: 2340-1095, Format: Electronic Conference Proceedings, doi: 10.21125/iceri.2022"

The report explores the proposition that the key success factors of an organization are determined by a number of processes. A brief literature review is made that indicates how these aspirations can be recognized in the organization's mission and vision, in its strategic objectives and can be reflected in increased sales, market share, innovation in the product range, marketing investments in growth markets, building a distinctive brand. Theory and practice so far show how change is the new constant for industries and in these uncertain times, training and development are the currency of exchange and professional upskilling is the catalyst for this process and a factor for innovation and growth both micro and on a macro level. Applying significant incentives for innovative and valuable ideas is one of the methods for building an innovation culture in small and medium-sized businesses. Technological and non-technological innovations are based on the company's stock of knowledge. To be successful, new items require new marketing methods. Training conducted in-house or externally can provide information needed to make necessary changes in marketing methods.

Using results from a survey of 150 enterprises in Southeast Bulgaria, the present study tests the hypothesis that continuing professional training of human resources is positively related to the firm's marketing innovation. Seven groups of factors are explored, including: customer focus; competitive orientation; training commitments; shared vision; openness to ideas; entrepreneurial orientation; strategic focus on innovation. The result of the logistic regression models revealed that the factor employee learning ability was not found to be a variable in the model. It turns out that the factors innovation in product design and packaging, product promotion strategies, and pricing methods can be positively related to aspects such as a company's strategic focus on innovation or entrepreneurial orientation, but not to a learning-oriented culture. The results can be explained in light of the difficulties faced by Bulgarian companies in finding experienced training providers tailored to their specific needs.

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

P3 Ruseva, V., Process and Product Innovations as Marketing Strategy Tools of Organizations, Twenty-first Scientific Conference dedicated to the 70th anniversary of the International Economic Relations and Business Department Under the patronage of the Rector of UNWE, Prof. Dr. Dimitar Dimitrov, Sofia 2022 (certificate UNWE)

The purpose of this report is to discover the importance of innovative activities as an element of the organization's marketing strategy for successful and sustainable development, since in the last few decades the world industry has undergone rapid development due to new technologies, leading even to the creation of new types of entrepreneurship. The report provides a brief literature review of the main concepts applied in practice in the organization: company innovation, product, process and marketing innovations, where the latter makes significant changes in the design or packaging of the product, its storage, advertising in the market or in determining its selling price. Marketing innovations are aimed at better satisfying the needs of the consumer, opening new markets or conquering new positions for the company's products in its market in order to increase the volume of sales. In addition to clarifying the meaning of these concepts, the author aims to highlight the effect of adding value to already existing products or services in order to improve a company's productivity and competitiveness. Based on a survey conducted in 150 enterprises in South-Eastern Bulgaria, the study seeks to shed light on the management's attitude towards the process, product and marketing innovation base and the extent of their positive impact on the strategic company on the innovation focus process. According to the data of the survey carried out in 150 enterprises, it is clear that, although timid and with weakly stated positions regarding product and process innovations, enterprises are aware of the need for these innovations and that this would positively affect their activities. Although not presented in this report, the study shows that these organizations have an established partnership with other companies and the educational institution, which is an indicator of establishing a practice in innovation. Undoubtedly, these indicators will acquire new values, as organizations fully realize the positive effect of their introduction.

P4 Ruseva, V., E HUBS - A Sustainable Model of the Shared Economy and Their Interaction with Social Entrepreneurship, International Scientific Conference "Modern Challenges to Tourism" organized by the Department of Tourism at the University of Veliko Tarnovo,, 2022, pp. 772-781, ISBN 978-619-239-710-4

This report aims to show the growing impact of the social enterprise phenomenon in recent decades, its beneficial impact on human well-being, the environment, entrepreneurial and investment business efforts of the community. This activity of the organization contributes to the effects of consumer choice related to satisfying needs and following established values and principles. The report provides a theoretical and practical framework for the essence of social entrepreneurship, creating at the basis of an innovative and sustainable model of business units EHUBS (e - hubs) and their impact on mobility among the inhabitants of the

leading shared and electric cities in Europe as mobility a real alternative to personal vehicles. E-Mobility Hubs, EHUBS for short, represent a crucial step towards the adaptation of shared and electric mobility services. These dedicated street spaces, where citizens can choose from different sustainable electric transport options for shared use, represent a real alternative to the use of a private car, providing opportunities to increase shared and electric mobility in a truly innovative way. Hubs are located in public places where e-bikes, e-cargo bikes, e-scooters and/or e-cars are positioned, offering users a wide range of options for use and use in different situations. The idea is to deliver a high-quality and diverse offering of shared electric mobility services that dissuades citizens from owning private cars, leading to cleaner, more livable and pleasant cities.

Several partner cities (Amsterdam, Arnhem, Nijmegen, Leuven, Dreu) from different countries (Netherlands, Belgium, France, etc.) are implementing and promoting EHUBS and paving the way for others to do the same. In France, the Tourism Impact Hub has been created, where tourism transforms lives, unites people and creates economic prosperity and well-being, by creating a community of experts, mentors, trainers, speakers, investors and many others in multiple sectors to provide a range of brilliant experts to offer targeted support to young entrepreneurs For this purpose, a research grant was implemented by the Free University in Brussels within the framework of the "Economic Education in Bulgaria 2030" project.

P5 Ruseva, V., Marketing decisions during a pandemic or how entrepreneurs save business, International Scientific Conference "Modern Challenges to Tourism" organized by the Department of Tourism at Veliko Tarnovo University, 2022, pp. 781-791, ISBN 978-619- 239-710-4

The report emphasizes the management of crisis situations and pandemic catastrophes such as COVID-19 and states that these are influenced by the severity of the crisis and how different audiences perceive the organization's responsibility for the crisis. It becomes clear that modern organizations interact directly with the environment and society, and the responsibility is not only corporate, but also shared and individual. Crisis management is indeed a vital success factor in today's uncertain business environment and a useful tool to help organizations develop proactive business solutions for long-term strategies, as it enables them to combat profitability and survival challenges. Companies that are prepared for crises are better able to deal with them more efficiently and successfully. A crisis management plan does not necessarily provide a guarantee that a crisis will be contained. To be successful during such a crisis, decision makers and planners must focus on the promotional strategy, but in tandem with other strategies to ensure that it leads the organization out of recession. Crisis management is about dealing with human perceptions of the crisis as well as physically resolving the crisis situation. Therefore, the key issue for dealing with crisis situations is advance preparation at management level and with the use of modern marketing approaches and crisis management trainings; planned prevention and immediate response are all important interventions that can stop bankruptcies after any crisis.

The report examines good global examples of crisis management (such as approaches such as the KFC case - the practice of "quick response", the Delta Airlines case - focus on the future, the Mattel case - product crisis management). The second approach considered is the marketing or Marketing strategies in times of crisis refer to methods that enable companies to effectively use their resources to survive and look for new market opportunities, including □ Analysing the results of previous reporting periods, □ Email marketing, □ SEO marketing/ SEO optimization, □ Content marketing. The high-tech companies that are doing quite successfully despite the pandemic, which shocked the entire economy, are also indicated.

P6 Ruseva, V., Development of Social Entrepreneurship In The Black Sea Region and Marketing Solutions for the Activity, INTERNATIONAL SCIENTIFIC CONFERENCE THE BLACK SEA – DOORS AND BRIDGES, Burgas 2022, p.136-141, ISBN: 978-619-253-017-4

The report aims to point out the growth of socially engaged activities, both nationally and internationally. The main reasons for this activity are the division between social strata in society and the deepening of the problems of vulnerable groups. Based on the analysis, the need to apply specific business and marketing approaches for effective implementation and promotion of activities related to the cause is established. The exhibition also aims to clarify the nature of the need for social entrepreneurship and its forms of manifestation, as well as how business and the community in the person of local and state authorities engage in a new kind of social economy concept. The report is dedicated to organizations of a similar type, positioned in the Black Sea region (South and North) with administrative centers Burgas and Varna (as the main attractive tourist destinations) and, in particular, to specific organizations with a social profile that simultaneously fulfill their commitment to vulnerable groups, but have also become an emblem of the Black Sea cities. The concept of social marketing is considered, which is based on the traditional philosophy of modern marketing with a new, global goal - a comprehensive marketing activity aimed at satisfying the needs of the target market, taking into account the socio-ethical and environmental problems of society as a whole. Marketing with social elements is defined as the application of marketing principles and techniques to influence a target audience to voluntarily adopt, reject, modify or abandon certain behaviors in order to provide benefits to individual groups or society as a whole. Social advertising is one type of advertising where it matters how it is used. The problem is largely in the intentions of social campaigns to place advertising as a primary and extremely important task in achieving their social goals. The social enterprises on the Bulgarian Black Sea coast, which are examined, combine three main characteristics. Firstly, they have a clearly distinguishable brand, secondly, they contribute to the development of local sustainability in tourism by producing products and services directly related to tourism, and thirdly, they fully correspond to the concept and cause of social enterprise. These are Nautical Signs - Burgas and Social Teahouse - Varna. The two social enterprises are perhaps the most distinctive examples of social commitment to a large number of disadvantaged young people. Thus, users of social services feel engaged and at the same time create branded products, which in both cases are used in the tourism industry and create a sense of experiential marketing.

P7 Ruseva, V., The new models and standards for good governance - will the tourism industry survive in the era of sustainable capitalism and global pandemic, International Scientific Conference "Tourism and Global Crises" organized by the Department of Tourism at Veliko Tarnovo University, 2021, with .579-587, ISBN: 978-619-7281-73-6

This report aims to describe the model of classical capitalism, its destructive consequences and explain why it must evolve into a sustainable capitalism. The emergence of the new economic model is not a new phenomenon, but it is vital to implement it in the management of enterprises and especially in the tourism industry, which has been adversely affected by the effects of the pandemic crisis of COVID-19. It points out why new models and good practices will be the subject of corporate and academic development in the coming years and how these actions should not be delayed. Over the past few decades, the capitalist economy has lost its original ethical and social drive. We are witnessing how capitalism takes increasingly amoral forms for economic growth at any cost. The race for profits is logically followed by the persistent threat to civil society and the natural environment that is difficult to overcome. The sustainability, indeed the survival of the earth and life on it, is at risk under this brand of unfettered capitalism. A new sustainability economy needs to be adopted, and social and ethical norms reintegrated into the capitalist model, thereby restoring a sense of balance to the economic system that ensures that communities around the world benefit and thrive. Solutions are offered such as transition to "green" technologies and alternative sources of energy and strengthening the social responsibility of corporations, the shared or accessible economy, or in other words, achieving the same result with fewer resources, a concept of the circular economy, where all a greater share of the energy to produce the new product is from renewable sources, and an ever greater share of the waste becomes resources for new growth. The crisis surrounding the COVID-19 pandemic intensifies the effect of these disruptive corporate practices and gives a new impetus to the development of environmentally oriented models and practices in the management of companies' activities. Issues such as telecommuting and job insecurity, layoffs and business closures, the relationship between job loss and income and people's mental health, and homeschooling are highlighted. Special attention is given to COVID 19 and tourism. The tourism industry is perhaps the most affected sector, along with all activities related to the realization of basic and auxiliary services. Crisis management addresses the impacts and consequences on three main stakeholders (tourism demand, tourism operators, and destination management) under three stages (representing the response, recovery and restart stage of the pandemic).

P8 Ruseva, V., Innovative business models embodying coworking spaces in the world of shared economy, Modern Management Practices XI - Engineering Specialization in the Decade of Use and Automation, Burgas 2021, p. 349-355, ISSN: 1313-8758

The exposition explores the idea that in the era of capitalism, the sharing economy is a socio-economic system built around the sharing of resources. This often includes a way of

purchasing goods and services that differs from the traditional business model of companies employing employees to produce products to be sold to consumers. It involves the shared creation, production, distribution, trade and consumption of goods and services by different people and organizations. These systems take many forms, often using information technology to empower individuals, corporations, nonprofits, and government with information that enables distribution, sharing, and reuse of excess capacity in goods and services. Two main types of sharing economy initiatives are indicated: non-profit, usually based on the concept of lending libraries, where goods and services are provided for free (or sometimes for modest subscriptions), and commercial, where a company provides a service to customers for profit. The main and other and other economic systems under the "umbrella" of the sharing economy are considered, such as: collaborative economy / joint consumption, partner economy / Peer to Peer, freelance economy / Freelancer, crowdfunding / crowdsourcing, coworking, Cobranding. The report mainly examines the concept of co-work and the factors that gave rise to the emergence of these spaces, where Behind the co-working movement lies an entire ideology related not only to the shared use of a workplace, but also to "collaborative" or joint work expressed in the sharing of values, cooperation and mutual assistance between individual entities. It is a way of working where different people, with independent professions, work together in one place to create value while exchanging information and sharing experiences, through communication and collaboration, all within the framework of their own choice. Their diversity according to different types of criteria is indicated. In addition, data on the global growth of co-working spaces and co-working spaces in Bulgaria are tracked. Regardless of the slower pace of development, the co-working movement is imposing its influence here in Bulgaria as well. The exponential nature of development of both the number of co-working spaces and the number of co-working residents is proven. Moreover, it proves the thesis that freelancers, digital nomads and other people who work on a freelance basis, as well as larger companies and corporations, are interested in co-working spaces.

P9 Ruseva, V., Increasing the effectiveness of management - a modern marketing challenge in the organization's strategy, International Scientific Conference "Education, Science, Economy and Technologies", University "Prof. Dr. Asen Zlatarov" - Burgas 2020, pp. 113-119, ISSN 13126121

This report aims to highlight the importance of the organizational structure of enterprises and the qualities of its management as the key to future success. Modern entrepreneurial activity is clearly aware of the need to increase the efficiency of management activity in the company. Modern managers seek to improve their marketing and management skills as a tool for competitiveness, know-how development and corporate growth. Different analytical and creative skills, as well as innovative marketing, technological and information solutions must recognize the needs of the enterprise. For this purpose, an empirical study/survey was carried out through a questionnaire over 70 companies from the tourism industry. The object of the study were companies in the tourism branch operating in each sub-sector, namely, companies with activities: tour operator, travel agency, transport, hotel, restaurant, mostly objects related to summer seasonal engagement (hotel industry), but also those with year-round activity were

surveyed. The tasks of the study were directed in two main directions - establishing the need for training and qualification of the staff and management personnel in the enterprises providing services in the tourism industry. In what way are these activities already carried out - the management's familiarity with the consulting services. How would they help the business and increase efficiency. The managers of 2 companies were interviewed. The interviewees are local persons operating in the domestic market without foreign participation. Regarding the number of staff in the active season, the hotel sites number 60-120 people, bearing in mind that we are talking about three 4-star sites. All interviewed managers share the opinion that their management in tourism is becoming more and more challenging. The extremely dynamic environment and the increasingly aware and demanding customer (tourist) and market gives rise to the need for market-oriented management. Or in other words, the management is obliged to comply with consumer demand and provide know-how in the tourist product.

P10 Ruseva, V., Contemporary responsible business practices and consulting solutions of social media marketing, International Scientific Conference "Digital Transformations, Media and Public Inclusion", BSU 2020, pp. 228-236, ISSN: 978-619-7126-92- 1

This report aims to reveal the real implementation of corporate and socially engaged companies. Their sustainable business is developed with care not only for local resources, but also for culture and traditions. The company's commitments to the prosperity of the community through unsolicited business practices and the use of the organization's own resources are modern business social initiatives. The presentation indicates the nature and scope of corporate social responsibility and explains that since the introduction of the term until now, the nature and scope of activities related to corporate social responsibility have changed. Companies should also work closely with stakeholders to: 1) increase the creation of shared value for their owners/shareholders and for their other stakeholders and society as a whole; 2) determine, avoid and mitigate possible negative impacts. The following are considered components of CSR: environmental protection, where the focus is on finding a sustainable solution for the use of natural resources in order to reduce the impact of companies on the environment labor protection - this includes freedom of association and recognition of the right of collective bargaining; elimination of all forms of forced and forced labor; the effective elimination of child labor; elimination of discrimination in terms of employment and occupation; human rights – the rights and dignity of employees and society and the development of workplaces free from discrimination, where creativity and knowledge find application in dignified codes of professional conduct and where a balance between work and other aspects of life can be maintained; community involvement – this includes: community partnership, employee merit, philanthropy, product and service donations, etc. business standards – cover a wide area of corporate activities such as ethics, financial performance, environmental protection, human rights and labor standards. market – this includes distribution, ethical trade, pricing, invoicing, product quality and safety, etc. Good business practices are considered: contribution to local and economic development; disaster relief; promoting causes; cause marketing; corporate philanthropy (a classic corporate

initiative through the gratuitous provision of cash or services); voluntary work for society. Social marketing is seen as a tool for designing, implementing, and controlling programs calculated to influence the adoption of social ideas and considerations regarding product planning, pricing, communication, distribution, and marketing research, where the explicit use of marketing skills helps to better the effective translation of social action on projects and communications that elicit the desired audience response. In other words, marketing techniques are the bridge - mechanisms between the simple possession of knowledge and the socially useful application of what knowledge is possessed. Main tools are 1. Posts with products to buy (social commerce); 2. Direct messages – (via messaging applications such as WhatsApp, Viber and Facebook Messenger or via private messages on social networks such as Twitter or Instagram); 3. Micro-influencers; 4. Improved and interactive e-mails; 5. Online Sentiment Analysis (Critical Mention, Repustate or Lexalytics - usually includes data collection tools and algorithms.); 6. Alternative and niche social networks (interest in alternative social networks. Snapchat, TikTok, Pinterest, Medium and Reddit); 7. Programmatic advertising - ad serving, media buying, performance tracking and customer targeting can all be managed by software. This is automation in the best sense of the word with software like Adobe Marketing Cloud or SmartyAds; 8. Video blogs (YouTube, Instagram Stories and Snapchat); 9. Communicating with Generation Z.

The contributions to the business are: competitiveness; good reputation; shareholder satisfaction; availability of resources to solve social problems.

P11 Ruseva, V., Business and marketing innovations in enterprises with contributions to the circular economy, Industrial Growth Conference, Nessebar -Bulgaria 2020, p.412-420, ISSN 2683-0752 ISBN: 978-619-7573-02-2

This report presents the current trends in the production and consumption of goods and services in terms of environmental sustainability. A study of the innovative activity of companies from the South-East and South-West regions was also carried out according to indicators related to the circular economy. It is argued that tracing the life cycle of natural resources, from obtaining them through the design and manufacture of products, to what is considered waste, is essential to ecological and biological balance and is part of creating efficient resources . It is the circular economy that is the tool through which nothing is wasted, but in an intelligent way, it allows products to be reused. In recent decades, the business has been created to connect the trading company with a brand with sustainable and circular business models and with the help of their marketing capabilities to promote and stimulate sustainable and circular consumption models. Civil society, for its part, needs to be properly engaged, informed about “good practices and hold industry accountable for its commitments and obligations. In terms of business, the following instruments are implemented to help the circular economy: • internal recovery (the reuse in the production of a raw material or something of some final material product that either becomes waste) • industrial symbiosis: the term is defined as "synergistic exchange of waste, by-products, water and energy flows between organizations in a locality, region or even a virtual community •

sharing platforms: the idea here is to facilitate the sharing of property or products so that they can be used more often and more efficient • product life extension • reuse recycling • material recovery - the step that adds value to the life of materials that can no longer be recycled • energy recovery Marketing models for the circular economy: social networks • Event marketing • Digital marketing • Mobile marketing • Branding • Eco labels. The study examines several criteria in the EU database: Household waste generation per capita Private investment, jobs and gross value added related to circular economy sectors; Eco-innovation index. After researching the innovation activity of companies in the South-East and South-West regions of Bulgaria, based on a sample of 151 interviews, data were obtained on: Suppliers of equipment or materials; Marketing innovations in activity; Common processes/practices

P12 Ruseva, V., Necessity of business consulting and who consults us in Bulgaria, Yearbook of Student Scientific Creativity TOM XXXIX, Burgas Free University, 2019, pp. 224-230, ISSN: 1311-221X

The subject of the study is the business consulting activity, its own origin and the regulatory framework in which its practice is carried out. The dynamic development of enterprises in all sectors of the industry, as well as the diversification in the production of goods and services, impose increasingly high demands on the competence of both employees and company management. Undoubtedly, the awareness of the need for specialized consulting services and solutions, which at this stage of the development of organizations ensure efficiency and achieve high profits. The report examines the definition and essence of BC activity, as well as the activity of the Federation of European Associations of Management Consulting Services - FEACO. The exhibition examines the moment of emergence of consulting activity in business as well as the evolution of management consulting. Also mentioned is BAUKO - Bulgarian Association of Management Consulting Organizations - which unites and represents professional consulting firms and certified consultants, the types of contracts for consulting services and the types of consulting services. The largest consulting organizations in Bulgaria are clearly listed.

P13 Ruseva, V., Consulting and Training Services in the Circular and Blue Economy, Contemporary Management Practices X "Connectivity and Regional Partnership", Burgas Free University, 2019, pp. 372-375, ISSN: 1313-8758

The report examines the issues that the blue economy deals with, its role in ensuring sustainability and guaranteeing how ecosystems can function so that everyone benefits from nature's infinite abundance, and the role of external consulting organizations. Entrepreneurs

have an important role in this process, which implement opportunities to reproduce the ecosystem model and recreate the cycle of energy in order to realize added value and a number of benefits, converting them into income and jobs. In order to carry out the main activity of the enterprises included in the blue and circular economy, there is a need to use external consulting services. The industries involved in the blue are described and they can be distinguished as follows: aquaculture, coastal tourism, marine biotechnology, ocean energy and seabed mining. The ocean energy sector is still underdeveloped, but with appropriate management and specialists, it has potential for the needs of renewable sources and the reduction of greenhouse gases, and hence the need for innovative technologies and narrow specialists. As more companies demonstrate a shared interest in environmental, social governance and sustainability (ESG) risks and opportunities, it becomes increasingly important for them to identify and address their sustainability challenges. Establishing a consistent profile supported by a mature sustainability program is key to increasing service quality. (ESG) reporting and evaluation are handled by external consulting companies. They build effective sustainability strategies that focus on vital issues by using ratings effectively to achieve sustainability and by selecting the right ESG metrics to capitalize on their insights and relevance. Areas where consulting services in the blue and circular economy could be useful for realizing the above models are the following: 1) Measurement and evaluation of social governance and sustainability (ESG). Streamlining the various ESG metrics is essential to increase ESG performance, monitor progress and guide management decision-making. 2) Maintaining the Dow Jones Sustainability Index. From action planning and review to project management.; 3) Materiality matrix consultation, including periodic updating based on big data. Traditionally, a full materiality assessment involving internal and external stakeholders is carried out in a complex process. 4) Professional training of staff. Types of consulting services aimed at improving management capacity are: 1) Strategic business management - formulating the guidelines for the development of the company, the structure of its activity, the interaction between individual units and teams, medium-term and long-term market prospects and others. 2) Organizational consulting - it is aimed at increasing the efficiency of work within teams and between departments, establishing appropriate work procedures, creating rules for internal communication and other measures leading to the improvement of the work process. 3) Sales management - consulting aimed at creating a highly effective organization of work in the sales department, systems for exchanging information for customers, building a sales strategy, systems for forecasting and planning revenue, methods for setting goals for sales employees and systems to control the development of sales against targets. 4) Assessment of the circular economy. Identifying the most valuable opportunities for circular economy business. 5) Portfolio Sustainability Assessment - (PSA) companies are able to gather insight into the sustainability of existing product portfolios. It becomes clear that consulting and personnel training has its history and the needs of these services are inevitably sought in the modern "blue" and "circular" economy. As business consulting is a "young" and modern profession, the blue circular economy creates new opportunities and a new way of thinking, guaranteeing sustainable economic growth without negatively affecting the environment, increasing competitiveness and creating new jobs. New ideas require specialized consulting intervention that offers optimal solutions for a more reasonable use of

resources, reduction of waste, pollution to the environment, giving opportunities to optimize costs and provide opportunities for the introduction of new products or services.

P14 Ruseva, V., The model of "Green Management" in the Circular Economy, Burgas Free University Yearbook Volume XL, 2019, pp. 313-318, ISSN: 1311-221X

This report is oriented towards contemporary management trends in environmental sustainability. The impact of industrial and human activity on the environment is realized, as well as the need for smart consumption of resources and their renewability. Managing the life cycle of natural resources, from extraction through product design and manufacture, to what is considered waste, is essential to ecological and biological balance and part of developing a resource-efficient, circular economy where nothing goes wrong. Smarter design, allowing products to be reused, reconstructed and then recycled again, must become the norm. The European Commission promotes increasing resource efficiency, encourages eco-innovation, provides tools that can help you recognize green products and support green innovative businesses. A greener economy means new growth and job opportunities. Eco-design, eco-innovation, waste prevention and re-use of raw materials can lead to net savings for EU businesses of up to €600 billion. The essence and principles of the circular economy are clarified. The green model is the new young and extremely effective practice of human resource management and corporate social awareness for sustainability in organizations. It points to the fact that industrialization, so important to economic growth and societal development, is changing the way everything is created, from food and energy to manufacturing and health technologies. Emphasis is on green management - where, generally speaking, green management means the implementation of ecological practices in the management process and decisions. Green management of human resources, on the other hand, is that young, life-giving, innovative management, in the spirit of synergy between collective, management and environment. Saving resources such as time, money, effort and stress at work, preserves and preserves raw materials, skills, qualities and talents of human resources, with a positive attitude towards health and positive mood, promotes productivity and competence and promotes the realization of values - all it is "green". The effectiveness of applying green management practices to human resources is believed to lead to positive green bottom lines for sustainable development.

P15 Ruseva, V., Strategy for the Development of Innovative Tourist Products and Services in the Sphere of Cruise Tourism on the Bulgarian Black Sea coast, International Scientific Conference on the Topic "Blue Economy and Blue Development", BSU 2018, pp. 99-105, ISSN: 978- 619-7126-57-0

The exposition aims to point out the importance of cruise tourism as a modern modern alternative type of tourism, which is developing the quality of its services at an extremely fast pace, in parallel with the improvement of the economies of the passive participants in the service, namely the travel host countries. The meaning of cruise tourism, considered in a

broader sense, is a symbiosis of numerous users, whose interests must be satisfied with the aim of sustainable development of the destinations and innovative solutions for the development of the tourist product. Burgas Black Sea region is a highly developed tourist destination with a major contribution to the "Blue Economy" of Bulgaria. The cruise business here has a rather exotic character, and although rare, it undoubtedly arouses interest in a strategy for the development of such a type of business. The report provides a brief history of the development of the cruise business around the world, data from the "International Cruise Organization" as well as a description of the cruise tourism product. An analysis of the market share, the geopolitical situation and the dynamism of cruise services worldwide and a comparison with the Bulgarian market is made. A brief description of the port of Burgas as "well prepared for the cruise future" and opportunities for developing a cruise tourism product with the Burgas market, as well as all similar activities, are presented. The current (2018) procedure of the construction of a congress center in the area of the port of Burgas (completed successfully to date) is described. The development of cruise tourism in the Burgas region undoubtedly marks the beginning of a new era in marine recreational tourism and brings a number of economic benefits to the region. The high level of interaction between the host country (Bulgaria) and the guest countries in the person of cruise passengers will contribute to lifestyle, culture, mutual integration and cultural convergence. The profile of the cruise tourist epitomizes middle-aged citizens of the world with high incomes and accomplished interests, connoisseurs of culture, expensive pleasures, consumption of luxury goods, beverages and food. Relevant to this, revenues in the local treasury will be realized and tourist fees, port fees and a number of other auxiliary main activity revenues. This article is not only a scientific development, but also an action plan in the near future for developing the potential of the Southern Black Sea.

P16 Ruseva, V., Study of Publication Activity in The Field of Know-How Development Through Consulting And Training, Yearbook of Students' Scientific Creativity Volume XXXV, BSU, pp. 298-304, ISSN: 1311-221X

This article examines key phrases in the field of know-how development from the point of view of usage in recent scientific publications. Several on-line academic databases are used for research purposes: Science Direct, Scopus, Scholar, etc. The period covered is from 2000 to the present (2017) with an emphasis on the last decade. The terms are used in two main directories: one is oriented towards the consulting of the business activity, the other is related to the training and motivation of the personnel. Inferences are drawn to describe the need for the aforementioned keywords and how it has changed over the years. The relevance is also justified by the fact that in order to achieve the level of sustainability, which has been proven to be linked to the economic efficiency of the tourist enterprise, innovative decisions must be made from the point of view of marketing, information, technology, and even accounting and legal natures directly linked to the continuous engine in the machine, the tourist industry called human capital and the improvement and motivation associated with it. Economic growth is determined to a great extent by investing in human capital as well as in additional specialized consulting solutions and advice for business, of course within the framework of the new, in the spirit of innovations or so-called know-how. The aim of the present study is to

find the highlights in the scientific production of recent years, which in turn can serve as a basis for future deeper and more narrowly specialized analyses. Tasks of the research are to choose a quantitative measure to distinguish these emphases, evaluate the publications according to the chosen measure and analyze the obtained results. The chosen measure is the number of publications containing certain terms from the field of industry consulting and personnel training and their motivation to work. An additional metric is a rating of academic publications with a focus on investing in human capital as well as in additional specialized consulting solutions. For the purposes of the research, the analysis was divided into two main directions, according to the method by which the sources of information are divided, as well as the way of judgment of the author of this work. The basic directions for analyzing the data are precisely direction one: consulting, where we will subject to search for the key words in this field: organizational counseling, in this sense helping different individuals and the group as a whole to realize the importance of the different processes - psychological and organizational - taking place in the system of which they are members, and created an opportunity for them to - correct choice to help the organization overcome its weaknesses and problems and get closer to perfection[1]., management (management) • Business consulting[2] • Operational management; •Project management; • Change management; •Human resource Management. • Corporate strategy and organizational development of the company; • Financial and administrative systems; • Consulting in the field of information technologies • Business Consulting • Operational Management; Project management; • Managing change; Human resource management. • Corporate strategy and organizational development of the company; • Financial and administrative systems; • Consultancy in the field of information technology). And for the purposes of the tourism industry, we will consider concepts such as - Tourism Development Plan. The second part of the study concerns another direction, in the field of personnel education, as the main thesis of the study is that of lifelong learning, where training and development is one of the main functions of human resources[3], • as well as innovation training, • mentoring • coaching Buddying (mentoring) • Shadowing • Self-study • Corporate Social Responsibility. In the following tables, the data for a period of 16 years (2000-2016) and data from 2017 are systematized, to further confirm the trends found.

IV. STUDIES PUBLISHED IN NON-REFERRED-PEERED JOURNALS OR

PUBLISHED IN EDITED COLLECTIVE VOLUMES

P17 Ruseva. V., Professional Discrimination at the Workplace in Human Resources Management, ISSN: 1311-221X (50 879 characters, 28 stand. p.)

The exposition aims to explain the concept of occupational discrimination in the workplace and to indicate the main types of inequalities to which employees are subjected. Discriminations such as: race/skin colour, age, national origin/ethnicity, gender, sexual orientation, religion and political views, physical or mental disabilities are considered. Examples are given and statistics drawn from major labour markets such as the US and the

UK, where the diversity of different employee profiles is rich. Statistical data are presented for the indicated countries and for the whole of Europe. The basic definition of EEO (or equal employment opportunity) is the idea that everyone should be treated fairly when considered in various employment decisions (including hiring, promotion, termination, compensation, etc.). This means, for example, that everyone competing for a position in a company should have the same chance of success if they are right for the job. In the legal sense of the EEO definition, "same chance" or "equal opportunity" means that employers cannot use certain characteristics as reasons to hire or reject applicants or make other employment decisions; in other words, they cannot discriminate these features. In many countries, protected characteristics include: Race/Colour; Age; National origin/ethnicity; Gender / sexual orientation; Religion; Physical or mental disability. The main regulations and objectives of the policy for equality in the workplace, the activities of the International Labour Organization, the Law on Protection against Discrimination in Bulgaria and the application of EU directives are indicated. In conclusion, it can be said that despite the modern world we live in and the proclamation of a free and democratic society, there are still discriminatory practices in life and in the work process itself. Citizens are increasingly giving voice to this if they are placed in unequal conditions, but unfortunately, not all cases are legally regulated and solvable, especially when the discrimination is implicit or made based on an associative element. A great hope lies in the fact that the positive effect of globalization creates multicultural societies in which people of different race, gender, sexual orientation, age, social status live and work, and this creates in people a sense of empathy, understanding and acceptance of different from us.

P18 Ruseva, V., The Phenomenon of "Coworking Spaces" as a Model for Working in the Shared Economy and Their Relationship to Social Entrepreneurship, Burgas Free University Yearbook volume XLIV, 2021, pp. 245-265, ISSN: 1311-221X (54,399 characters, 30 stand. p.)

The study aims to tell about the phenomenon of the XXI century - the shared economy and the positive effects on society. The sharing economy has a history of disrupting traditional business sectors. Lack of overhead and inventory helps businesses, shared businesses, run lean. Increased efficiency enables these brands to deliver value to their customers and supply chain partners. Traditional industries are being affected by the sharing economy - and many traditional brands will struggle if they don't adapt to the changing landscape. The benefits are: 1) cash flow generation. The sharing economy contributes to increasing the welfare of its participants by creating a) new transactions that are based on the efficient use of underutilized assets, made possible by reducing b) transaction costs with the help of ICT technology and provide opportunities for c) promoting and testing new goods or business ideas without incurring significant costs. Negative aspects such as 1) the conflict with the existing business sectors are also clarified; 2) transaction risks and 3) information asymmetry. Co-working spaces and the professional focus of co-working residents, their design are classified, an analysis and comparison of co-working spaces and standard office premises, types of contractual relationships are made. A trend analysis is graphically presented for "Why do people avoid working in coworking spaces?" What is the "Growth rate of the coworking

market worldwide? and Growth rate of the number of coworking visitors in the period 2011-2018?" "Post Covid 19 Market Forecasts? Analyzing data from a survey of 3,000 respondents between February 2020 (pre-lockdown) and May 2020 (post-lockdown), space usage is beginning to recover and is shifting to private offices (as the most frequently sought-after type space), longer term contracts, and more capacity (desks required). Such preliminary data shows: 26% higher number of seat requests; 96% longer contract terms; 76% higher share of requests for private offices compared to individual locations. Two qualitative interviews with the managers of the Bulgarian co-working spaces Puzl CowOrKing - Nikolay Dimov and Work And Share - Bozhidar Georgiev are taken into account here. The social causes in the co-working culture, which is increasingly successfully implemented in entrepreneurial activities of a social nature, are especially considered. . The market in Bulgaria calls them spaces with a cause or small ecosystems. It is characteristic of them that they attract more and more young people, and even if they are still figuring out the basic concept of the business model, the desire for development is stronger. A brief analysis of the activity and partnerships of a co-working social enterprise (Social Teahouse - Varna) was made.

P19 Ruseva, V., Green marketing and its digital dimensions in conditions of a circular economy, Burgas Free University Yearbook, volume XLI, 2020, p.380-401, ISSN: 1311-221X (54 196 characters, 30 st.p.)

This paper aims to highlight the need for nature-inspired innovation generating many benefits including jobs, social capital. The needs of the environment provide increasing opportunities for entrepreneurs who create a product or service from waste or almost no resources. Diversification of existing activities provides a marketing perspective for the circular economy and highlights the green message and influence on consumer behavior and, on the other hand, market supply. Communication between market participants in the circular economy is taking on increasingly innovative and digitized dimensions. The exhibition highlights the fact that environmental problems are hurting society worldwide even more significantly than a few decades ago. Population growth and the reduction of natural food resources have led to the unnatural use on a large scale of artificial products or chemical substances to modify productions for the benefit of producers. This phenomenon gives rise to reactions among consumers and companies, who have already begun to pay more attention to the consequences of their actions on the environment, and this puts the foundations of "green marketing" or even "environmental marketing". The main theme in the sustainable development strategy is the need by integrating economic and environmental considerations in decision-making through policies that preserve agricultural development and environmental protection. And the final product of green marketing is precisely the protection of the environment for the present and future generations. Developed energy efficient operations, better pollution control, recyclable and biodegradable packaging, environmentally safe products are part of green marketing leading to sustainable development. Thus, green marketing is a tool for achieving sustainable development. The concept of the green marketing mix (green product, green promotion, green price, green distribution) is also considered. Green marketing promotion tools are also considered (Advertising; PR (public relations); Personal selling; Consumer promotions; Groupon (Group + Coupon) ; Event

Marketing; Digital Marketing; Grassroots Promotion. The study also looks at green-oriented generations of consumers. Producers of non-mass products are looking for their place in the market, which means that they have to develop their activity in terms of marketing orientation. It is necessary to differentiate the specific target markets by segmenting the general market. Branding in green marketing is also considered. Today, branding is accepted as a separate marketing tool and is a very important product attribute. It is the product's symbol and identifier that differentiates it from the competition. Several programs using trade are currently successfully applying the rules based on the principle of voluntariness. These include eco-labelling, that is, labeling products and services that are greener than their substitutes, as well as some green mechanisms such as Green Tools in Hospitality; solar energy as a possible alternative source of energy not only because of the growing needs for it on a global scale, but also because of the growing concern for the ecological balance of the planet; saving water; the ecolabel. In Bulgaria, there is the National Competition "The Greenest Companies in Bulgaria" celebrating its 10th year as a unique competition for responsible companies in our country. From the very beginning, the event has become an emblem of business that has focused on sustainable policies, including awards that are in sync with the developing business environment in Bulgaria, as well as prizes for individuals, companies, municipalities and non-governmental organizations.

P20 Ruseva, V., Growth of management capacity and the relationship with the dynamics of development of small and medium-sized enterprises, Burgas Free University Yearbook Volume XXXVIII, 2018, pp. 230-254, ISSN: 1311-221X (54,630 characters, 30 st. p.)

The exposition aims to highlight the importance of small and medium-sized enterprises (SMEs), the fact that they have experienced exceptional growth and asserted their importance in the economic reality in recent decades. SMEs are a source of added value and provide a significant proportion of jobs. In order to extract maximum efficiency from the SMEs occupying a significant share, in addition to carrying out product quality improvement, the need to develop management capacity as the main driving force for the development of enterprises is also clearly realized. In a conducted survey, questions were asked regarding the business's need to increase non-professional competence and the tendency to use consulting services in order to maximize the realization of the company's goals. Let's look at the questions, the answers given and the analysis to them. 52 companies in the tourism industry were surveyed. In the concept of tourism industry, we consider the main activities: hotel, restaurant and transport activities. Business management in tourism is carried out by tourist companies that function as commercial companies, the founders of which are legal and physical, registered under the Trade law. The studios synthesize the most important theoretical concepts concerning entrepreneurship, the role and importance of small and medium-sized enterprises, the system of management resources, processes and technologies, organized and configured in a way suitable for business implementation, so that business goals are achieved. The main concept that lies in the analysis is that the successful functioning of the company depends in one way or another on the specific activity of all interested parties - these are not only its owners, but also employees, contractors, state and local authorities.

And this is achieved precisely by maximizing managerial competences, leading to satisfaction of the interests of the interested parties, expressed in the dynamics of SME development. It becomes clear that the growth of the small business sector in Western countries is evaluated as a signal of a transition from a managerial to an entrepreneurial economy. In our country and in the other countries of Eastern Europe, a simultaneous transition to a new economic system, to a managerial and entrepreneurial economy, is being observed. The opportunities that economic freedom opens up benefit not only the managers of the old enterprises, but also thousands of free people who want to achieve the material basis of their independence, namely - small business. There are varying opinions on the reasons for the growth of small businesses and workloads in recent years. Some specialists see the growth of small businesses as a short-term reaction to the restructuring of large companies, others consider them a product of long-term changes in the economic structure, which are expected to give positive results. As an explanation of the tendency to increase the number of new companies, a large number of macroeconomic factors are indicated, the main of which are considered to be: Growth of the service sector; Unemployment; Increase in income and change in market demand; The revolution in microelectronics and other manufacturing technologies; The fragmentation of large companies. The data show that the dominant part of the enterprises in Bulgaria are micro-enterprises with a number of employees from 0 to 9. Their participation in the total number of companies is 92% nSMEs participate with 7.4%, while large enterprises represent only 0.2% of all companies in Bulgaria . SMEs play a particularly important role in the "non-financial business economy" in Bulgaria. They account for 66% of value added and more than three quarters of employment compared to the EU average of 57% and two thirds respectively. For micro-enterprises, SME added value and employment shares are roughly comparable to those in the EU, but in the case of small and medium-sized enterprises they are above the EU average. The manufacturing, wholesale and retail sectors generate half of the added value of SMEs. Their total share is almost 10 percentage points higher than the EU average. These two sectors account for 58% of SME employment. Added value of SMEs in the "non-financial sector" business economy "increased by 12% in 2008-2015. This mainly stems from a very strong growth of micro-enterprises, whose added value exceeded the pre-crisis level by 37%. A SWOT was also made analysis of Bulgarian SMEs. According to the identified problems, methods and tools for increasing capacity (types of consulting services aimed at improving management capacity) are indicated.

V. PUBLISHED CHAPTER FROM A COLLECTIVE MONOGRAPH

P21 Ruseva, V., Relation Between the Factors for the Development of Modern Forms of Entrepreneurship and the Innovation Activity of Organizations, "Collective Monograph on the Project Regional indexing of innovation activity in the branches of the economy (IRISI) - scenarios for the four priority thematic Areas Identified in the ISIS Intelligent Specialization and Their Place in the Circular Economy", Scientific Publishing House of the BAS "Marin Drinov" (in print, certificate by project manager, 10 st.m.p.)

The exposition examines the interrelationship between the factors for the development of modern forms of entrepreneurship and the innovative activity of organizations. The main idea here is that the turbulent development of modern enterprises and the nature of their activity is formed by a number of factors, including innovation and technological processes, scientific research activity, changes in consumer perceptions and expectations, emergence of socially and socially significant cases, influence of competition and others. In this chapter, special attention is paid to the factors 1) knowledge as a factor of technological development, 2) innovation and 3) human capital in the organization. Data from a study on the topic "Innovative activity of companies in South-Eastern Bulgaria" are analysed. The results were obtained thanks to a study on the topic "Innovation activity of companies in South-Eastern Bulgaria". 150 organizations (target groups) were studied. These are companies with or without innovation activity from the Southwest region / the districts of Sofia-city, Sofia region, Pernik, Kyustendil and Blagoevgrad/ and the Southeast region / the districts of Burgas, Stara Zagora, Sliven and Yambol/. The interviews were conducted using the direct standardized interview method at the respondent's workplace. We will use these factors from the conducted research, which will give us information about the investigated enterprises on the set topic. Knowledge as a factor of technological development refers to innovations, innovations, technical and scientific achievements related to the development of technologies and improvement of processes in the organization, but we should not forget that the basis of these processes is the process of acquiring new knowledge, which is not a constant over time, but on the contrary, a sustainable model of the theory of development throughout life (lifelong learning). Human capital in the organization is the process of development of the knowledge-based economy, as well as the changes of related economic behavior in entrepreneurship, emphasizes the important place and dynamic development of human capital in the organization. Today's competitive environment requires managers to continuously improve the skills and performance of employees – and their own. These data are interpreted directly and unambiguously, only if we weigh the weight of training and acquisition of new knowledge against the background of the other factors, another analysis gives parallel slightly different information, as follows: the indicator "Change in the industry" to some extent influences the introduction of innovations in the design and packaging of a product or service. On the other hand, it is surprising that the factor "Employees' ability to learn" does not appear to be a variable in the model. Regarding marketing tools such as innovation in product design and packaging, product promotion strategies and pricing methods, a positive correlation was observed with aspects such as the company's strategic focus on innovation or entrepreneurial orientation rather than a learning-oriented culture. The results can be explained as a reflection of the complex difficulties faced by Bulgarian companies in finding professional consultants and training providers tailored to their specific needs. Regarding the other two indicators - a satisfactory result cannot be given due to the unreliable predictive nature of these two models. The learning factor did not show a high degree of significance regarding the impact on the innovation process in this study.

VI. TEXTBOOKS AND STUDY MATERIALS

P22. Ruseva, V., Introduction to Social Entrepreneurship, Burgas Free University, 2022, ISBN: 978-619-253-022-8, 152 pages

This book (with a total volume of 152 pages, collected in 6 topics) focuses on the emergence, development and activity of social enterprises. At the beginning of each topic are the objectives of the presentation, and at the end questions for preparation, a case study or an example. **The first topic** presented and explained the essence of the concept of social entrepreneurship and the relationship with the solidarity economy. A comparison is made between social and classical entrepreneurship, the problems that give rise to the need for social entrepreneurship and the global and diverse nature of social activities are identified. The difference between the "third sector" and the non-profit sector stands out. **The second topic** traces the origin and emergence of social enterprises, the variety of needs for social entrepreneurship. The concept of corporate, social responsibility and the essence of business ethics are explained. Global examples of good CSR practice are given (Starbucks, Home Depot, General Motors, as well as an example group discussion on the case study of "Radio Banashtali" - community empowerment and women's empowerment through education) and other issues. **third topic** explains a social ecosystem and its participants, the concepts of social change, social innovation and social impact, the types of social entrepreneurs according to their functions. The topic ends with questions and a case study. **Topic four** defines the basic social needs in society, emerging problems and identifies the reasons for their occurrence. Problems in different parts of the world healthcare and COVID 19, poverty, unequal access to education are compared. **Topic five looks** at community based enterprises, an example is given based on the author's research of community based enterprises: 1) Cottage Loughmore (Laghmore Cottage, Ireland, visited by ComEnt project, 2022) offers local food and products, in order to preserve and engage the aging population in the village and 2) The World of Mary Foundation (and SP "Bon Appeti", as part of the World of Mary). **Topic 6** is more practical. The purpose here is to explain the structure and purpose of the business plan. A business plan is written in detail on the example of a student from the "Business Planning" course, in which the author is a teacher and examiner in seminar classes and an examiner. A sample presentation of another business idea is also given.