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**Formirane na mediynia obraz
na Vasil Levski**

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Forming the Media Image of Vasil Levski

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The article follows the creation of Vasil Levski's media image from the Bulgarian Renaissance up to the early 20th century. More specifically, this means showing how the initial idea about Levski is created and developed in Bulgarian society, as well as what his role in our people's history and mentality is, the focus through which different eras perceive the Apostle, are there bridges and acceptability between them, what the motives that model the perceptions about him are and the way in which they change. The social and political dimensions of the Apostle are outlined. The different points of view from which the perception about his character, ideology and revolutionary activity originate are distinguished – social, artistic and those of his peers and associates.

Key words: Levski, print, image, history, memory, society, idea, media, literature, revolution, liberation, freedom, mentality, character.

JEL: L82.

Ikonomicheskoto razvitiie **Economical Development**

**Natsionalnata konkurentosposobnost –
atraktivnost ili/i agresivnost**

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National Competitiveness – attractiveness or/and aggressiveness

Maria Marikina 20

The Object of the article is the National competitiveness, which we relate to the understanding that it is the possibility for maintaining high levels of labor and capital efficiency, and to reach stable economical progress through systematic innovations, and this to be combined with an increase of the real income of the population. It includes a certain level of competition and thereby it is the subject of the research. The purpose is to find out the prerequisites of the competition in progress and the reaching of the high competitiveness. They could be found in the model pursuit and followed by the businesses – of attractiveness or of aggressiveness.

Key words: World Economy, Competitiveness, Competitive advantages, FDI.

JEL: F01, O25, O40, F21.

Strategicheski reshenia za oborotnia kapital v usloviyata na finansova i ikonomicheska kriza

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Strategic Decisions for Working Capital Management during Financial and Economic Crisis

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The management of working capital during crisis became more important because of limited access to financing for many real companies and the inefficient approach to management before 2007. The unexpected and rapid change in credit

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conditions caused the need to look for new and flexible solutions to stabilize the business. Immediate activities concerning liabilities and investments had to be bounded by strategic decisions to achieve sustainability of profitability and financial position. Strategies for managing working capital are usually limited to studies of certain ratios between the main categories of assets and liabilities, respectively the values of working and net working capital. The emphasis is on the relationship between long-term and short-term investments and the timing of companies' liabilities while achieving a balance between liquidity and profitability in the relevant restrictions and shocks from the external environment. In terms of the Bulgarian economy companies choose a balanced strategy for managing the working capital with a high proportion of long-term financing, low risk, stable coverage of fixed assets and optimum positive value of net working capital. Companies with low share of working capital apply more aggressive management strategy with dynamically changing net working capital and twice lower returns compared to companies with a high proportion of investment in current assets. Overall, financial management achieves its goal of maintaining liquidity through internal resources, but failed to create the necessary momentum to improve financial performance and increase the value of the business.

Key words: strategies for working capital management, financial and economic crisis, working capital optimization.

JEL: G01, G32.

Vazmozhnosti za podobryavane na esteticeskata sreda na turisticheskite objekti v Bulgaria

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Opportunities to Improve the Aesthetic Environment of the Tourist Sites in Bulgaria

Elenita Velikova 40

The following article presents part of the results displayed in the University Research

Project on the topic "Research on the European practices in the aestheticism of the tourist sites". The latter research focuses on the theoretical basis of aestheticism, the advantages of its application in tourism, the good practices imposed in the European aesthetic area and the main trends, which should be taken into consideration by the Bulgarian entrepreneurs. As a result of the research, specific guidelines for improvement in the aesthetic surroundings of the tourist sites in our country were drawn. These will substantially improve the competitiveness and the appeal of the sites in accordance with the national requirements and consumer needs.

Key words: aestheticism, tourist sites, good practices, trends.

JEL: J21, I11, I12, L83.

Upravljenje na resursi i razhodi **Management of Resources and Costs**

Analiz i otsenka na vrednoto vazdeystvie na transporta varhu okolnata sreda v gradovete

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Analyzing and Evaluating the Harmful Influence of Transport on the Environment in the Urban Areas

Svetla Tzvetkova, Tashko Minkov 48

Like any major city with growing population, Sofia has also faced the big issue of intensifying automobile traffic and significant worsening of the qualities of the environment. Automobiles are one of the primary pollutants in an urban environment, emitting over 200 harmful substances as a result of burning liquid fuels derived from petroleum. Traffic jams that are increasingly saturating the urban environment, and not just in the so-called rush hour, contribute significantly to the complication of this problem. In addition, they are the reason for the increase in noise, the rising number of traffic accidents and the loss of time in the prolonged movement from one point to another. At present, the effect from the development of

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subway lines and the overall improvement of road infrastructure in the city is minute because of the rule that additional capacity attracts additional means of transport. This draws more and more supporters to the idea that a new approach is necessary in the management and development of the city's transport system. It is characterized by fewer investments in the expansion of road infrastructure and a prevalent financing of alternative transport solutions. In order for the measures to be effective, they have to be coordinated with the appropriate economic and tax policies.

Key words: urban transport, pollution, environment, emissions.

JEL: Q53, Q54, R40.

Prilozhenie i značenje na korporativnata sotsialna otgovornost v turistichestkite predpriyatia za razvitiето na turizma i povishavane na konkurentosposobnostta mu

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Application and Significance of Corporate Social Responsibility in Tourism Enterprises for Tourism Development and for Increasing Its Competitiveness

Mariana laneva, Hristina Boycheva 63

The article examines and demonstrates the significance of the strategy of Corporate Social Responsibility applied by the incoming tour operators to increase the competitiveness of the tourism business' product in Bulgaria.

The subject treats questions related to the changes in tourism development based on the travel agency sector implementation of the CSR as a strategy for increasing the competitiveness of Bulgarian tourist product for ensuring the sustainability of the business. The research is based on the leading tour operators that have already implemented the CRS into their operations and through it they stimulate the development of destinations and suppliers of the tourism products – the local tourist businesses.

Key words: tour operators, tourism service suppliers, corporate social responsibility and competitiveness.

JEL: L83, L21, O26.

Obsht model za vzemane na spetsifichni upravleniski reshenia za operativnata deynost: metodologia i etapi

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A General Model for Making Short-Run Operating Decisions: Methodology and Steps

Michael Musov 77

Short-run operating decisions are non-routine managerial decisions of a very diverse nature. They include, for example, the decisions to add/drop operating segments, to make-or-buy components, to accept a one-time special order at less than the usual price, among others. There is, however, no agreed-upon decision-making model to facilitate comprehension and practical application of these decisions, making their common characteristics explicit. This paper aims to propose and justify such a general model for short-run decision-making. The suggested model contributes to the extant literature by integrating the basic steps in the managerial decision-making process and the unique methodology of short-run operating decisions – the relevant-information approach and the contribution approach. More specifically, this paper (1) explores the need of the model, (2) presents the proposed model with its four steps and methodology, and (3) briefly discusses its benefits, as well as suggesting some directions for future research. The study is entirely qualitative and fully applies deductive reasoning.

Key words: management accounting, short-run operating decisions, relevant costs, contribution approach.

JEL: M41.

Evropeyski sayuz

European Union

Mezhdukulturnoto obrazovanie – chast ot obshtoto obrazovanie

Mina Hubenova 87

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Intercultural Education – Part of the General Education

Mina Hubenova 87

The paper is about cross-cultural competency for foreign language in the context of the Common European Framework of Reference for languages, the European language Portfolio. Learning about different cultures, attitudes, perspectives and ways of living should be included in the curriculum and respect for differences should be encouraged.

Key words: multicultural education, competence, the Common Framework European of Reference for languages, Language policy of the European Union, Multilingualism in the European Union.

JEL: I2.

Informatika Informatics

Softuerni sistemi za upravljenje na biznes protsesi i vazmozhnostite za izpolzvaneto im v universitetite v Bulgaria

Ivan Belev 96

Software for Business Process Management and the Potential for Implementation in Bulgarian Universities

Ivan Belev 96

The emergence of computer software and its application in various organizations for optimization of activities leads to a rapid and irreversible process of constant computer software improvement. The evolution of computer software leads to evolution of the organizations that use it. In recent years the complex and dynamic environment for various organizations brings forward the use of business process management software. The rich features of such software allow for its implementation in different organizations in various economy sectors. This article explores the potential for implementing business process management software in the Bulgarian universities. Results

from a survey among accredited universities is analyzed to determine the implementation readiness for such a solution as well as the need for it and the technical conditions for implementation.

Key words: Business Process Management, software, University.

JEL: C61, C88, I21.

Ikonomicheski teorii Economical Theories

Aristotel i potentsiat na edna statusna teoria na razmyanata

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Aristotle and the Capacity of a Status-theory of Exchange

Ivan Katzarski 106

The paper compares Aristotle's view on exchange relationship with modern economic theories (classical and neoclassical, orthodox and heterodox). Various interpretations of reciprocal exchange in Aristotle are analyzed, and a new reading of it is presented. The view is grounded that the ancient philosopher has formulated the principle of a status-theory of exchange according to which market subjects own various resources in quantity and quality. The latter respectively determine a different status which in its turn controls their economic results. The author also thinks that this principle is valid not only for the ancient society but also for every market economy including capitalist one. By this principle, in fact, Aristotle establishes a common ground of economic and sociological analysis.

Key words: Aristotle, exchange, status, competition, market, price, profit.

JEL: B00.

Ikonomicheski efekti ot razdrobyavane na sobstvenostta

Stoian Shalamanov 118

Economic Effects of Ownership Fragmentation

Stoian Shalamanov 118

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The publication examines the fragmentation of ownership in terms of the property rights theory as a part of the institutional economic theory. Three versions for fragmentation of property are presented, related negative effects on economic performance in the field of shareholder ownership, "The Tragedy of the Anticommons" property and the conflict between utility and efficiency in the fragmented personal property. Finally, we make recommendations to prevent negative consequences of dangerous economic efficiency fragmentation of ownership.

Key words: Property rights, fragmentation of ownership, shareholding.

JEL: D23, K11.

Diskusia Discussion

Tsennost ili stoynost – G. Bakalov sreshtu D. Blagoev

Georgi Naydenov 127

Worth or Value – G. Bakalov versus D. Blagoev

Georgi Naydenov 127

In the early twentieth century in Bulgaria Dimitar Blagoev and Georgi Bakalov translated K. Marx's "Capital", while for the key concepts in this monumental work they use two different series of terms. Blagoev used series – worth, customer worth, exchange worth, surplus worth, etc. Georgi Bakalov used series – value, customer value, exchange value, surplus value, etc. There was a debate among them which of the two sequences is the correct translation of Marx's "Capital". In the mid-to-late twentieth century in Bulgaria only one series of terms is already used – value, consumer value, exchange value, surplus value. In this article we try to show that this dispute is not just terminological, but it is essential. That it is the result of mutual differentiation of the two main schools of economics – the radical and liberal paradigms. As a result of the mutual differentiation of terminology the common field of the two schools is "reduced" and this is detrimental for

both schools. In our opinion, the correct translation of the terms in the "Capital" is through the series – worth, customer worth, exchange worth, surplus worth, etc. Thus, the common problem field of the two schools restores to some extent.

Key words: Concepts and terminology of political economy and macroeconomics, liberal and radical economic schools, common problem and terminological field of the two schools.

JEL: P16, E00, B00, A14.

Rolyata na vissheto obrazovanie za narastvane na proizvoditelnosta v Bulgaria

Silvia Gospodinova 140

Role of Higher Education to Increase Productivity in Bulgaria

Silvia Gospodinova 140

Productivity is one of the most important economic categories with marked impact on prosperity, competitiveness and social welfare. Productivity-related aspects are of paramount importance to Bulgaria, too, as better results in both individual organizations and sectors and the economy as a whole are a crucial proof of the viability of the economy.

Achieving higher productivity is an important prerequisite for a higher living standard of the society. It would be illusionary to expect significant improvement of living standards in the country and successes in combating poverty without achieving tangible results that would raise productivity. Productivity growth is a prerequisite for solving the problems of employment and unemployment.

But for that to happen the labor market should provide adequately trained workforce, bound to ensure the required performance. With the interaction between the labor market and the market of educational services playing a major role, the focus should be set on better academic achievement and the inflow of adequately trained young people that would boost productivity.

Key words: productivity, education, growth, quality, competitiveness.

JEL: I25, I23, O47.