

Table of Contents and Summaries

Ikonomicheskoto razvitiye

Economical Development

Savremennata nekonvetsionalna parichna politika na ETSB v konteksta na finansovata kriza

Venelina Trifonova, Silvia Trifonova 5

The ECB's Contemporary Unconventional Monetary Policy in the Context of the Financial Crisis

Venelina Trifonova, Silvia Trifonova 5

The main objective of the paper is to explore the unconventional (non-standard) measures of the European Central Bank's monetary policy, undertaken in response to the global financial crisis. This research puts emphasis on the key instruments of the ECB's unconventional monetary policy, such as follows: first, conduct of accommodative monetary policy at nominal interest rates, close to zero or even below zero; second, implementation of measures of enhanced credit support policy for commercial banks through the Expanded Asset Purchase Programme (APP). The latter presently includes the following programmes: Asset-backed securities purchase programme (ABSPP), Covered bond purchase programme (CBPP), Corporate Sector Purchase Programme (CSPP) and Targeted longer-term refinancing operations programme (TLTRO II). With this regard, in the paper is also investigated the ECB's practice on expanding credit assessment framework for eligible assets used for the Eurosystem credit operations. Moreover, the limitations against the measures for provision of liquidity to financial

markets and banking system in the euro area are explored. Special attention in the paper is attached on the ECB's monetary policy started in June 2014, which has gone beyond the zero bound on nominal interest rates, in particular the interest rate on deposit facility, as well as the effects stemming from the negative interest rate levels on lending and real economy in the euro area. This analysis is associated with the study on banking lending in the euro area as a result from the ECB's expanded asset purchase programme and the negative deposit facility rate – in particular, the credit standards on loans to enterprises and households, banks' net interest income, their liquidity ratio and credit margins.

Key words: unconventional monetary policy, the ECB, negative nominal interest rates, enhanced credit support, expanded Asset Purchase Programme.

JEL: E42, E58, G21, G23.

Vanshnotargovski otnoshenia mezhdu ES i regionite za skliuchvane na sporazumenia za ikonomicheskoto partnerstvo v Afrika

Eduard Marinov 27

EU's Trade Relations with African Economic Partnership Agreements Regions

Eduard Marinov 27

The article presents the main features of EU's trade relations with African Economic Partnership Agreements regions. The time frame of the study is 2003-2013. The analysis includes the dynamics, direction and commodity structure of trade flows. The article summarises the

Table of Contents

trends in EU's trade relations with African Economic Partnership Agreements regions. It then analyses the place of Central and Eastern European EU member states in EU's trade relations with African Economic Partnership Agreements regions. In the end some conclusions are drawn on the trends in trade relations – both for the EU and the Central and Eastern European countries, with a special focus on Bulgaria's participation.

Key words: Economic Partnership Agreements (EPAs), Central and Eastern Europe, Africa, Sub-Saharan Africa.

JEL: F15, F55.

Model za otsenka na ikonomicheskata sigurnost na Bulgaria

Yuri Tsenkov 41

Model for Assessment of Economic Security of Bulgaria

Yuri Tsenkov 41

The goal of the research is to set up a model for assessment of economic security of Bulgaria, based on indicators with values, independent from the values of other countries and with available official data published by NSI or Eurostat. The following indicators were used: GDP growth, inflation, unemployment, poverty, budget deficit, government debt as a percentage of GDP, net export. Based on the official published data of the seven indicators for the period 2004 – 2016, conclusions about the economic security of Bulgaria were made.

Key words: economic security, GDP, inflation, unemployment, deficit.

JEL: O11.

Upravljenie na resursi i razhodi

Management of Resources and Costs

Povedencheski podhod za proektsia na dohodnostta na finansovi aktivi

Alexander Apostolov 51

Behavioral Approach for Projection of Profitability of Financial Assets

Alexander Apostolov 51

This article proposes a rethinking of the conditions and the concept of rationality of investors in securities, and shifting the position of observation and analysis of financial assets. We defend the thesis that the assumptions of "rationality" of the capital markets (typical for classical paradigm), are too restrictive, especially the idea that investment agents are fully rational. Therefore, the classical approach to analysis can't cover fully all the relevant factors, which determine the rate of return on financial assets. It appears necessary to more fully analyze the irrational behavior of the majority of investors in the capital market, as well as many other specific factors. The point of this research study is to find a new, innovative approach, when designing the dynamics of profitability of exchange-traded on capital market financial instruments. Policies for the projection of strength and direction of profitability are displayed and detailed on the basis of the proposed approach. We're developing a basic forecasting algorithm, that altogether meets the requirements of theoretical reasoning, logic and simplicity of application.

Key words: behavioural finance, efficient market hypothesis, rationality, stock exchange, projection of profitability.

JEL: D03, G15.

Finansirane na inovatsii chrez riskov kapital

Trayan Yosifov 64

Financing Innovations through Risk Capital

Trayan Yosifov 64

An analysis of the different forms of project financing through risk capital has been made. They are considered as alternative possibilities for the Bulgarian companies to increase their competitiveness. The peculiarities of the risk financing, which in the existing conditions of fair and unexpected market changes provides financial and consulting support in the realization of company innovative projects, are revealed. Through comparative analysis of the different sources of financing of the innovations, as well as

Table of Contents

of the funds for risk capital and the conditions for their existence in the USA, Europe and Bulgaria, key relevant characteristics have been outlined. Conclusions about the unique character of risk financing have been reached, which sets a premise for practical development of new skills such as creativity, motivation, ability to identify new opportunities and alternatives for successful solutions.

Key words: risk capital, innovations, financing.

JEL: G24, O31.

Zhilishtna osigurenost na naselenieto v Severozapaden rayon na Bulgaria za perioda 2010-2014 godina

Nikolinka Ignatova 77

Provision of the Population in the Northwestern Region of Bulgaria with Housing for the 2010-2014 Period

Nikolinka Ignatova 77

The article examines the status and changes of indicators characterizing the provision of the population in the northwestern region of the Republic of Bulgaria with housing. Targeted by the survey are the administrative-territorial units of the northwestern region of Bulgaria – Vidin, Vratsa, Lovech, Montana, Pleven. Analyzed are the indicators characterizing the housing availability for the population, which are housing numbers per 1,000 residents, housing standard, average housing area, housing area, number and structure of the housing units and residential buildings constructed and made operational, the concentration of housing factor, etc. Analyzed is the impact of various factors on these indicators. The conclusions may be summarized as follows: the housing numbers per 1,000 inhabitants and the housing standard, characterizing the housing availability for the population in the northwestern region of Bulgaria form an upward trend for the analyzed 2010-2014 period. The reasons for their improvement are the reduced rate of decrease in the housing numbers relative to the population and the growing housing area. These changes are the result of demographic, economic and social changes since the global economic crisis.

Key words: housing numbers per 1,000 residents, residential standard, average housing area, housing area, number and structure of the housing units and residential buildings, concentration of housing factor.

JEL: M21, O18, R21, R31.

Upravljenje na riska v globalnite verigi za dostavka

Dobroslav Mollov 88

Risk Management in Global Supply Chains

Dobroslav Mollov 88

Modern global supply chains operate in complex and dynamic international environment. They are exposed to a variety of factors giving rise to a number of risks for them. In the last two decades we have witnessed a significant increase in risk events causing damage to the global supply chains of many companies: natural disasters, terrorist attacks, military conflicts, economic crises, cyber-attacks, spreading computer viruses and others. This raises the need for effective risk management in global supply chains as an essential condition for their long-term success. The article presents the essence of risk management in global supply chains. Discussed are the main types of risks inherent in these chains. Provided is a process-oriented approach for risk management. Discussed are the elements of a resilient supply chain and the strategies for risk mitigation. The article argues that effective risk management in today's global supply chains requires a rethinking of traditional methods and strategies and seeking new approaches to risk management in these chains.

Key words: global supply chains, resilient supply chains, risk, global risks, risk management.

JEL: D81, F23, M16.

Ikonomika i pravo

Economic and Law

Osnovni polozhenia na ikonomicheskata i pravna kontseptsia na izpalnenieto

Evgeni Stoyanov 100

Table of Contents

Basic Principles of the Economic and Legal Concept of the Performance

Evgeni Stoyanov 100

The subject of the present study is the analysis and the comparison between the performance in Public sector organizations and the performance in Private sector organizations. The analysis and the comparison included also personal employee performance in Private sector and respectively civil servants performance in Public sector. The analysis is based on the key concepts of Management, Public Administration and Civil Service Law.

Generally the comparison that has to be done between the performance in the Private and Public sector is the following:

The Activities of Private sector organizations shall be defined by their economic enterprise. The Activities of Public sector organizations shall be defined by their legal functions.

The primary purpose of Private sector organizations is their striving for economic profit. It allows them to exist and still doing their Activities. The Public sector organizations have to satisfy the public interest. Generally as far their finance is guaranteed, the activity of Public sector organizations doesn't depend on profit. When the legal functions of Public sector organizations are defining must be considered that they shouldn't have the purpose of producing the profit.

The Performance of duties by the civil servants has the high level of legal regulation. The conclusion is that this kind of performance is legal institute. Employee performance in Private sector organizations doesn't possess high level of legal regulation.

Key words: performance, public sector organizations, private sector organizations, civil servants.

JEL: L00, K1.

Rezhim na makro i mikro otgovornost na prevozvachite po dogovore za mezhdunaroden prevoz na tovari po more – novite mezhdunarodni perspektivi

Diana Marinova 112

Regime of Carrier's Macro and Micro-Liability Dealing with the International Carriage of Goods by Sea Contracts

Diana Marinova 112

The present research is dedicated on one of most significant legal problems dealing with international carriage of goods by sea contracts – the carrier's liability. The carrier is the bearer of the characteristic contract's performance.

In this article some basic international conventional rules have been analyzed, as follows – the Haag rules (1924), the Haag-Visby rules (1968), the Hamburg rules (1978) and, first of all – the recent Rotterdam rules (2009), which, even if not yet ratified, after their entrance into force, they will trace the future development of international carriages of goods by sea.

Key words: macro-liability, micro-liability, international carriage of goods by sea contract, conventional rules, carrier.

JEL: K12, K29, K33.

Ikonomicheski teorii **Economical Theories**

Marsel Mos i novata institutsionalna ikonomika

Henrik Egbert & Teodor Sedlarski 121

Marcel Mauss and New Institutional Economics

Henrik Egbert & Teodor Sedlarski 121

This paper puts Marcel Mauss' ideas in the context of New Institutional Economics. Marcel Mauss, one of the founders of modern French Sociology and Social Anthropology, outlined fundamental ideas on the origin and function of money in the first decades of the 20th century. This paper argues and Mauss's concept and role of money in a society, is complementary to analytical concepts developed in New Institutional Economic theory. The paper elaborates on two of these complementarities, firstly, the formation and the role of preferences, and, secondly, the role of the institution money for a society.

Table of Contents

Key words: New Institutional Economics, Marcel Mauss, money.

JEL: B52, Z13.

Shtrihi ot politicheskata ikonomia na chetvurtata industrialna revolutsia

Hristo Prodanov 131

Outline of Political Economy of the Fourth Industrial Revolution

Hristo Prodanov 131

The article looks to reveal the link between the changes in the technological bases of the production and the stages of development of the political economy. The presumption is that the technologies bring to systemic consequences for the whole society and especially for the relationship between state and market. Five stages of development of the modern capitalism and respectively of the political economy are outlined – preindustrial, first industrial revolution, second industrial revolution, third industrial revolution, fourth industrial revolution. Focal points of the study are the characteristics of the fourth industrial revolution and its economic consequences, connected with new challenges to the role of the governments for the economy. A special attention is paid to two main directions of changes. The first one is connected with the polarization of the labor market and the growing discrepancies between demand and supply of labor force. The second one is the new trend of economic divergence between developed and developing countries.

Key words: fourth industrial revolution, political economy, labor force, brain drain.

JEL: O3, J2, P1, Z00.

Marketing

Marketing

Digitalna transformatsia na biznesa

Milanka Slavova 142

Digital Business Transformation

Milanka Slavova 142

The purpose of the article is to research different approaches for studying the “digital transformation of business” phenomenon. The article supports the understanding that digital transformation often leads to destructive innovations which change the competitive environment as a result of the emergence of new dynamically developing companies. However, it creates also opportunities for the business expansion of the existing companies.

Digital transformation is an organizational change that arises from the tremendous development and application of digital technology in business. Possible ways of structuring the process of change are presented based on the survey of publications by leading researchers and consultant companies. Despite the differences, the predominant position is that success depends on changes in strategy, leadership and organizational culture. The priorities for the digital transformation of the business model, customer relations and business processes depend on the peculiarities of the production and services that firms offer. The article gives examples for digital decisions of companies on the Bulgarian market.

Key words: digital transformation, destructive innovations, approaches for studying digital transformation.

JEL: M 110.

Diskusia

Discusion

DDS bez milost

Georgi Kiranchev 150

VAT without Mercy

Georgi Kiranchev 150

The article poses the question: is it necessary to collect VAT on donations for charity campaigns? The answer is sought in several aspects – moral, economic and social.

Key words: VAT, charity campaign, financial help, civil society.

JEL: D64, E62, H51.