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Ikonomichesko razvitie **Economical Development**

Finansovi insrumenti i biznes modeli za vnedryavane na inteligentni transportni sistemi

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Financial Instruments and Business Models for Intelligent Transport Systems Deployment

Christina Nikolova 5

The article addresses the business and economic issues related to the deployment of intelligent transport systems. It discusses their development aspects and the framework for business-models suitable for their deployment. The potential stakeholders are identified and their interests in ITS projects implementation are analyzed.

A framework for business-models application is concluded in the article. It consists of five main elements, as follows: products and services, infrastructure management, customers' relations, financial aspects and stakeholders trust. Based on this framework, an appropriate e-business models for different priority areas of ITS deployment are systematized. The necessity of further study on the feasible business models are outlined and expedient approaches for economic research such as data gathering and pro-

cessing through questionnaires, interviews and simulation modelling are concluded.

Key words: intelligent transport systems, financial instruments, business models.

JEL: R41, R48, O18.

Logistichnite uslugi, tehnika i softuer v Bulgaria prez prizmata na proizvodstvenite i targovskite predpriyatia i tyahnata konkurentna strategia

Miroslava Rakovska 22

Logistics Services, Technics and Software in Bulgaria from the Perspective of the Manufacturing and Trading Enterprises and Their Competitive Strategy

Miroslava Rakovska 22

Logistics outsourcing is an increasingly common practice among manufacturing and trading enterprises. Being customers of the logistics sector, their perceptions of the supplied logistics technics, software u services in Bulgaria, as well as the used logistics services by them, are important for the development of the logistics sector and logistics in our country. On the basis of empirical data this study evaluates the availability, quality and price of the supplied logistics services, technics and software from the point of view of the manufacturing and trading enter-

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prises, the extent of usage of the different logistics services, as well as the existing differences between enterprises concerning their type, size and strategy. The competitive advantages that are achieved through the usage of some services are outlined too.

The methods of descriptive statistics and statistical hypothesis testing are applied for data analysis. The existence of differences between the studied enterprises concerning their type and strategy is determined through t-test. The impact of the enterprises' size on the used services is estimated through the non-parametric equivalent of one-way analysis of variance - the Kruskal-Wallis test, and the relationships between the different dimensions of competitiveness and the used logistics services – through Spearman's rank correlation coefficients.

The study finds out that it is necessary to improve the ratio between quality and price of most services and the capabilities of logistics companies in relation to providing value-added services, management of distribution/procurement for their customers and total logistics packages. Evidences are brought forth that enterprises using a variety of logistics services, besides the traditional transportation and warehousing, achieve a higher level of competitiveness concerning its different dimensions, especially those ones that have mainly a differentiating character.

Key words: logistics outsourcing, logistics services, logistics technics, logistics software.

JEL: L600, L810, M110; M190.

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The main goal of the study is to investigate the relationship between the unemployment rate and economic growth at national and regional level. This enables the quantification of the effect on output when the unemployment rate changes. A short review of the main theoretical concepts has been made, explaining relationships between economic growth and unemployment. A statistical analysis has been performed to study the relationships between the changes in real GDP and the unemployment rate, using annual and quarterly data. Finally, the obtained statistical models have been applied at national and regional level.

Key words: unemployment, economic growth, national and regional level.

JEL: E23, E24.

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Economic Efficiency of Real Estate Firms' Activity	
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The article is dedicated to the economic efficiency of real estate firms (real estate agencies, facility and property firms) from the position of our regulatory organization. Some of the indicators for measuring the economic efficiency of these firms have been studied – those are also indicators that can be used in the analysis, planning and control of said efficiency.

Key words: economic efficiency, real estate firms, indicators of economic efficiency.

JEL: M21, R31.

Prioritizirane na merkite za zashtita na natsionalnata kritichna infrastruktura (strategicheski aktsenti)	
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The Prioritization of the Measures for the Protection of the National Critical Infrastructure (Strategic Emphases)

Teodora Gechkova 68

Critical infrastructure (CI) is determined by „Law on disaster protection” as “the system or parts of it which are essential for the maintenance of vital societal functions, health, safety, security, economic or social well-being of the population and whose disruption or destruction would have significant negative consequences for the Republic of Bulgaria as a result of the failure to maintain these functions”.

The article offers key measures for the protection of the national critical infrastructure, the importance of which is assessed by an expert team. It includes 23 respondents who are mainly academic staff from the Department of „National and Regional Security”, the Centre for Strategic Studies in Defense and Security at the University of National and World Economy. During the assessment, it was used a scale from 1-lowest grade to 10-the highest grade.

Improving the protection of the critical infrastructure refers to its continuous development and permanent improvement. The security of the protection means ensuring a greater safety and invulnerability. Sustainability of the protection requires higher reliability and resistance. The stability of the protection is associated with maintaining and strengthening relevant parts of the CI.

Goal: proposing measures for the protection of the national critical infrastructure, prioritized from strategic perspective.

Object: national critical infrastructure seen as a complex of networks and assets.

Subject: the protection of the critical infrastructure nationally.

Key words: critical infrastructure; security; strategic planning; measures; protection.

JEL: H0.

Problemi pri oblaganeto s gerbov nalog v Bulgaria mezhdu dvete svetovni vojni

Peter Stoyanov 77

Problems of Stamp Duty Levying in Bulgaria between the two World Wars

Peter Stoyanov 77

The Stamp duty representing a specific tax levied on a wide range of written documents is known to the specialists in economic history mainly thanks to its central role in the revolutionary movement of the American colonies against the British Empire. The analogous application of the tax in the period between the two World Wars and the problems that it creates in Bulgaria are poorly known and not sufficiently studied by our economic historians.

The negative aspects and the problems associated with this type of tax in British and world history are mostly purely political in nature while in the specific study the main focus for the author will be to prove the thesis that in Bulgaria they relate to fiscal fanaticism, the inadequacy, the complexity, the defects of the legislation itself along with the tax policy of the state as a whole. Through analysis of the tax legislation, the negative impact of Stamp duty laws is revealed in several different directions. Aspects of the law expressing and leading to extreme fiscalism, imbalance, complexity and poor performance. Aspects that have a negative impact on the money supply, credit, savings deposits and the economy as a whole. Aspects which are immoral, irrational and disproportionate in nature.

Key words: stamp duty, tax policy and legislation, fiscal fanaticism.

JEL: N23, N24, N43, N44.

Evropeyski sayuz European Union

Logicheskite modeli: silni i slabi strani v konteksta na programite, safinansirani ot Evropeyskia sayuz

Albena Vutsova, Daniel Nigohosyan 87

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Logic Models: Strengths and Weaknesses in the Context of Programmes Funded by the European Union

Albena Vutsova, Daniel Nigohosyan 87

The main objective of the study is to provide opportunities for improvement of the logical model used in the European Union (EU) programming. The study provides an overview of the varieties of logical models, which starts with basic logic models, gradually increasing their complexity. The analysis identifies strengths and weaknesses of the models as well as their application by the European Commission (EC). In view of the identified deficiencies, the study proposes a new model that takes into account the bidirectional links between the elements of the logic model and the possible impact of external factors on each element of the model. The proposed model also includes additional elements that take into account the need for application of the outputs/results; the general objectives of a program, and "best practices". Even the partial implementation of the proposed model in this study, allows the identification of weaknesses in the EU programming. In this case, they consist of: too general objectives; weak link between indicators and targets; disregard of prior experience ("best practices") and lack of consideration of the general objectives.

Key words: logic models; European Union; operational programmes.

JEL: H810, H830, H890.

Ikonomicheskoto obrazovanie Economical Education

Usavarshenstvane na instrumentariuma za izyava i otsenyavane na studentite po problematikata na mezhdunarodnite finansii i mezhdunarodnata politika

Iordanka Stateva, Silvia Kirova 102

Improvement of the Instruments for Students' Performance and Assessment in the Field of International Finance and International Politics

Iordanka Stateva, Silvia Kirova 102

Students' assessment represents an integral part of the education process. It can be defined as processes and practices, applied by the academic staff with the purpose of obtaining the most objective assessment of the students' achievements. The methods of teaching, the forms of students' performance and the instruments for assessment are highly diverse but there are certain practices that can make the assessment and the education process more effective. The article presents in a synthesized manner the results of a team research, which aims to explore the good practices in the field that are applied in leading European and American universities. It also includes proposals for improvement of the instruments for assessment of the students mainly in the field of international finance and international politics.

Key words: assessment, students' performance, education.

JEL: A20, A22, A23.

Marketing Marketing

Marketingova otsenka na spisaniyata v Bulgaria kam 2016 g.

Gergana Marinova 119

Marketing Assessment of the Magazines in Bulgaria towards 2016

Gergana Marinova 119

Digital media is without a doubt fastest growing forms of media in the 21st century. With their ever expanding reach, print media's

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biggest competitors are quickly making the old guard obsolete. This article deals with some of the worst affected traditional forms of content delivery – magazines in the Bulgarian market – and tries to find answers to this topical issue. The aim is to evaluate the marketing effectiveness of magazines in Bulgaria up until 31 May 2016. The methodology used in course this study is as follows: an extensive list of magazines was compiled and each magazine was asked to provide the year its first issue was published, the number of issues published per year, its circulation and readership profile. A significant portion of the data was also collected from portfolios available on the websites of the media in question. 271 print magazines, which were divided by subject matter into 14 groups. A total of 142 magazines from the different groups provided information on the year their first issue was published. The magazines were divided by frequency of publication into 2 groups: 1-4 times a year (79 titles) and 5-12 times a year (190 titles). For 2 of the titles, it was not established how often they are published. For the “average readership per issue” criterion, a total of 36 magazines responded. For many of them, there was a substantial difference between readership and circulation. Summaries were also made on the basis of readership profile. The total circulation of magazines whose subject matter made them suitable to be categorized in any group was summarized separately. With 271 titles on the Bulgarian market, it appears that the relationship between publishers and advertisers has not ended yet. Readers vary by gender, age, income, education, etc., but the publications have proven themselves to be a source of information in different areas for millions of readers. These traditional marketing channels still exist thanks to consumers willingness to obtain quality content.

Key words: media, print magazines, readership, circulation, readability.

JEL: N23.

Informatika

Informatics

Vazmozhnosti za prilozhenie na softuerni reshenia pri upravlenie riska na publichni proekti

Rosen Kirilov 127

Features of Application of Software Solutions in Public Projects Risk Management

Rosen Kirilov 127

This article is dedicated to the analysis and risk assessment in project management. At first glance, this is a very widely discussed topic, in which most decisions are known and applied for many years. The change in the business environment and organizational management in recent years imposed a new interpretation of the classic problems in project management. In the public sphere, we witness the ever-expanding range of possibilities for application in different procedures and diversity of implemented projects. This tendency requires analysis of the opportunities offered by some of the most popular software solutions for risk management, which leads to search for capabilities for integration of these solutions with information systems for public projects management. This integration can be considered as a basis for improving the absorption and effectiveness of public funds.

Key words: Project management, Risk management, Software for risk management.

JEL: C8, L86.

Ikonomicheski teorii

Economical Theories

Istoriografskiyat urok na Herbert Butterfield i savremennata istoriya na ikonomiksa

Veselina Atanasova 141

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Herbert Butterfield's Historiographic Lesson and Contemporary History of Economics

Veselina Atanasova

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The article concerns key-important moments of Herbert Butterfield's historiographic methodology, whose work *Whig Interpretation of History* (1931) generalizes the negative understanding of the qualifications, associated with 'whig'. It is argued that in the contemporary discussions in the history of economic thought/history of economics Ross B. Emmett's contra-whig historiographic conception corresponds to Butterfield's views, advanced in this and other

publications of his, on agents of progress, including progress in knowledge; whereas Samuelson's whig historiographic stand - contrary to his pretension that it represents a particular/non-classic/non-final, a 'better' whig interpretation - is actually restrictive and counterproductive. The latter is embodied in the current mainstream economics.

Key words: whig historiography, Herbert Butterfield's views on agents of progress, Paul Samuelson's whig history of economic analysis, Ross B. Emmett's contra-whig historiography of economics.

JEL: B30; B40; B49.