

15<sup>th</sup> International Conference of ASECU

**SUSTAINABLE DEVELOPMENT GOALS 2030:  
CHALLENGES FOR SOUTH AND EASTERN EUROPEAN  
COUNTRIES AND THE BLACK SEA REGION**

September 26–27, 2019  
Sofia, BULGARIA



The 15<sup>th</sup> International Conference of ASECUs  
has been organized by the  
University of National and World Economy – Sofia, Bulgaria  
on the occasion of its 100<sup>th</sup> anniversary.

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The Conference is Co-financed by the Annual UNWE Research Programme, 2019.



# 15<sup>th</sup> International Conference of ASECU

Sustainable Development Goals 2030:

Challenges for South and Eastern European Countries and the Black Sea Region

## SCIENTIFIC COMMITTEE

### President

STATTEV Statty, Prof. D.Sc.(Econ.)

University of National and World Economy, Sofia, Bulgaria

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Aristotle University of Thessaloniki, Greece



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## ORGANIZING COMMITTEE

### President

Assoc. Prof. Michael MUSOV, PhD,  
University of National and World Economy, Sofia, Bulgaria

### Members

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Assoc. Prof. Venelin BOSHPNAKOV, PhD  
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Assist. Ralitzia TERZIISKA, PhD  
Ms. Ralitzia TSANOVA  
Mr. Georgi GEORGIEV  
Ms. Melina PETROMELIDOU, Head of ASECU Office



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## CONFERENCE AT-A-GLANCE

### Thursday, September 26, 2019

09:00 – 09:30	Registration	Large Conference Hall, UNWE
09:30 – 09:45	Official Opening	Large Conference Hall, UNWE
10:00 – 11:30	Session 1	Large Conference Hall, UNWE
	Session 2	Small Conference Hall, UNWE
11:30 – 12:00	Coffee Break*	
12:00 – 13:30	Session 3	Large Conference Hall, UNWE
	Session 4	Small Conference Hall, UNWE
13:30 – 14:30	Lunch Break*	
14:30 – 16:00	Session 5	Large Conference Hall, UNWE
	Session 6	Small Conference Hall, UNWE
16:00 – 16:30	Coffee Break*	
16:30 – 17:30	Session 7	Large Conference Hall, UNWE
16:30 – 18:00	Session 8	Small Conference Hall, UNWE
20:00	Gala Dinner	Amphitheater of Serdica**

### Friday, September 27, 2019

09:30 – 11:00	Session 9	Large Conference Hall, UNWE
11:00 – 11:30	Coffee Break*	
11:30 – 13:00	Session 10	Large Conference Hall, UNWE
13:00 – 13:30	Official Closing	Large Conference Hall, UNWE
13:30 – 14:30	Lunch Break*	
14:30	Visiting Sofia***	

\* Venue: the Lobby in front of the Large Conference Hall

\*\* Address: Arena di Serdica Boutique Hotel, 2-4 Budapeshta Str., Sofia

\*\*\* Guided Tour: Boyana Church and National History Museum



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### DETAILED PROGRAM

#### Conference Venue

University of National and World Economy (UNWE),  
Students' Town "Hristo Botev" 1700, Sofia, Bulgaria (1<sup>st</sup> floor)

**Thursday, September 26, 2019**

09:00 – 09:30 **Participants' Registration**  
(The Lobby in front of the Large Conference Hall)

09:30 – 09:45 **Official Opening of the Conference** (Large Conference Hall)  
Welcome address by Prof. D.Sc. (Econ.) Statty STATTEV,  
Rector of UNWE  
Welcome address by Prof. Dr. Grigoris ZAROTIADIS,  
President of ASECU

10:00 – 11:30 **Session 1**  
**Economic Dimensions of Sustainable Development**  
(Large Conference Hall)

Chairperson: **Stilianos FOUNTAS** (University of Macedonia, Greece)

TOWARDS THE EMBEDDEDNESS OF I-BUSINESS (PLATFORM-BASED) FIRMS IN  
THE GVCs OF MODERN MNEs

Oleg BODIAGIN, Rostov State University of Economics, Russia  
Milena BALANOVA, Rostov State University of Economics, Russia

A VAR ANALYSIS OF THE EFFECTS OF ECONOMIC POLICY UNCERTAINTY ON THE  
GREEK ECONOMY

Stilianos FOUNTAS, University of Macedonia, Greece  
Paraskevi TZIKA, University of Macedonia, Greece



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### GDP PRODUCTION STRUCTURE CONVERGENCE OF SELECTED CEE COUNTRIES WITH THE EUROZONE

Stela RALEVA, UNWE, Bulgaria  
Dimitar DAMYANOV, UNWE, Bulgaria

### THE INFLUENCE OF TERRITORIAL ADMINISTRATIVE REFORM IN ALBANIA IN INCREASING THE LOCAL GOVERNANCE COMPETENCES: DURRËS CASE

Valbona SAKOLLARI, University "Aleksander Moisiu", Durrës, Albania  
Marsida ISMAILI, University "Aleksander Moisiu", Durrës, Albania

### THE CHALLENGES OF LOCAL GOVERNMENT MANAGEMENT FOR NEW PUBLIC SERVICES. CASE STUDY MUNICIPALITY OF KORCA, ALBANIA

Eva DHIMITRI, University "Fan S. Noli", Korce, Albania

10:00 – 11:30 **Session 2**  
**Ecological and Economic Dimensions of Sustainable Development**  
(Small Conference Hall)

Chairperson: **Vasil GECHEV** (UNWE, Bulgaria)

### THREE SEAS INITIATIVE COUNTRIES AND THEIR COMPETITIVENESS IN EUROPE

Bogdan WIERZBINSKI, University of Rzeszow, Poland

### THE GREEN CLIMATE FUND – PROJECTIONS VS. REALITY

Vasil GECHEV, UNWE, Bulgaria

### INTRODUCING PAYMENT FOR ECOSYSTEM SERVICES IN ALBANIA: THE CASE OF BOVILLA WATERSHED

Elona POJANI, University of Tirana, Albania

### REUSE POINTS AS ENTITIES ON MUNICIPAL WASTE MARKET – THROUGH THE PRISM OF RE-VALUE OF MUNICIPAL WASTE CONCEPT

Izabela SZTANGRET, University of Economics in Katowice, Poland



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### RENEWABLE ENERGY AND COMMUNITY-LED LOCAL DEVELOPMENT IN POLAND: DO RURAL COMMUNITIES TAKE MEASURES TO COMBAT CLIMATE CHANGE?

Marek FURMANKIEWICZ, Wrocław University of Environmental and  
Life Sciences, Poland

Marta BOCHENKIEWICZ, Wrocław University of Environmental and Life  
Sciences, Poland

11:30 – 12:00 **Coffee Break**

(The Lobby in front of the Large Conference Hall)

12:00 – 13:30 **Session 3**

### **Institutional Dimensions of Sustainable Development**

(Large Conference Hall)

Chairperson: **Grigoris ZAROTIADIS** (Aristotle University of Thessaloniki, Greece)

### SUSTAINABLE DEVELOPMENT GOALS 2030: CHALLENGES TO SEE LISTED COMPANIES AND CORPORATE GOVERNANCE

Bistra BOEVA, UNWE, Bulgaria

Emil TODOROV, UNWE, Bulgaria

### DUTCH DISEASE IN EASTERN MEDITERRANEAN

Grigoris ZAROTIADIS, Aristotle University of Thessaloniki, Greece

### THE PROSPECTS OF ENLARGEMENT OF THE EUROPEAN UNION: REGIONAL TRADE INTEGRATION AND STABILITY IN THE WESTERN BALKANS

Georgi RANCHEV, UNWE, Bulgaria

### SUSTAINABLE DEVELOPMENT IN PERIPHERAL AREAS IN TURKEY AND JAPAN

Tomoko OIKAWA, University of Limerick /National Technological Park,  
Limerick, Co. Limerick, Ireland





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### THE IMPORTANCE OF REGULATION OF BUSINESS ACTIVITIES FOR SUSTAINABLE DEVELOPMENT IN TURKEY

Ayla YAZICI, Anadolu University, Turkey  
Resül YAZICI, Bilecik Sheikh Edebali University, Turkey

### THE STRUCTURE AND COMPOSITION OF BOARD OF DIRECTORS AND A STUDY ON COMPANIES INCLUDED IN THE BIST CORPORATE GOVERNANCE INDEX IN TURKEY

Hülya GÖKTEPE, Anadolu University, Turkey

12:00 – 13:30 **Session 4**  
**Ph.D. Students and Young Scientists**  
(Small Conference Hall)

Chairperson: **Neda MUZHÖ** (UNWE, Bulgaria)

### ANALYSIS OF CONSUMER PREFERENCE FOR OLIVE OIL ATTRIBUTES IN ALBANIA

Morena BOJA, Mediterranean University of Albania, Albania

### KEY SUCCESS FACTORS FOR REALIZING THE COMPETITIVE ADVANTAGE OF RENEWABLE ENERGY BUSINESS MODELS

Neda MUZHÖ, UNWE, Bulgaria

### REVIEW OF THE RENEWABLE ENERGY SOURCES (RES) IN THE INTERNATIONAL BUSINESS – THEIR CURRENT STATUS AND FUTURE TREND

Ivan DIMITROV, UNWE, Bulgaria

### FAMILY SAVINGS AND THEIR INVESTMENT ALTERNATIVES IN ALBANIA

Ejona DUÇI, University “Aleksander Moisiu”, Durres, Albania  
Brikena LEKA, University of Tirana, Albania

### INDUSTRY 4.0 – BARRIERS AND OPPORTUNITIES FOR THE SUSTAINABLE DEVELOPMENT OF SMEs

Krasimira SHINDAROVA, UNWE, Bulgaria



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### SOCIO-ECONOMIC CHANGES OCCURRING IN THE NORTHWESTERN PLANNING REGION AND THE SOUTHWESTERN PLANNING REGION AS A RESULT OF BULGARIA'S EU MEMBERSHIP 2007–2016

Silvia TODOROVA-PETKOVA, UNWE, Bulgaria

#### 13:30 – 14:30 **Lunch Break**

(The Lobby in front of the Large Conference Hall)

#### 14:30 – 16:00 **Session 5**

##### **Social Dimensions of Sustainable Development**

(Large Conference Hall)

Chairperson: **Bistra BOEVA** (UNWE, Bulgaria)

### MAPPING THE ROLE OF EDUCATION IN THE EASTERN PARTNERSHIP UNDER THE SDGs LENS

Sofia BOUTSIOUKI, University of Macedonia, Greece

### PUTTING THE “LOCAL” IN ECONOMIC DEVELOPMENT: SOCIAL AND SOLIDARITY ECONOMY IN ESKIŞEHİR/TURKEY

Rana EŞKINAT, Anadolu University, Turkey

### THE FINANCIAL IMPLICATIONS OF THE RIGHT TO BE FORGOTTEN

Jorida XHAFAJ, University for Business and Technology, Kosovo\*

### HOUSING MARKET ARRANGEMENTS IN TURKEY AND THEIR FINANCIAL AND ENVIRONMENTAL SUSTAINABILITY

Filiz TEPECIK, Anadolu University, Turkey

### THE EUROPEAN SOCIAL MODEL – TYPOLOGY AND PERFORMANCE IN 2017

Monika MORALIYSKA, UNWE, Bulgaria

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\* Under UN Resolution 1244



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14:30 – 16:00 **Session 6**  
**Ph.D. Students and Young Scientists**  
(Small Conference Hall)

Chairperson: **Ejona DUÇI** (University “Aleksander Moisiu”, Durres, Albania)

### ALBANIAN ECONOMY AND THE USE OF THE EURO

Enida ISTREFI-ZHUGRI, University “Aleksander Moisiu”, Durres,  
Albania

### THE CHALLENGING INCLUSION OF REFUGEE CHILDREN IN BULGARIAN EDUCATIONAL SYSTEM

Boryana RAYNOVA, UNWE, Bulgaria

### OVERVIEW OF THE DIGITALISATION OF BANKING SERVICES IN ALBANIA

Elton XHAFAJ, Banka Kombetare Tregtare, Albania

### CORRUPTION AND AIR POLLUTION IN EASTERN & SOUTH-EASTERN EUROPE: AN EMPIRICAL ANALYSIS

Maria PANTELI, University of Macedonia, Macedonia

### EXCHANGE RATE VOLATILITY IMPACT ON FINANCIAL PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES SECTOR

Irsida DINOSHI, University College of Business, Tirana, Albania

### SUSTAINABLE DEVELOPMENT OF MOBILE OPERATORS IN BULGARIA AS A CHALLENGE FOR HIGHER EDUCATION

Lyubomira SPASOVA, Trakiya University, Stara Zagora, Bulgaria

16:00 – 16:30 **Coffee Break**  
(The Lobby in front of the Large Conference Hall)



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16:30 – 17:30 **Session 7**  
**Economic Dimensions of Sustainable Development**  
(Large Conference Hall)

Chairperson: **Liliya RANGELOVA** (UNWE, Bulgaria)

### CORRUPTION MODELS AND CONTROL MECHANISMS IN THE HEALTHCARE SECTOR

Ivelina PETKOVA, UNWE, Bulgaria

### ANALYSIS OF RISK ACCEPTED BY INTERNAL BUSINESS UNITS AS A PREREQUISITE FOR SUSTAINABLE DEVELOPMENT OF BANK INSTITUTIONS

Liliya RANGELOVA, UNWE, Bulgaria

### ANALYSIS OF THE FDI IN SOME OF THE COUNTRIES IN SOUTH AND EASTERN EUROPE AND THE BLACK SEA REGION BULGARIA, GREECE, POLAND, ROMANIA AND SLOVAKIA IN THE 2013–2017 PERIOD

Aglika KANEVA, UNWE, Bulgaria

### APPROACHES FOR ACCOUNTING AND FINANCIAL REPORTING OF INITIAL COIN OFFERING (ICO)

Borislav BOYANOV, UNWE, Bulgaria

16:30 – 18:00 **Session 8**  
**Ph.D. Students and Young Scientists**  
(Small Conference Hall)

Chairperson: **Ayla YAZICI** (Anadolu University, Turkey)

### DATA MINING METHODS SUITABLE FOR CUSTOMER CHURN DISCOVERY

Hristo YANCHEV, UNWE, Bulgaria



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USING BD & BDA AS INSTRUMENT IN ACCELERATING/SUPPORTING SUSTAINABLE ECONOMIC GROWTH IN SEE

Dimitar DIMITROV, UNWE, Bulgaria

THE DATA PROTECTION OFFICER AS AN INSTRUMENT FOR COMPLIANCE WITH THE ACCOUNTABILITY PRINCIPLE UNDER THE GDPR

Anita BORISOVA, UNWE, Bulgaria

CREATIVE ACCOUNTING – DEFINITION, TYPES, PURPOSES AND IMPACT ON UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOALS

Ivan GUDEV, UNWE, Bulgaria

AN ARMINGTON MODEL OF DEMAND: A COMPARISON RESULT OF VEGETABLE PRODUCTS IN MONGOLIA AND HUNGARY

Amar UULD, Szent Istvan University, Hungary  
Robert MAGDA, Szent Istvan University, Hungary

BALANCING MARKET IN BULGARIA

Rumiana VALKANOV, UNWE, Bulgaria

20:00

### **Gala Dinner**

Venue: Amphitheater of Serdica

Address: Arena di Serdica Boutique Hotel, 2-4 Budapeshta Str., Sofia

Organized transportation to the venue is available. The meeting point is in front of the UNWE central entrance at 19:15.



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Friday, September 27, 2019

09:30 – 11:00 **Session 9**  
**New Business Models and Corporate Governance Towards Sustainable Development**  
(Large Conference Hall)

Chairperson: **Bogdan WIERZBINSKI** (University of Rzeszow, Poland)

INNOVATION OF TRADITIONAL REGIONAL PRODUCT BY APPLYING OF SELECTED METHOD OF QUALITY MANAGEMENT

Zuzana KAPSDORFEROVÁ, Slovak University of Agriculture, Slovakia  
Petronela TARINOVÁ, Slovak University of Agriculture, Slovakia  
Mária KADLEČÍKOVÁ, Slovak University of Agriculture, Slovakia

SUSTAINABLE TOURISM FOR CONTRIBUTION TO ECONOMIC GROWTH AND SOCIAL INCLUSION OF RURAL COMMUNITIES IN POST-SOVIET GEORGIA

Ia IASHVILI, Ivane Javakhishvili Tbilisi State University and Akaki Tsereteli State University (ATSU), Georgia  
Tatia DOGHONADZE, Akaki Tsereteli State University, Georgia  
Tinatin GVENETADZE, GIZ-Georgia, Georgia

REDUCING REPUTATIONAL RISK IN COMMERCIAL BANKS BY INCREASING CUSTOMER SATISFACTION

Petya BIOLCHEVA, UNWE, Bulgaria  
Maria MITEVA, UNWE, Bulgaria

COUNTRY DECLINE AND IDEAS FOR REFORM REGIONAL DEVELOPMENT OF REPUBLIC OF BULGARIA

Kamen PETROV, UNWE, Bulgaria

WEB PRACTICES FOR SUSTAINABLE DEVELOPMENT OF LOGISTICS SYSTEMS IN BULGARIAN ENTERPRISES

Nikolay DRAGOMIROV, UNWE, Bulgaria



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11:00 – 11:30 **Coffee Break**  
(The Lobby in front of the Large Conference Hall)

11:30 – 13:00 **Session 10**  
**Educational and Institutional Dimensions of Sustainable Development**  
(Large Conference Hall)

Chairperson: **Dimitër DINEV** (UNWE, Bulgaria)

SUSTAINABLE ACADEMICS' DEVELOPMENT – MYTHS AND REALITIES

Dimitër DINEV, UNWE, Bulgaria

ACCOUNTING EDUCATION IN A SUSTAINABLE DEVELOPMENT CONTEXT

Michael MUSOV, UNWE, Bulgaria

COMPARATIVE ANALYSIS OF HIGHER EDUCATION EXPENDITURE EFFICIENCY IN  
CEE MEMBER STATES

Kristina STEFANOVA, UNWE, Bulgaria

Nikolay VELICHKOV, UNWE, Bulgaria

LITERATURE REVIEW ON CLOSED-LOOP SUPPLY CHAINS AND REVERSE  
LOGISTICS IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT GOALS

Lilyana MIHOVA, UNWE, Bulgaria

13:00 – 13:30 **Official Closing of the Conference**  
(Large Conference Hall)

13:30 – 14:30 **Lunch Break**  
(The Lobby in front of the Large Conference Hall)



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14:30

### **Visiting Sofia**

Guided Tour to Boyana Church and National History Museum.  
The meeting point is in front of the UNWE central entrance, at 14:30.  
Places are limited. To book please email [asecu2019@unwe.bg](mailto:asecu2019@unwe.bg) until  
September 20, 2019.