

INTERNATIONAL SCIENTIFIC CONFERENCE



Fee:

Participants from Bulgaria - 120 lv.
Participants from abroad - 60 euro

Participants from UNWE are exempt from fee. PhD students and participants from universities with whom UNWE has a partnership contract are paying 50% of the fee for one report alone or in co-authorship. For each subsequent report, full fee is payable (in case of more than one author- for each of them).

Registration fee covers:

- Conference materials
- Conference proceeding
- Coffee pause and lunch

Contacts:

<https://msp-conference.unwe.bg>

mspconference@unwe.bg

+ 359 883 306 862 - working languages: Bulgarian and English

+ 359 885 531 937 - working languages: Bulgarian and English

TRAVEL AND ACCOMMODATION

TRAVEL

The travelling is at the expense of the participants. UNWE is reachable by buses: 94, 280, 294, and 413.

ACCOMMODATION

Hotels near University of National and World Economy:

Park Hotel Vitosha

Sofia Suit Hotel

Hotel City Avenue

University of National and World
Economy – Sofia, Bulgaria

Department of “Marketing and Strategic Planning”

STRATEGIC PLANNING AND MARKETING IN

11th November 2021 г., UNWE – Sofia

Dear colleagues and friends,

We are pleased to invite you to the Second International Scientific Conference “Strategic Planning and Marketing in the Digital World”, organized by department of “Marketing and Strategic Planning”, which will be held on 11th November 2021 in University of National and World Economy – Sofia, Bulgaria and online in MS Teams.

We give you the opportunity to present unpublished results of independent and/or collaborative research up to 12 pages for an article and up to 35 pages for scientific paper that will be published in the conference proceeding. The Conference proceeding will be suggested for indexing in Web of Science database.

Working languages: Bulgarian and English.

IMPORTANT DATES:

20th October 2022 – Deadline for application for participation in the conference: <https://msp-conference.unwe.bg/en/>

30th October 2022 – Deadline for paying the participation fee

5th November 2022 – Publication of the final program of the conference.

30th November 2022 – Deadline for sending the full text of the report to email: mspconference@unwe.bg.

