

14TH INTERNATIONAL SCIENTIFIC CONFERENCE OF YOUNG SCIENTISTS

„THE ECONOMY OF BULGARIA AND THE EUROPEAN UNION IN THE DIGITAL WORLD”

University of National and World Economy (UNWE), Sofia, Bulgaria

Faculty of Finance and Accountancy

23 November 2018, UNWE, Sofia, Bulgaria

Dear Ladies and Gentlemen,

On behalf of the Organizing Committee I have the honour and the pleasure to invite you to participate in the **13th Annual International Scientific Conference of Young Scientists “THE ECONOMY OF BULGARIA AND THE EUROPEAN UNION IN THE DIGITAL WORLD”**, which will be held on 23 November 2018 at the University of National and World Economy (UNWE), Sofia, Bulgaria.

The Conference is organized by the Faculty of Finance and Accountancy at the UNWE and co-organizers of the conference are the following leading national and international universities:

- Higher School of Insurance and Finance (VUZF University) – Bulgaria;
- Alma Mater Studiorum Universita di Bologna-Sede di Rimini – Italia;
- University of Split, Faculty of Economics – Croatia;
- Poltava University of Economics and Trade – Ukraine;
- Lutsk National Technical University – Ukraine;
- Lodz University of Technology – Poland;
- University of Rijeka, Faculty of Economics – Croatia;
- Ss. Cyril and Methodius University of Skopje – Republic of Macedonia.

The purpose of this International Conference is to give floor of the young scientists – PhD students and lecturers, to present their scientific research to the academic community and to discuss economic issues with Bulgarian and foreign scientists. This scientific forum takes place for its 14th time in succession, and the published scientific results from the previous 13 conferences prove the considerable potential of the young scientists for their future professional development. The format and the organization of this scientific event are orientated towards creating an academic atmosphere and an opportunity for a dialog and exchange of ideas between different levels in the academic community.

The conference is also opened for participation of students (BA and MA degrees of education) presenting their research interests and studies. Students will take part in the sessions and discussions with their lecturers as well as with business representatives and policy-makers.

I wish you an active and successful participation in the conference.

Assoc. Prof. Silvia Trifonova, PhD,
Chairperson of the Organizing Committee of the conference

PROGRAMME COMMITTEE

Prof. Snezhana Basheva, PhD – Chairperson of the Programme Committee, Dean of the Faculty of Finance and Accountancy, UNWE and Chief of the Department of Accountancy and Analysis, UNWE, Sofia, Bulgaria

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Prof. Gianfranco Capodaglio, Full Professor – Department of Management, Bologna University, Italy

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Assoc. Prof. Presiana Nenkova, PhD – Chief of the Department of Finance, UNWE, Sofia, Bulgaria
Georgi Biserinski – Executive Director of „Investor.BG“ JSC, Sofia, Bulgaria

ORGANIZING COMMITTEE

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Prof. O.O. Karlenko, PhD – Chief of the Department of Accountancy and Audit, Poltava University of Economics and Trade, Ukraine
Prof. Sadovskaya Irina Borisovna, PhD – Chief of the Department of Accountancy and Audit, Lutsk National Technical University, Ukraine
Prof. Vesna Bucevska, PhD – Vice-Dean on Science and International Activity of the Faculty of Economics, Ss. Cyril and Methodius University of Skopje – Republic of Macedonia
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Assoc. Prof. Zheko Milev, PhD – Department of Finance, UNWE, Sofia, Bulgaria
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Chief Assist. Prof. Yanko Hristozov, PhD – Department of Finance, UNWE, Sofia, Bulgaria
Chief Assist. Prof. Diana Metalova, PhD – Department of Finance, UNWE, Sofia, Bulgaria
Chief Assist. Prof. Borislav Boyanov, PhD – Department of Accountancy and Analysis, UNWE, Sofia, Bulgaria
Chief Assist. Prof. Georgi Ranchev, PhD – Department of Financial Control, UNWE, Sofia, Bulgaria
Assist. Prof. Josip Viskovic - Faculty of Economics, University of Split, Croatia
Assist. Prof. Yassen Daskalov, PhD – Department of Accountancy and Analysis, UNWE, Sofia, Bulgaria
Vanina Dangarska, PhD – Department of Management, Bologna University, Italy
Svilen Kolev – PhD student, Department of Finance, UNWE, Sofia, Bulgaria
Kiril Bashikarov – PhD student, Department of Accountancy and Analysis, UNWE, Sofia, Bulgaria
Emilia Stoimenova – Chief of sector, Faculty of Finance and Accountancy, UNWE, Sofia, Bulgaria
Venko Andonov – Chief expert, Information Technologies Directorate, UNWE, Sofia, Bulgaria
Chief Assist. Prof. Aglika Kaneva, PhD – Organizing secretary of the conference, Department of Finance, UNWE, Sofia, Bulgaria

THEMATIC SECTIONS

- 1. Financial Policy, Financial Markets, Banking, Investments, Insurance and Social Insurance***
- 2. Accounting Policy and Practice, Financial Audit, Controlling Systems and Internal Control***

3. Research and Science, R&D, Relationship „Science – Business“, Innovations, Competitiveness, Project Management

4. Entrepreneurship, Management, Marketing, Corporate Control and Business Development in Bulgaria, the EU and in the Global Scale

CONFERENCE LANGUAGES

- Bulgarian
- English
- Russian

CONFERENCE VENUE

University of National and World Economy (UNWE)

Large Conference Hall

Studentski Grad „Hristo Botev“, Blvd. “8 December”

Sofia 1700

Bulgaria

IMPORTANT DEADLINES

15 September 2018

- Deadline for participants' REGISTRATION for the conference. The filled online registration forms should be submitted on the following link: <http://young-scientists.unwe.bg/en/forms/render/3>

15 October 2018

- Deadline for submission of FULL PAPERS (layout according to the formatting requirements) on the following link: <http://young-scientists.unwe.bg/en/forms/render/15>

- Deadline for paying the conference fees. The payment should be made on the pay-desk at the UNWE or via a bank transfer.

CONFERENCE FEE (FOR EXTERNAL PARTICIPANTS):

The conference fee for Bulgarian participants outside of the UNWE is **120 Bulgarian leva (BGN) (one hundred and twenty BGN) (including VAT)**.

The conference fee for foreign participants is **100 Euro (one hundred Euro)**.

The conference fee should be paid on the pay-desk of the UNWE or via a bank transfer to the UNWE's bank account:

BANK DETAILS

Bank: BNB

BIC of BNB: BNBGBGSD

IBAN: BG03BNBG96613100174601.

Reason for the payment: “Fee for participation in the 14th Conference of Young Scientists”.

ADDRESS FOR CORRESPONDENCE

Chief Assist. Prof. Aglika Kaneva, PhD

Organizing secretary of the conference

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Faculty of the Finance and Accountancy, Office 4067

University of National and World Economy (UNWE)

Studentski Grad „Hristo Botev”

Sofia 1700, Bulgaria

Actual information for the conference is published on its website:

<http://young-scientists.unwe.bg/en/>

PUBLISHING REQUIREMENTS

1. THE MANUSCRIPTS SHOULD NOT BE PUBLISHED IN OTHER EDITIONS.
2. The authors should fulfill a COPYRIGHT DECLARATION FORM (free text) that the manuscript has not been published in other editions and this Declaration should be signed and scanned.
3. In case of co-authorship – the participation of each co-author in the paper should be presented.
4. Each author (single or in co-authorship) can participate with only one paper which should be presented personally at the conference.
5. The REGISTRATION FORMS for the conference should be submitted up to 15 September 2017 electronically by uploading them at the following link – <http://young-scientists.unwe.bg/en/forms/render/3>
6. The PAPERS should be submitted up to 15 October 2018 electronically by uploading them at the following link – <http://young-scientists.unwe.bg/en/forms/render/15>
7. The papers should be written and presented in Bulgarian, English or Russian languages.
8. The accepted papers will be reviewed by a blind peer review and after their approval will be published in Conference Proceedings in a CD-format with an ISBN number.
9. Each participant with a paper will receive the CD with the Conference Proceedings and a Certificate for Participation in the conference.
10. The best papers can be published in the UNWE Journals – Economic and Social Alternatives Journal (in Bulgarian), <http://www.unwe.bg/alternativi>, and Economic Alternatives Journal (in English), <http://www.unwe.bg/eajournal/en>.
11. The time for presenting and discussing papers during the conference is 10 minutes.
12. Presentation of papers at the conference – Power Point presentation.

FORMATING REQUIREMENTS

1. The full text of the paper has to be no longer than 8 pages, including tables, figures (graphs and diagrams) and list of references.
2. The first page of the paper should contain the following information in the same consecutive order:
 - Title of paper
 - First name and family name of the author (authors). Scientific position and scientific degree of the author/s, author/s' organization (institution), address for correspondence and email address should be given as a Footnote.
 - Abstract (of not more than 300 words)
 - Keywords (up to 5 words)
 - JEL Classification (at least one classification code)
3. Avoid abbreviations, diagrams, and reference to the text in the abstract.
4. In the first page, the title of the paper, the names, scientific position, degree and organization of the author (authors), as well as the abstract and the keywords for the Bulgarian participants – should be both written in Bulgarian and English languages. For foreign participants – they should be written in the respective foreign language.
5. The papers will be published in the language they are written.
6. The papers have to be prepared on version Word 2000 or higher at A4 format (about 40 rows per page).
7. The following **structure of the papers** should be kept:
 - Introduction
 - Discussion of the relevant literature
 - Explanation of the methodology
 - Data use and sources
 - Description of the results from the study
 - Conclusion
 - List of references
8. Papers in Bulgarian or in Russian should contain an Abstract in the working language (different from English) – no more than 300 words and an Abstract in English – no more than 300 words.
9. Papers in English should contain only an Abstract in English – no more than 300 words.
10. JEL Classification can be found on the following link: <https://www.aeaweb.org/econlit/jelCodes.php?view=jel>

11. The technical formatting of the papers should be done according to the following **layout and font requirements**:

Page margins: left – 2,5 cm, right – 2,5 cm, top – 2,5 cm, bottom – 2,5 cm. Paper Size – A4.

Font of the main text of the paper: Times New Roman, 12 pt, normal.

Paragraph: 1,5.

Title of the paper: Font Times New Roman, 14 pt, bold, centered.

Page numbers: bottom, centered.

Names of the author/s (placed on the second next row below the paper's title) – Font Times New Roman, 12 pt, bold, centered.

Abstract (placed on the second next row below the names of the author/s): Font Times New Roman, 12 pt, italic, justified.

Keywords (placed on the second next row below the Abstract): Font Times New Roman, 12 pt, italic, justified.

Headlines: Font Times New Roman, 12 pt, bold, centered.

The formulas should be centered and numbered (1), (2), etc. on the right side of the formulas.

All the graphs and diagrams must be marked as figures, consecutively numbered with Arabic numbers.

The title should be under the figure.

The tables must be consecutively numbered with Arabic numbers and with titles (above the tables).

The source of the data in the table should be indicated under the table. In the tables and figures may be included text in Bulgarian/Russian or English language – Font Times New Roman, 10 pt, normal.

In case of making a reference in the text to a work without mentioning the author's name use the model: This topic has been already studied (e.g. Krugman at al., 1997).

Where reference is made to more than one author in a sentence, they are both cited: Born (1998) and Jones (2001) have both demonstrated that...

If an author has more than one publication on the same topic in different years, than the reference should be cited in chronological order: As suggested by Barney (1991; 1994) ... or Academic study in the nineties (Barney, 1991; 1994) found that ...

If in the paper are used several works published by the same author in the same year, they can be differentiated by adding a lower case letter after the year for each publication: Earlier research by Porter (1990a) found ... but later research carried out again by Porter (1990b) expanded his thesis.

In some cases it can be made a reference to an author's work, which is cited or summarized in another author's work (secondary referencing). In this can this model should be used: Research carried out by Brown (2000 cited in Smith, 2004, p.120) found...

The list of references should appear after the main text without numbering.

Sources (publications etc.) are listed in alphabetical order by author's family name.

The sources in Cyrillic must be translated in English.

Example: Tsankov, A.,1910. The Capital and the Profit from It. Sofia: State Publishing House (in Bulgarian).

In case of Bulgarian literature sources – the rules of the Law on Trans-literacy should be applied.

For example:

Ерхард, Л., 1993. Благоденствие за всички. София, УИ „Стопанство“ – Erhard, L., 1993. Blagodenstvie za vsichki, Sofia, UI „Stopanstvo“

13. **The List of References** should be drawn up according to the following formatting instructions:

For Books and Monographs:

Porter, M., 1990. The Competitive Advantage of Nations. New York: The Free Press.

Post, J., Lawrence, A. and Weber, J., 1999. Business and Society. 9th ed. Irwin/McGraw – Hill.

Георгиев, И., 1999. Основи на инвестирането. София: Университетско издателство „Стопанство“.

For Periodicals:

Farrell, J. and Shapiro, C., 2008. How Strong Are Weak Patents? American Economic Review, 98(4), pp. 1347-1369.

Динков, Д., 2011. Виртуалните общности в постмодерния свят. Икономически алтернативи, № 4, с. 3-18.

For citation of an author in a collective work:

Friedman, M., 1991. The Social Responsibility of Business Is to Increase Its Profits, in J. Bower (ed.), *The Craft of General Management*. Boston: Harvard Business School Publications, 287-296.

For Internet/electronic sources:

Author/Editor, Year of Publication, Article Title, Journal title (in italics or underlined), [Medium - usually 'Online'], Volume Number, Part number (in brackets), Available URL (<http://internet address/remote path>) and the Date accessed [in square brackets].

Example:

American Economic Association, 2012. JEL Classification Codes Guide, [online] Available at: <http://www.aeaweb.org/jel/guide> [Accessed 15 May 2012].

Hart, K. (1998) The place of the 1898 Cambridge, Anthropological Expedition to the Torres Straits (CAETS) in the history of British social anthropology. *Science as Culture*. [Online] 11 (1). Available: <http://human-nature.com/science-as-culture/hart.html> [Accessed 9 November 2003]

For other cases and sources the Harvard citation system should be used.

WISHING YOU SUCCESSFUL PARTISIPATION IN THE CONFERENCE!