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The Processes of Globalization for Emerging Markets and Growth Prospects

Maria Marikina 5

The processes of globalization are in today's global economy remarkably intense. This is one of the key characteristic traits of one particular market category - emerging markets, which are characterized by their rapid economic growth. In this globalization environment they are faced with new challenges for finding economic growth. In this line of thought, the goal of this article is to shed light on the implications that globalization has on emerging markets and to provide a practical solutions for their future economic growth. The subjects of this article are the globalization processes in emerging markets and the obstacles emerging markets face in their economic growth.

The task at hand is to present globalization in its current form – the processes of globalization are interlinked with the macroeconomic conditions necessary for emerging market growth. Additionally, we are observing a globalization which is associated with the rapid expansion of

world trade and the larger inflows from direct investment. Secondly, globalization in its present form leads to restructuring in many companies. In conclusion, the goal of this article is to show that the key to economic growth in emerging markets are technological growth, institutional reform and financial independence.

Key words: globalization, emerging markets, growth.

JEL: F60, F62, F63, O11.

Vazmozhnosti za usavarshenstvane na metodite i podhodite za osiguryavane na konfidentsialnost na statisticheskata informatsia

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Possibilities for Improvement of the Statistical Confidentiality Methods and Approaches

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In the process of the official statistical data provision from the national statistical institutes to their consumers there is always some tension. The 'producers' of the statistical 'products' aim to provide data with the best quality, considering the legal regulations on the data confidentiality. From other perspective, the statistical data consumers would like to obtain more detailed information about the studied events and phenomenon including microdata about the individual statistical units, which is a precondition for a breach of the data confidentiality. The National

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statistical institute (NSI) of Bulgaria observes all legal recommendations and regulations and provides high level of protection of the personal information of its respondents while producing high quality data. This paper considers a less discussed theme in Bulgaria on the statistical data confidentiality and delivers a critical review of the present situation in the statistical disclosure control approaches application in the NSI. Detailed description of the possible improvements and cost-effectiveness is also provided.

Key words: statistical confidentiality methods, microdata, tabular data, possibilities for improvement.

JEL: C83, C18.

Rolya na valutno-kursovite rezhimi za postigane na ustoychiv rastezh v Tsentralna i Iztochna Evropa

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The Role of Exchange-Rate Regimes for Achieving Sustainable Growth in Central and Eastern Europe

Elena Spasova 24

The subject of this study is the relationship between the exchange rate regimes operating in 14 economies of Central and Eastern Europe and the pace of their economic growth in the 2002-2014 period. In order to study the presence and the direction of this relationship, a brief descriptive analysis is made in the context of the impact of the exchange rate regime on the macroeconomic conditions in these countries, including through the prism of the impossible trinity concept of Mundell and Fleming. The analysis proves the presence of greater volatility and instability of economic growth in terms of fixity of the exchange rate. The negative effect of the fixed exchange-rate regimes over the pace of growth is confirmed by an econometric analysis on the economic growth in these countries.

Key words: exchange-rate regimes, economic growth, sustainability.

JEL: E42; F41; F43; O47.

Upravljenie na resursi i razhodi **Management of Resources and Costs**

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Ecological Risk Insurance in the System of Mechanisms for Environment Quality Management

Irena Misheva 41

The following article outlines the necessity for choosing the proper combination of measures for environment quality management. The thesis is defended that ecological risk insurance is a primary and effective mechanism for compensating losses that result from environmental pollution. In this regard, ecological insurance stands out among other mechanisms for environmental protection. The role of technogenic risk insurance in the development of the country's wide-range ecological policy is justified.

Key words: ecological risk insurance, ecological risk management, ecological policy, insurance prize, responsibility against environmental pollution

JEL: G22; Q59.

Retorikata na balgarskata reklama – empirichno izsledvane na upotrebata na retorichni figuri v reklamnite slogani

Hristo Katrandzhiev, Ivo Velinov, Kamelia Radova 51

Rhetorics of Bulgarian Advertising – an Empirical Study of the Use of Rhetorical Figures in Advertising Slogans

Hristo Katrandzhiev, Ivo Velinov, Kamelia Radova 51

The paper presents the results of an empirical research devoted to the use of rhetorical figures in Bulgarian advertising. The project is realized on the basis of 605 advertising slogans.

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We calculated the average slogan's length within the sample, as well as the average slogan's length within the following product categories: (1) Food; (2) Drinks, (3) Automobiles, airlines, bus lines; (4) Banks and insurance companies; (5) Retail store chains and shopping centers; (6) Technology and communications; (7) Clothes and cosmetics; (8) Tourism; (9) Other product categories. The usage frequency for each of the following rhetorical figures has been estimated: (1) figures of thought - accumulation, allusion, anadiplosis, anti-climax, antithesis, application, aposiopesis, exclamation, epanalepsis, inversion, climax, litotes, metaphor, metonymy, oxymoron, parallelism, paronomasia, personification, rhetorical question, synecdoche, hyperbole; (2) figures of speech - anaphora, epistrophe, appeal, alliteration, assonance, gradation, epithet, repetition, pun, neologism, resonance, figura etymologica. The usage frequency of rhetorical figures across product categories has also been analyzed.

Key words: rhetoric, advertising, figures of thought, figures of speech.

JEL: M37, M39.

Vzaimodeystvie mezhdu dostavchitsite na logistichni uslugi i balgarskite prerabotvatelni i targovski predpriyatia

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Collaboration between Logistics Service Providers and the Bulgarian Manufacturing and Trade Enterprises

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In strategy realisation manufacturing and trade enterprises perform a complex mix of activities, including logistics. They can decide whether to do them independently or to outsource to specialised organisations. This practice is common for the logistics and these organisations are called logistics service providers. They perform different solutions for management of the material flows across the supply chain – usually transport and warehousing ser-

vices. This partnership is extremely important because the negative impact of the inadequate realisation is on the company that outsource and for the whole supply chain. That is why the abilities of the logistics service providers determinate overall performance of the supply chain. In the article are encompassed the main aspects of the interaction between logistics service providers and Bulgarian manufacturing and trade enterprises. By conducting a survey the main characteristics of this collaboration are revealed. The results show that the logistics service providers have high level of orientation and they are flexible to the needs of their customers and variety of technological facilities exist for achieving active partnership, unfortunately all of this in not fully used.

Key words: logistics, logistics sector, logistics service providers.

JEL: L870, M110; M190.

Analiz i sravnitelna otsenka na ekologichnoto vazdeystvie na vidovete patnicheski transport v mezhdugradsko saobshtenie

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Environmental Impact Analysis and Comparative Assessment of the Interurban Passenger Transport Modes

Elisaveta Malinova 87

A methodology and results from a comparative analysis of quantity assessment and evaluation of the interurban passenger transport modes environmental impact are presented in the article. The research is focused on the interurban road passenger trips (by busses and by personal vehicles) and the railway trips. Some main relations, origin and destination points of the Bulgarian transport network are examined. The research covers 30 year period – from 2011 to 2041. The assessments include some of the main indicators for the negative environmental impact of the transport.

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The comparative analysis results are derived using a specially developed assessment model. It estimates the pollutants quantities and social costs from the evaluated transport modes for two scenarios. The first scenario represents the real situation for the transport modes with no future improvements. The second one includes some target values from the European strategies and particularly the growth of the railway passenger trips share.

Key words: comparative analysis, assessment model, environmental impact, land passenger transport, external effects.

JEL: Q5, R4.

Sotsialno razvitie Social Development

Zavisimosti mezhdu politicheska i ikonomicheska vlast v Bulgaria (kontseptualni orientiri za debat)
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Interdependencies between Political and Economic Power in Bulgaria (Conceptual References for Debate)
Ivka Tsakova 99

The article is based on a key paper presented at the Student round table “What kinds of knowledge for politics do the students of economics from UNWE need?” (11/2014). The main aim is to provide students with conceptual references for a discussion on the issue of the intersection points and mutual interdependencies between political and economic power in contemporary Bulgaria. The paper is structured in three parts. The first explains basic notions: power, politics, capitalism, democracy (Western, liberal, representative democracy), political, economic and media power. The second part studies the interrelations between representative democracy and market capitalism since the middle of XX century to nowadays – the beginning of the XXI century as these relations

pass through two phases – “politicization of the economy” and “economization of politics”. The third part is dedicated to the Bulgarian transition to liberal democracy and capitalist market economy after 1989. Specific features of the Bulgarian capitalism and democracy are highlighted through the prism of such fundamental values such as freedom and equality. References for debate on actual issues from the political and social agenda in the country are offered, such as: the crisis of political party representativeness, of democracy, defects of market economy functioning, symptoms of oligarchization of politics, populism, etc.

Key words: power, politics, democracy, capitalism, Bulgarian transition.

JEL: P16.

Ikonomicheski i profesionalni transformatsii v konvergentna mediyna sreda

Svetla Tsankova, Bilyana Tomova, Stella Konstantinova, Martin Ossikovski, Mariya Nikolova, Diana Andreeva, Gergina Mancheva, Ivan Valchanov 114

Professional and Economic Transformations in Convergent Media Environment

Svetla Tsankova, Bilyana Tomova, Stella Konstantinova, Martin Ossikovski, Mariya Nikolova, Diana Andreeva, Gergina Mancheva, Ivan Valchanov 114

The text presents the results of a multifaceted interdisciplinary study carried out in 2014-2015 by a research team of doctoral students and members of the Department of Media and Public Communications at the University of National and World Economy in Sofia. The study focuses on current changes in media business models, journalistic skills and competencies, media and journalism education patterns, genre forms, media style and language, PR techniques and media-related political

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practice. The authors pay attention to the influence of world and European media standards on economic, professional and political transformations in convergent media environment in Bulgaria, but also examine the specific features of local media markets, journalism, PR and political practice.

Key words: media convergence, economic transformations, professional transformations, traditional media, online media.

JEL: L82; L86; Z10.

Evropeyski sayuz

European Union

„Novite drehi“ na Evropeyskia sayuz

Emilia Georgieva 133

The “New Clothes” of the European Union

Emilia Georgieva 133

The article is devoted to the economy and economic governance of the European Union and its eurozone. It presents five of the most important challenges/issues, the realization of which is of crucial significance for the EU, but at the same time does not give sufficient reasons for optimism. Under the sign of the allusion to the fairy tale of Hans Christian Andersen „The Emperor’s New Clothes“ - in moderately critical

style are considered the „Europe 2020“ strategy, the Economic and Monetary Union (incl. the Eurozone), the debt crisis, the macroeconomic imbalances and budget/Multiannual Financial Framework.

Based on evaluations made by the institutions/bodies of the European Union, as well as on the assessments of well-established in these fields Bulgarian and foreign researchers, the author puts an emphasis on those aspects of the Union’s economy and governance, which not only could be rated as unsatisfactory, but also serious „cracks“ could be expected. Prevails the view that, as in other areas, in the economy and the economic policy, there is also too much talk, promises, bureaucracy and distancing from the values/achievements of the Union, especially at a time when Europe was „a role model“ and Europeans were among “the happiest in the world“. As in the aforementioned fairy tale - „the parade continues“ with the emperor “dressed” in his imaginary mantle, the same way in the European Union are observed more and more flaws, indecision, lack of adequate position, hypocrisy, etc. which are not sufficiently addressed.

Key words: Europe, European Union, the Lisbon strategy, “Europe 2020” Strategy, Economic and Monetary Union, the Eurozone, debt crisis, macroeconomic imbalances, budget, Multiannual Financial Framework.

JEL: F15.