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Termodinamikata i ikonomikata na resursite

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Thermodynamics and Economics of Resources

Yuli Radev 5

Nearly 50 years after the publication *Analytical Economics* (1966) by N. Georgescu-Roegen discussions about the role of thermodynamics and entropy in economics are continuing. For physicists, the greatest challenge remains the interdependence between thermodynamic laws and human factor. However, more and more economists agree that this theory is a useful tool for microanalysis of natural resources involved in economic production.

Key words: entropy, laws of thermodynamics, economic growth, energy crisis.

JEL: O10, Q01, Q32, Q50.

Nasoki za povishavane konkurentosposobnostta na balgarskite transportni predpriatia

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Guidelines for Enhancing Competitiveness of Bulgarian Transport Enterprises

Violeta Mutafchieva-Bakalova 16

The article is devoted to the basic problems related to the functioning of the Bulgarian transport companies. In this connection is made an analysis of freight and passenger transport activities of different types of transport forming the national transport system. A special attention is paid to increasing of railway, road and sea transport competitiveness which are playing an important role in the operation of the national economy. The possibilities for development of combined transport in Bulgaria also are determined as one of the main priorities of the European Transport Policy. In order to achieve the research goal are examined the possibilities to

improve the transport infrastructure, the rolling stock use, as well as the environmental friendliness of different modes of transport. On the basis of the study are indicated the guidelines to enhance the competitiveness of Bulgarian Transport Enterprises and the sustainable development of transport sector.

Key words: competitiveness, transport enterprises, transport infrastructure, rolling stock, environmental friendliness.

JEL: L92, R49.

Globalni tendentsii v bankiraneto na drebno i marketingovata strategia v badeshteto

Galina Mladenova 35

Global Retail Banking Trends: Marketing Perspectives

Galina Mladenova 35

The aim of the current paper is to analyze the global drivers (technological, regulatory, demographic, social factors) that reshape the retail banking industry and to reveal possible marketing solutions that could help bank management to react adequately to the changing environment. The analysis and conclusions are based on secondary data from a number of global retail banking surveys and other scientific publications.

The main conclusion is that developing and applying a client-centric model is an effective tool to meet the future challenges.

Key words: marketing; retail banking; retail banking trends, client-centric business model.

JEL: M390, J210.

Strukturni izmenenia v danachnite prihodi v Bulgaria prez perioda 2003-2014 g.

Vasil Bozev 52

Structural Changes in the Tax Revenue in Bulgaria During 2003-2014

Vasil Bozev 52

In order for government and society to be informed about the way taxes and the revenue they bring are changing over time we need appropri-

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ate measurement tools. The article is an application of one of the structural approaches designed to examine the change in government's revenue associated with the major taxes. The category of the major taxes accounts for most of the government's revenues and includes the value added tax, the excise tax, the personnel income tax and the corporate tax. The analysis covers the period from 2003 to 2014, focusing on the distribution and change in the tax revenues.

A point of interest is how the introduction of the proportional direct income tax affected total tax revenues and the ratio between the two. In order to capture this effect, the timeframe of the investigation is divided in two sub-periods – before and after accession of Bulgaria to the European Union, since this closely matches the introduction of the proportional income tax. For that reason, it becomes important to check whether the restructuring in the tax revenues was bigger before or after our accession to the EU.

Key words: taxes, tax revenue, structural changes.

JEL: E62, H21.

Upravljenie Management

**Analiz na universitetskite dannii s biznes
inteligentni sistemi za podpomagane
vzimaneto na upravleniski reshenia**

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**Analyzing University Data with Business
Intelligence Systems for Management
Decision Support**

**Dorina Kabakchieva,
Kamelia Stefanova** **60**

Universities today are confronted with serious challenges. There are continuous changes in the social environment, due to the globalization processes and the rapid development of Information and Communication Technologies, which affect educational institutions as well. The constantly increasing competitiveness requires each university to understand well the processes concerning students and to attract the best candidates who will be highly motivated to develop themselves successfully and will contribute most to increasing the university prestige. That could be achieved by using advanced analytical methods and tools for analyzing the available university data and transforming it into useful information for supporting the decision making processes.

The main purpose of this paper is to demonstrate how the development of a Business Intelligence application could provide transformation of data into useful information and knowledge. Several examples for successful application of Business Intelligence systems at universities in the USA, UK, Sweden and Australia, countries with established innovative approaches to educational institution management, are analyzed and discussed. Based on student data, provided by one of the leading Bulgarian universities, a Business Intelligence application is developed by using the BI software QlikView. The BI application contains 7 interactive dashboards providing opportunities for analyzing the data and getting information about the students profile depending on gender, admission exam, region of origin, type of secondary education, admission exam score and average final score at the end of the first year at university. The achieved results reveal that the use of Business Intelligence systems for analyzing university data could contribute to receiving valuable information for supporting the university management in taking important decision. In this particular case, the received information could be used for optimizing the student admission processes and in the preparation of future university marketing campaigns.

Key words: Business Intelligence Systems, Analyzing University Data.

JEL: C63, I21.

**Model za vavezhdane na zastrahovaneto
na intelektualna sobstvenost** **73**
Georgi Draganov

**Model for Establishment of Intellectual
Property Insurance** **73**
Georgi Draganov

The author aims to address an issue which has not yet been examined.

In the framework of the material is evidenced, that insurance has its place in the Intellectual Property system. It would help reducing the damages caused by the materialization of "pure" and speculative risks to the owners of intellectual property rights.

There have been examined ways of the insurance value determination, the sum insured and the insurance premium, related to the intellectual property insurance in the article.

A special attention is paid to the insurance contract relating to the intellectual property rights. It is considered that specific insurances connected with the intellectual property rights

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therefore need to be introduced to the Bulgarian insurance market.

Key words: risk, risk management, intellectual property, intellectual product, damage, risk transfer, insurance, counterfeit products, sum insured, insurance value, insurance premium.

JEL: G22, O34.

Nasoki za institutsionalni izmenenia na pazara na zhlishtna nedvizhima sobstvenost

Nadya Gilina 101

Guidelines for Institutional Changes in the Residential Real Estates Market

Nadya Gilina 101

The process of institutionalization of the market of residential real estates implies the creation of new economic mechanisms and effective institutional conditions to alleviate the interaction between the different partners in the market. Initially, and in some aspects until now, the Bulgarian market of residential real estates is characterized by unevenness in the development of its component parts and sporadic investment activity of the main market players. At present, it may rather be said that at the Bulgarian market of residential real estates separate economic and legal conditions for its establishment and development are formed, and not for the overall institutional system.

From the standpoint of institutional theory these processes have traditionally been viewed as a system of evolving structures that respond to changes in the environment, but the mechanisms of the reactions are determined by the internal for the systems processes.

Full functioning of the market, according to the conceptual framework of Douglas North, suggesting a dynamic institutional environment which defines the "rules of the game" and institutional agreements - organizations as "participants" in it; the processes of change in formal / informal rules, but also their respective controls in compliance with the rules are bound by the imposition of institutional changes. Institutional changes can be created "bottom-up" in the very businesses and organizations. The attitude of "participants" institutional activity towards institutional changes is the focus of this article and the study. The main characteristics are studied- features, factors and conditions of the real estate agencies, i.e. determinants of their institutional activity, which according to the author can act as activating (and in some cases prohibitive) institutional changes in the

market of residential real estates. At its core, this trend seems to improve the institutional structure, and hence the institutional conditions. And this leads to the prevention of opportunistic behavior and affects positively the transparency of the market.

Key words: residential real estates market, institutional changes, institutional environment, institutional agreements.

JEL: B25, O17, R31.

Sotsialni problemi **Sotsial Problems**

Korporativnata sotsialna otgovornost v Bulgaria: razvitie, ogranchenia i predizvikatelstva

Irena Slavova 113

Corporate Social Responsibility in Bulgaria: Development, Constraints and Challenges

Irena Slavova 113

In recent decades, many companies worldwide apply socially responsible actions, policies and processes. The topic of socially responsible business became part of European Union policies as a result of the increasingly active role of the EU institutions – the European Commission, European Parliament, formal CSR platforms and others.

The main purpose of the article is to present the development of CSR in Bulgaria in the light of the results of research conducted by university projecton "Corporate Social Responsibility in Bulgaria – part of the European social practices"

The study reflects the dynamic, context-dependent and holistic nature of CSR in general, European CSR and Bulgaria in particular. The wide range of national public policies are researched in a comparative context with the practices of EU Member States. That builds a comprehensive picture of the Bulgaria's environment for development of CSR.

The focus of research has also been on the status and trends of CSR, implemented by business organizations operating on the Bulgarian market. The various studies (cabinet and empirical) reveal different aspects of CSR companies' activities: types of corporate initiatives; CSR approaches; the reporting of corporate social behavior; application of the voluntary EU mechanisms to reduce the impact on the environment (EU Ecolabel, The Eco-Management and Audit Scheme (EMAS), attitudes, commitment and adoption of CSR by businesses in Bul-

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garia. The results show the process of transition from a traditional to a strategic approach to the development of CSR.

The study also expands the range of stakeholders and outlines the role and participation of non-profit organizations and the academic community in the distribution, promotion and implementation of CSR in Bulgaria.

Key words: corporate social responsibility, public policies; strategic approach, stakeholders.

JEL: M14, O38.

Pridobivane na evropeysko ezikovo portfolio

Mina Hubenova 127

European Cross-cultural Competency for Foreign Language

Mina Hubenova 127

The paper is about cross-cultural competency for foreign language in the context of the Common European Framework of Reference for languages, the European language Portfolio. Learning about different cultures, attitudes, perspectives and ways of living should be included in the curriculum and respect for differences should be encouraged.

Key words: multicultural education, competence, the Common Framework European of Reference for languages, Language policy of the European Union, Multilingualism in the European Union.

JEL: I2.

Grazhdanskoto obshtestvo i Internet – protses na adaptatsiya

Boyan Hadzhiev 133

The Civil Society and Internet – a Process of Adaptation

Boyan Hadzhiev 133

This publication focuses on examining the relationship between the distinctive features of new media (such as the Internet) and the realization of civil society strategic goals.

The aim is to highlight some of the major trends in contemporary social processes such as the civil society adaptation to the new information environment and especially the use of new media for the realization of its key objectives. The disclosure of these aspects in the development of processes related to civil society allows analyzing and explaining current trends and problems.

Civil Society main purposes such as attracting attention, organization and coordination are

achieved without requiring access to traditional media. The increased importance of new media leads to changes in tools and strategies through which civil society organizations achieved both their goals and greater independence from traditional media.

The study presents an original model demonstrating the achievement of civil society objectives through the Internet's characteristic features. This model illustrates how the new media allow the development of the contemporary civil society.

Key words: civil society, Internet, contemporary society development.

JEL: D83, L31, L82.

Ikonomika i pravo **Economics and Law**

Pravni problemi vav vrazka s otgovornostta na prevozvacha pri vazdushnia prevoz na patnitsi

Viktoria Rusanova 141

Legal Issues Relating to the Liability of the Carrier for the Air Carriage of Passengers

Viktoria Rusanova 141

The analysis of the problems of the current legislation on the liability of the carrier for the carriage of passengers should cover both internal acts and those of EU law and international treaties, as a result of it are derived existing in the Bulgarian Civil Aviation Act gaps. So that they be overcome made relevant proposals de lege ferenda for amendments to the said legislation. The detailed analysis of the national legislation requires comparing it with the right of countries with highly developed air transport. As the Bulgarian legal system follows the continental tradition, as well as receptions of our private right of French law, the latter may serve as a suitable basis for comparative analysis and mapping trends in the development of legislation on issues of liability of the carrier in air transportation passenger.

Key words: responsibility; air carrier, passenger, Civil aviation law, Commercial law, Law on Obligations and Contracts, Montreal Convention, Warsaw Convention, Regulation, French Civil Code, compensation, legal, size, international and national limits, legal nature, French authors, death, personal injury, loss, lack, damage, luggage, delay, claim for compensation.

JEL: K12; K2; K29; R33; K39; K41.