## CONTENTS:

Articles		Scientific Life	
Toward a General Typology of Brand Positioning Assoc. Prof. Simeon Zhelev, Ph.D.	3	Scientific Conference "Competitiveness of Bulga Industry" 60 Years Department "Industrial Busin Prof. Yossif Iliev, D.Sc.	
Guidelines for Improving Supply Chain Management at Bulgarian Enterprises Chief Assist. Prof. Miroslava Rakovska, Ph.D. About the Strategies – with Respect Assoc. Prof. Pencho Ivanov, Ph.D.	10 25	"Public Administration – Challenges and Prospe International Scientific Conference on the Occa of the 10th Anniversary of the Specialty "Public Administration" Chief Assist. Prof. Polya Katsamunska, Ph.D.	sion
Impact Factor Assoc. Prof. Violeta Tsakova, Ph.D. Identity Theft and Internet Banking Protection	34	International Scientific Conference 60 Years – Department of Economics Assoc. Prof. Vera Pirimova, Ph.D.	138
Chief Assist. Prof. Silvia Parusheva, Ph.D.  Balances of Payments – Contemporary Problems Assoc. Prof. Yordanka Stateva, Ph.D.	44 8 56	Book review  New monograph on innovations	
Local Government in Rural Areas: Potential and Challenges in Terms of the New Paradigm of Development Assoc. Prof. Yuliana Blagoeva-Yarkova Rumyana Grozeva, Mladen Hainboazki	71	Prof. Marin Petrov, D.Sc.  Financial Management of Intellectual Property Assoc. Prof. Rumyana Brestnichka, Ph.D.	146 149
Brunei Darussalam: Asia's next leading location for Regional Treasury Centres? Rady Roswanddy Roslan Brunei Darussalam Dr. Petr Polak	84	Interaction between Tourism and the Environme Assoc. Prof. Ivan Gavrilov, Ph.D.  List of Publications	ent 151 153
Main Aspects of Enterprise Architecture Concept Chief Assist. Prof. Petya Dankova, Ph.D.	t 102	The University of National	
Discussion		and World Economy	157
Elites, Democracy and Welfare Prof. Svetoslav Stavrev, D.Sc.	115	Guide for Authors	159