

Table of Contents

Scientific Life

Jubilee Scientific Conference Dedicated
to the 100-th Birthday Anniversary
of Prof. Kiril Grigorov, Ph.D., on the Topic:
Economic Theory – History, State, Perspective
Assoc. Prof. Boyan Velev, Ph.D.

Articles

Statistical Estimate for the Business Environment
Evaluated on the Basis of Questionnaire Surveys
Data
Assoc. Prof. Georgi Mishev, Ph.D.

When the business environment is investigated it is a usual practice its main features, being statistical characteristics, to be evaluated by specially formulated questions. These characteristics are measured through the implementation of ordinal and nominal scales. In this case the results from the survey appear as relative shares of the answers of the persons interviewed to the respective questions from the questionnaires. In such situation the quantitative characterization of some phenomena is not possible for the researchers. In this article the author presents an approach for calculation of generalized quantitative characteristics of the business environment as a whole and also of its particular elements. It is defined as standardized score and is unnamed quantity. The suggested technique is based on the approach for quantification of multidimensional characteristics [6]. From the point of view of the elements of its contents this approach is a typical form of a cognitive process. Its main characteristic is its

realization on the basis of the unification of the analysis and synthesis. The analysis examines the parts of the whole; as a result, the main features of the business environment are revealed. These features are evaluated by the one-dimensional characteristics. On the basis of the standardized scores of the latter, the parts of the whole are united through the synthesis. As a result, the generalized standardized score for the business environment status is calculated.

Key words: business environment, business studies, dimensional signs, quantification of multivariate signs, nominal scale, ordinal scale, balance assessments, business climate, norms ball estimate.

JEL: C43, M21.

HR-Outsourcing (research)
Assoc. Prof. Margarita Harizanova, Ph.D.

The current research presents the tendencies in Human Resources management by carrying into the practice "outsourcing". It includes the public, private and mixed type sectors. It is made a research of the types outsourcing in the indicated sectors, the ways of studying, assessment and choice of the outsourcing partners, the sort of the contracts, the management of the activities and results from the outsourcing for the clients.

Key words: outsourcing in human resources management, procedure of the outsourcing research activity, assessment of the contentment of the outsourcing.

JEL: O15.

Ownership Regimes over Scientific Works Assoc. Prof. Violeta Tsakova, Ph.D.

Every scientist creates scientific products. Many of the scientific workers know or at least presume that they are their owners, but not all of them know what this ownership is, what conditions it arises out of, whom it arises for and how it can be practiced. This article is created for the benefit of colleagues that want to get answers to this and other fundamental questions about ownership over their scientific products. The article is developed under principle formulation in Copyright and Related Rights Law and the existing practice in the country. In the article are presented the three basic regimes that ownership over scientific products arises out of, the preconditions for its rise and the characteristics of its realization.

Key words: ownership, intellectual property, scientific works.

JEL: K19, M59, O34.

Eating and Politeness Assoc. Prof. Irina Peryanova, Ph.D.

The paper aims to view how food structures relationships and mediates social interactions. It explores different ways in which food and eating fit the concepts of the politeness theory (Brown and Levinson, 1987). I regard politeness in the broadest sense possible – as civility, propriety, relevance, appropriateness based on the notion of face. Food is a signifier of collective identity, a sign of affiliation and bonding (vertical or horizontal), a cultural icon and a personal statement. At the same time, in many ways, the symbolism of food as discourse is culture-specific. Shared food and commensality are the markers of politeness and acceptance of relationship. No wonder

then, that the failure to share often seems rude and a denial of social qualities. At the same time, food is often a function of certain places: cf. popcorn as cinema food, hotdogs and hamburgers as street foods. Giving or choosing 'wrong' or improper food for certain occasion, at a certain time or place, or for a certain group of people may seem very impolite and a sign of a social faux pas.

Key words: food, meals, face, civility, identity, discourse, symbolism, cultural stereotypes.

Policy on Science and Innovation – Problems and Possible Solutions Albena Vutsova, Ph.D. Lilyana Pavlova, Ph.D.

In December 2008 in Ljubljana, the European Commission presented its operationalizatsiya row for the general vision of the Lisbon Strategy as proposed concrete measures: based on common mechanisms appropriate to ensure active interaction between the educational process, research and innovation and the introduction of indicators for monitoring and evaluation the efficiency of the process.

The article gives an overview of some key issues in the fields of EU policy with regard to education, science, technology and innovation and the respective measures taken in this country.

Subject of analysis also to what extent these measures contribute to the upgrading of scientific and technological system of the country and how the system of indicators for R & D is in line with EU requirements, whether it adequately reflects the specific conditions in the country and contributes to making policy decisions science and innovation.

The Interrelation “Public Expenditure – GDP per capita” in the EC Countries After 2000

Atanas Hubenov, Ph.D. student

Chief Assist. Prof. Venelin Boshnakov, Ph.D.

The article presents the main results of an empirical study of the interrelation between the relative share of public expenditure in GDP – total and by functions of Government – and the level of wellbeing as well as its change in the ES countries. Several hypotheses are raised and an attempt for their testing their validity is made through the results of two estimated econometric models. The first one is built for the relation between the shares of expenditures in GDP by all functions of Government and the level of GDP per capita. The second one is built for the relation between the shares of total public expenditure in GDP and the rate of change of the real GDP. The two models are estimated separately using data for two groups of countries – new (EU-12) and old EU member states (EU-15). For this purpose longitudinal data for the period 2000-2007 are used extracted from the information platform of EUROSTAT that provides unified methodology and comparativeness of the country-level data. The results obtained and related conclusions can assist the comparative analysis of public expenditure policies of the two groups of countries from the point of view of of their potential for conducting efficient budgetary policy in order to counteract to the global financial crisis.

Key words: total public expenditures; public expenditures by functions of Government; wellbeing.

JEL: H50, E62.

Bulgarian Nonprofit Sector in the Light of the Structural-Operational Definition

Chief Assist. Prof. Denitsa Gorchilova, Ph.D.

In the last 20 years serious efforts are made worldwide to clarify the scope, structure,

finances, and activities of the nonprofit sector. A satellite account on the nonprofit institutions in the System of National Accounts is developed and tested in over 30 countries for that purpose. The account is based on the so called “structural-operational definition”, which serves as a point of reference when deciding whether to include or exclude different types of organizations in the nonprofit sector.

The Bulgarian nonprofit sector was resurrected quickly in the years of democratization but still is rather unknown. Its image is built on media coverage (which is frequently more on the negative side), on fragmentary surveys, and the statistics does not account for the full size of its role in the economic and social development. The aim of that text is to test the applicability of the structural-operational definition in Bulgaria and to check if there are the precedent conditions for the country to join the international efforts to specify the statistical image of the nonprofit sector.

Key words: structural-operational definition, Bulgarian nonprofit sector, associations, foundations, chitalishte (community centers).

JEL: L31.

Ten Mistakes at the Usage of the SWOT – Analysis in the Strategic Marketing Planning in the Healthcare Institutions

Chief Assist. Prof. Alexandar Valkov, Ph.D.

The article focuses the attention to the possibilities of improvement of the strategic management in the healthcare institutions in our country. The process of settling the management strategies and the most common mistakes, made by the health managers using the most popular method of strategic management – the SWOT-analysis, are analyzed. The lack of technology of the SWOT-analysis leads to problems which are

summarized in two groups. In the first group are mentioned the typical mistakes at the applying of the method in its quality as an analytical instrument (informational and methodological mistakes). In the second group are mentioned mistakes, limiting the usage of the SWOT-analysis as an organizing frame of the process of the strategic management (organizational mistakes). In order the strategic management in healthcare institutions to be improved, an approach is suggested, dealing with the prevention and minimizing of the most common mistakes. For the purpose, a control card for audit of the strategic analysis was created, with which a general evaluation of the marketing orientation of the healthcare management can be done.

Key words: healthcare, health management, health marketing, strategic management, SWOT-analysis.

JEL: I11, L32, M31.

Developing of Competency-based Models and Profiles of Managers in Bulgarian Industrial Organizations

Senior Assist. Prof. Dimitar Blagoev

In the article from a theoretical point of view are presented methods for developing competency-based models. Methodological scheme is submitted to develop profiles competency models and managerial personnel of industrial organizations from the country's economy. On the basis of methodological scheme developed for this purpose and conducted field studies are designed competency models and profiles of managerial staff from different hierarchical

levels of management in the Bulgarian industrial organizations. Finally, conclusions are made about the destinations which can be used competency-based models and profiles of managers.

Key words: training and qualification, competence, competency-based approach competency-based models and profiles, management.

JEL: I21, L21, M54.

Book Review

One Interesting and Useful Paper
Assoc. Prof. Maria Markova, Ph.D.

Comprehensive Study of the Creative Economy
Dimitar Ganchev, Ph.D.

Scientific Degrees and Titles

Teachers of Basic Labor Agreement in the UNWE,
Obtain Scientific Degrees and Academic Ranks

Publications in "Economic Alternatives" Journal, Issues 1-6/2009

Contents and Article Summaries

Guide for Authors