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#### **Improving the Quality of Offered Railway Services through the Implementation of New Rolling Stock**

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Railway transport, through its socio-economic benefits, contributes to territorial cohesion. Via railway, the main transport corridors of each country connect the main cities with the peripheral regions and territories. Rail transport in Bulgaria is often hampered by outdated business and operational practices and the presence of obsolete infrastructure and rolling stock. These obstacles can be overcome by reducing operating costs which, along with accelerating innovation, will allow rail transport to reach its full potential, while ensuring the functioning of the internal market and improving safety and security. That is precisely why the railway sector needs to be further stimulated to be more appealing to passengers by investing in new infrastructure and rolling stock.

The main object of the study is the quality of the transport service offered by BDZ "Passenger Transport". A SWOT analysis is presented, and the main problems that worsen transport services and discourage passengers from using

rail transport are identified. The main purpose of the article is to outline the prospects for the development of railway transport by the implementation of new rolling stock.

**Key words:** rail transport, passenger transport, transport service, new rolling stock.

**JEL:** R40, R48.

## **Sotsialno razvitie**

### **Social Development**

#### **Klasicheski i savremenni vazgledi za bednostta**

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#### **Classic and Contemporary Views on Poverty**

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The article reviews classic views on poverty for which Bulgarian scientific literature is extremely inexhaustible. A "Continuum of classical theories of poverty" has been composed through the author's interpretation and systematization of theoretical views which are embedded in world scientific literature. Three approaches are highlighted – social Darwinism, egalitarianism and statistical-sociological approach. Poverty is studied on the basis of relatively independent, but also complementary aspects: economic, sociological and applied. Each of these aspects brings together both classical theories and modern concepts of understanding poverty as a phenomenon. Emphasis is placed on the causes, factors, measures and the need to eliminate poverty. The main indicators of poverty are presented:

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Lorentz curve, Gini coefficient, persons at risk of poverty and social exclusion, poverty line and the rate of persons living below the poverty line in Bulgaria. Inequalities in the distribution of income before and after social transfers are presented, as well as those who are categorized by statistics as poor – before and after social transfers. The analysis highlights Bulgaria's unfavorable position compared to other European Union member states.

**Key words:** poverty, inequality, classical views on poverty, theoretical approaches and aspects of poverty, poverty indicators.

JEL: A10, B00, I3.

### Upravljenje na resursi i razhodi

#### Management of Resources and Costs

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**New Strategic Vision of Electronic Governance in the Republic of Bulgaria for the 2020-2025 Period**

**Kostadin Markov 27**

The article presents issues related to e-government in Bulgaria after 2007, when the requirements of the administrative structures to introduce e-government are regulated by law. In a world of global changes on a global scale, communication and information technologies are undergoing progressive changes and developments in connection with the establishment of e-government in public and public administration. Provision of administrative services by electronic means is also introduced, as the conditions for the provider of electronic administrative services are regulated, as well as the conditions and the order for their recipients.

Over the years, Bulgaria has adopted a num-

ber of strategic documents regulating the development of e-government over time. The latest updated strategy, adopted in March 2021, sets a new vision for e-government for the 2020-2025 period, which outlines the new strategic goals with a view to updating and modernizing the strategic documents.

**Key words:** e-government, e-administrative services, communication and information technologies, strategy, new vision.

JEL: J5, M5, O3, Y8, Y9.

### Evropeyski sayuz

#### European Union

**Metodi za opredelyane na energiyната sigurnost v biznesa**

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**Methods for Determining the State of Energy Security in Business**

**Anatoli Andreev 35**

An attempt has been made by me to determine and analyze the guarantee of energy security in business. For this purpose, the ways and methods for measuring and determining the state of energy security are presented. The presented methods determine energy security in the Republic of Bulgaria. A description of the state of the energy business in the EU and specifically the situation in the Republic of Bulgaria is presented. The problems and the preconditions for their occurrence are considered. The place and importance of ensuring energy security in business is shown and the perspective for development of the energy sector, the business and the national economy is outlined.

**Key words:** energy security, methods for determination, state of energy security, perspective for energy security.

JEL: Q43, Q49.

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### Informatika

#### Informatics

##### **Izpolzване na golemi dannii v transporta – platformi i podhodi**

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##### **Using and Processing Big Data in Transport – Platforms and Approaches**

**Lyuben Boyanov** 50

The article converges on the topics of extracting, communicating, processing, utilization, and analysis of big data in transportation. It looks at some aspects of the application of the Internet of Things and big data in the field of transport. The sources of big data in this sector are presented, depicting a general classification according to their place of origin. The main data communication transport protocols are shown, in addition to the different types of cloud platforms that can receive, store and process data. A brief description of the functions of transport control centers is made, pointing out some issues related to the extraction, storage and analysis of big data. At the end, a source of transportation data is used to verify the possibility for expanding the operation of a transport control center, which can work collaboratively with a proposed big data platform and extract, process and analyze data with appropriate open source tools for big data.

**Key words:** transport, big data, control centers, data extraction and processing.

JEL: C81, O180, R41, R42, O360.

##### **Tehnologichni osobenosti na informatsionna sistema za otchitane i retsenzirane na nauchni proekti**

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##### **Technological Features of an Information System for Reporting and Reviewing of Research Projects**

**Plamen Milev**

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The article discusses the functional features of a web-based information system for reporting and reviewing of university research projects. The place of reporting and reviewing in the entire lifecycle of university research projects is clarified. The article presents the existing regulatory features regarding the reporting and reviewing of research projects at university level, which are applied to the management of the respective concluded research contracts. The technological features of digitalization of the processes of reporting and reviewing of university research projects are described. On this basis, the article offers some models for design of a web-based information system for reporting and reviewing of research projects. The proposed models are practically applied, as the results achieved with their implementation are presented. In conclusion, the benefits of digitalization of the processes of management of university research projects are defined and the possibilities for future development of software solutions in the subject area are outlined.

**Key words:** software, information system, web application, project management.

JEL: C8, L86.

### Образование

#### Education

##### **Otsenka i effektivnost ot adaptirane na standartite za otsenyavane kam obuchenieto, biznes sredata i praktikata v Republika Bulgaria**

**Stoyan Stoyanov,  
Nikolay Oresharov, Oleg Dimov,  
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##### **Evaluation and Effectiveness of the Adaptation of Evaluation Standards to the Training, Business Environment and Practices in the Republic of Bulgaria**

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**Stoyan Stoyanov,  
Nikolay Oresharov, Oleg Dimov,  
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Going through a series of crisis and post-crisis periods over the last twenty years has had a serious negative impact on the overall value of assets, liabilities and capital used for both private and public purposes. At the same time, the pressure on all levels of management decision-making in both the private and public sectors to deliver more and better services is growing. This requires a rethinking of the way in which the different types of values of the different types of assets, liabilities and capital are derived. The creation of different valuation standards in different countries is a prerequisite for a more correct and more efficient valuation of various assets, services, capital, etc. objective and subjective relations in an operating business unit. In this way there will be a prerequisite to make more effective management decisions in relation to the expenditure of resources. On the one hand, due to global trends for legislation change, climate change, energy efficiency, etc., the standards and evaluation methods themselves are evolving, which is of particular importance for our country. On the other hand, the specifics of our economy and legislation are a prerequisite for imposing the need to develop national valuation standards to provide a prerequisite for more accurate derivation of different types of values, which affects the correct and fair presentation of assets and liabilities on management decisions. The present study aims to measure and analyze the need for national assessment standards and their impact on educational programs. The results of the calculations of the evaluation and the effectiveness of the adaptation of the evaluation standards show that the differences in the philosophy and application of the individual standards in individual countries are significant, which is a prerequisite for the differences in the derived values. This requires the creation of specific disciplines for assessment training.

**Key words:** valuation, fair value, valuation standards.

JEL: C52, D51, H43, M41.

### Ikonomicheski teorii

#### Economic Theories

**Postindustrialno obshtestvo ili  
Treta i Chetvarta industrialna  
revolyutsii?**

**Hristo Prodanov** 80

**Post-industrial Society or Third  
and Fourth Industrial Revolutions?**

**Hristo Prodanov** 80

The aim of the article is to answer one of the most interesting questions in recent decades – is there a transition to a post-industrial society or to the Third and then to the Fourth Industrial Revolution since the 1970s. The approach is politico-economic, because the main role for the development of technologies is played by the state, which tries to secure certain competitive and strategic advantages in the world race. The answer to the above question goes through the discussions on it, and through the analysis of the various concepts and the growing amount of empirical data. Therefore, the article begins with the emergence, development and essence of the concept of post-industrial society. Then the contradictions in the concepts of post-industrial society are considered and it is concluded that the industrial society continues to exist and the share of the industry increases, but the industry itself is increasingly changing and intellectualizing to produce all those industrial goods through which post-industrial technologies related to information, data and knowledge are realized. Attention is then paid to the special case of China, which in the context of the development of post-industrial societies in the West has managed to become industrialized, with the state having a special role in this regard, and this makes it the fastest growing economic power in history. After that the shift of geo-economic balances as a result of China's rise and the West's deindustrialization are considered a mistake, which is

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leading to new attempts at industrialization. The article ends with new industrial policies and the loss of legitimacy of theories of post-industrial society with the unfolding of the Fourth Industrial Revolution after the crisis of 2007-2008.

**Key words:** post-industrial society, industrial society, industrial revolution, technologies.

**JEL:** L16, O11, O25, O38, O57.

### **Kultura i mezhdukulturno obshtuvane v mezhdunarodnia biznes**

**Simeon Simeonov 95**

### **Culture and Intercultural Communication in International Business**

**Simeon Simeonov 95**

Participants in international business are forced to carry out their activities in an environment that is dynamic and unfamiliar to them. The cultural factor has significant influence over their permanent establishment on the international market. It encompasses the existing differences in spoken language, religion, traditions, value systems, ideologies and way of life. Therefore, considerable discrepancies can be expected in business environments when it comes to commonly accepted models of communication, negotiating and decision-making styles. Unfamiliarity with the cultural factor and the peculiarities of intercultural communication can lead to inappropriate costs and failure on the foreign market. The article specifies their nature, significance and practical dimensions in the context of international business.

**Key words:** culture, intercultural communication, intercultural differences, international business.

**JEL:** F23, F59, F60, L29.

### **Prilozhenie na simulatsionnite metodi za otsenka na predpriyatia, operirashti v sreda na nesigurnost**

**Petar Rangelov 111**

### **Application of Simulation-based Approach for Determining the Value of Companies Operating in an Environment of Uncertainty**

**Petar Rangelov 111**

The article focuses on a specific valuation technique based on probabilistic simulation of value-relevant factors determining the intrinsic value of companies. In this paper I present the practical aspects and relevant problems related to the application of this type of valuation methods. Basic probabilistic processes applicable to different enterprises depending on their economic characteristics are analyzed. In the practical part, the presented evaluation technique is applied for evaluation of a Bulgarian pharmaceutical company, as the main advantages and results are presented.

**Key words:** Monte Carlo simulation, Ornsh-tain-Ulenbeck process, free cash flow to the firm model, enterprise value.

**JEL:** G17, G32, C53.

### **Targovia i ikonomicheska sigurnost**

**Goran Angelov 132**

### **Trade and Economic Security**

**Goran Angelov 132**

The aim of the article is to investigate the relationship between trade and economic security. Economic research over several decades has shown that the high level of growth and success of the catching-up economic development of small and medium-sized economies is due to export-oriented trade. A correlation analysis has been performed to analyze the relationship between the arithmetic mean of fulfilled economic security indicators and exports as a percentage of the Gross Domestic Product of the EU Member States. In the course of the study,

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the levels of exports of goods and services from Bulgaria for 2019 have been established. There is a steady trend for exports of goods with a low degree of processing, as well as raw materials and goods with relatively low added value. Specific recommendations have been made to increase the level of economic security.

**Key words:** economic security, trade, export.

**JEL:** A100, O110.

### **Uebsaytat kato instrument na digitalnia marketing**

**Mihaela Mihaylova 142**

### **The Website as a Tool of Digital Marketing**

**Mihaela Mihaylova 142**

The increasing role of the Internet in all aspects of human life, digitalization, markets' dynamics, and the pandemic started in 2020 are some of the main prerequisites playing the role of a driving power for change, development and application of new practices and approaches within companies. The pandemic context modi-

fied customers' and business' habits and their manifestation. The capabilities of companies and customers were tested simultaneously in the context of their level of adaptability. The necessity for retaining existing practices and relations was objective, but their format required an update. This update was made feasible by the Internet where those companies which managed to develop their online presence and identity became the ones whose digitalization processes and activities contributed to a sustainable competitive advantage. The article discusses the website as one the most important and contemporary communication tools for existing and potential customers. Specifics, definitions and types of websites are presented as part of the online presence and digitalization as a process. Websites are examined as an unalterable part of companies' digital marketing as a whole and as part of their channels – Pay Per Click Marketing, Social Media Marketing, Search Engine Optimization and Search Engine Marketing.

**Key words:** digitalization, digital marketing, website, digital channels, online presence.

**JEL:** M31.