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Razvitiye na digitalnite administrativni uslugi v Republika Bulgaria

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Development of Digital Administrative Services in the Republic of Bulgaria

Katia Kirilova, Alexander Naydenov 5

The article presents part of the results of a study of the state of e-government and digital administrative services in Bulgaria. The study was conducted within the framework of scientific research contract No. NID NI-7/2020 of the UNSS on the topic: Study and analysis of electronic governance and digital administrative services in the Republic of Bulgaria. The main goal of the project is: by studying the research and components of e-government systems worldwide, to analyze the system of e-government and the provided digital administrative services in the Republic of Bulgaria and to create a model of key indicators, in view of the prospects for their development. The object of the study is electronic governance and digital administrative services in the Republic of Bulgaria. The subject of research is the organizations from the public sector in the Republic of Bulgaria, which participate in the electronic management system and provide digital administrative services.

Key words: public administration, e-government, digital administrative services.

JEL: H83, L86.

Balgarskata ikonomika po patya na ekologichnata transformatsia **Sonia Chipeva** 18

Bulgarian Economy on the Way of Ecological Transformation

Sonia Chipeva 18

Climate changes and the aggressive attitude towards the environment as a result of human activity in recent decades have had increasingly negative effects everywhere on a global scale, including in our country. Studies from recent years

show that the process of transition to an ecological economy in Bulgaria is still quite inert and poorly effective. In the present study, the dynamics of a series of indicators for sustainable development and ecological economy, defined by Eurostat, have been analyzed. Trend models have been developed for the selected indicators concerning the 2010-2020 period and forecasts for their development with a 2-year horizon have been compiled. Based on the results, the country's progress on the way of ecological transformation of the economy has been considered.

Key words: ecological transformation, sustainable development indicators, trend models, forecast.

JEL: C32, C51, C23.

Vliyanie na pandemiyata COVID-19 varhu ikonomikata i bankovia sektor na Bulgaria

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Impact of the COVID-19 Pandemic on the Economy and the Banking Sector of Bulgaria

Kiril Anachkov 28

The goal of the research is to analyze the consequences caused by the coronavirus pandemic COVID-19 on the economy and the banking sector of Bulgaria. In structural terms, the research consists of an introduction, presentation, conclusion and cited sources. The significance of the researched topic is brought out in the introduction. The presentation analyzes the consequences caused by the COVID-19 pandemic on the economy of Bulgaria. It also analyzes the effect of the impact of the unfavorable macroeconomic environment caused by the coronavirus pandemic on the banking sector in our country. As we know, the stability of the banking system in a country is of extreme importance, because due to its structure-determining position, the banking sector is a key contributor to the dynamics of the economic development of the EU, including Bulgaria. The presentation of the article also describes the economic measures that have been taken with a view to reducing the adverse consequences of the new coronavirus. In the conclusion, the main implications of the research are presented, and the possibilities of using different policies are considered, with a view to mitigating the negative impact on the economic

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growth of Bulgaria, with a new increase in the measures in the last quarter of 2022. The research methodology consists of: theoretical analysis, comparative analysis, observation method, method of analysis and synthesis and critical analysis.

Key words: pandemic, restrictive measures, economic uncertainty, banking sector, recovery.

JEL: E00, O11, G21.

Sotsialno razviti

Social Development

Tsenata na zdraveto v Bulgaria: spodeleni otgovornosti i parichni pototsi

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The Price of Health in Bulgaria: Shared Responsibilities and Cash Flows

Ralitsa Veleva 41

The present article is an attempt to derive and trace the relationship between institutional responsibilities and cash flows for the implementation of the national health policy. An overview is made of the regulatory framework, the shared public-private responsibility and the state spending policy for maintaining the health system in the country. Bulgaria is presented in a comparative plan in relation to the other members of the European Union. The unsatisfactory level of public expenditure and at the same time the high private expenditure incurred by Bulgarians for their health are highlighted. An analysis has been made of the main indicators related to the cost of health: total costs for health care, incl. public and private spending. The article supports the thesis that public spending should be increased and alternative forms of financing the health care system in Bulgaria should be sought. The goal is to achieve a higher quality of health services, but not at the expense of the household budget. This need is dictated by the established direct and positive relationship between public funding and life expectancy.

Key words: health care, public spending, private payments, shared responsibilities.

JEL: H5, I13, I18.

Upravljenje na resursi i razhodi

Management of Resources and Costs

Zavisimost na sektornata proizvoditelnost ot alokatsiyata na prekite chuzhdestranni investitsii v Bulgaria sled globalnata kriza 2008-2009 g.

Venelin Boshnakov 56

Sectoral Productivity – Allocation of FDI Nexus in Bulgaria after the 2008-2009 Global Crisis

Venelin Boshnakov 56

Studies of foreign direct investment in Bulgarian economy have had a decades-long history since the beginning of the transition to a market economy. This subject was particularly topical in the early transition period, when foreign investments were expected to be a major driver of the recovery and renewal of Bulgarian economy. Thirty years later, the relevance of this topic has not diminished, given the extraordinary degree of globalization of the world business into which Bulgarian economy must successfully integrate.

The main goal of the current study is to present preliminary results of a statistical analysis of the dependence of sectoral labor productivity on the level of foreign direct investment allocated to various sectors of Bulgarian economy. For this purpose, two basic specifications of econometric models are built, adapted for estimation using panel data for the 2008-2019 period. The models are estimated using annual data for the sectors defined in the framework of the International Standard Industrial Classification of economic activities (ISIC-2008). Statistically significant results are obtained on various effects of the sectoral allocation of FDI in Bulgarian economy.

Key words: foreign direct investment, sectoral allocation, sectoral dynamics, Bulgaria.

JEL: O40, F21.

Izvezhdane na Spravedлива stoynost na Materialnite zapasi pod formata na materialni, stoki i gotova produktsia

Kalina Kavaldzhieva 70

Inventories – Fair Value in the Form of Materials, Goods and Finished Products

Kalina Kavaldzhieva 70

An important issue when making a management decision is how to get a real idea of the value of the company's stock. The importance of the problem is dictated by several facts: 1. In this way, it should be assessed what money is blocked in material stocks; 2. How these assets affect the state's trade turnover and from there the state's economy as a whole. The influence that these assets indicate on the value of the enterprise's capital is also significant on the credit adequacy, as well as on the cost price of the enterprise's final products. There are different types of values for different purposes – market value, fair value for accounting purposes, fair value for tax purposes, fair value for appraisal purposes. When compiling its financial statements, the enterprise complies with the principles of "materiality – the

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enterprise presents separately each significant group of articles of a similar nature. Aggregation of amounts for articles of a similar nature is allowed when the amounts are immaterial or the aggregation is done for the purpose of achieving greater clarity. The amount per item is material if the omissions and incorrect presentation of the position could influence the economic decisions of users made on the basis of the financial statements, or would lead to a violation of the requirement for a true and fair presentation of the property and financial situation, financial results from activity, changes in cash flows and in equity". Another principle of accounting is "valuation of the items that are recognized in the financial statements is carried out at the cost of acquisition, which may be the purchase price or cost or by another method when this is required by the applicable accounting standards". In order to comply with these principles, it is necessary to derive a fair value of inventories.

Key words: fair value, market value, inventories, evaluation, depreciation, reassessment, book value.

JEL: G32, M41, M42.

Образование

Education

Predizvikelstva pred obuchenieto po liderstvo
Tanya Pancheva 89

Challenges to Leadership Training
Tanya Pancheva 89

The article presents the problems of leadership and leadership training. The topic is extremely relevant in all conditions. Leadership largely becomes a success factor of the organization. The main scientific research revolves around the thesis about the origin and essence of leadership. An essential question in this direction is whether leaders are born or formed in the learning process. It is this training that can create some of the leadership qualities. For these reasons, the article also presents the results of an empirical study on the problem. An online survey has been conducted among organizations that offer leadership training. Data are processed, challenges and trends are presented, and conclusions are formulated.

Key words: public administration, training, leadership.

JEL: H83, I20.

Marketing

Analiz na retorichnite figuri v reklamnite sloganii v sferata na hranite i napitkite
Tsvetelina Vladimirova 99

Analysis of the Rhetorical Figures in Food and Beverage Advertising Slogans

Tsvetelina Vladimirova 99

Nowadays advertisements are everywhere around us. Given how strong the competition is, it is increasingly difficult for specialists to create such advertisements that not only attract attention, but also remain in people's minds. One relatively easy and cost-effective way to achieve this goal is the use of figures of speech in advertising slogans.

This article aims to inquire to what extent and in what way the tools of rhetoric are employed in Bulgarian food and beverage advertisements. For this purpose, a sample of 113 slogans, which can be found on Bulgarian television, radio channels and social networks, as well as advertising panels and billboards, have been examined. Various aspects of the use of rhetorical figures have been analyzed – the frequency of their application, the average length of slogans, as well as the share of slogans in Bulgarian and foreign languages.

The results of the research unequivocally show that rhetoric is a preferred method for composing interesting and original advertising slogans – 87.61% of the analyzed slogans make use of its tools.

Future research should test the effectiveness of rhetoric in Bulgarian advertising – it is necessary for marketing specialists and the companies they represent to know in what way and to what extent rhetorical figures influence the perceptions of potential consumers.

Key words: rhetorical figures, advertising slogans.

JEL: M30, M31, M37.

Икономика и право

Economics and Law

Printsipat „Ne bis in idem“ pri konkurentzia na administrativnonakazatelna i nakazatelna otgovornost za narushenia, svarzani s aktsizni stoki

Stoyan Stoykov 106

The “Ne bis in idem” Principle in the Competition of Administrative Criminal Liability and Criminal Liability for Violations Related to Excise Goods

Stoyan Stoykov 106

The subject of discussion in this article is the current regulatory framework for engaging in administrative and criminal liability for violations of

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tax legislation related to excise goods, through the lens of the “ne bis in idem” principle.

This principle, which prohibits a person from being prosecuted more than once for the same (criminal) behaviour, has been adopted both in the constant practice of the European Court of Human Rights and in the mandatory practice of the Supreme Court of Cassation, with relevant clarifications regarding its application field in criminal proceedings and criteria for determining the nature of the latter. The changes in Bulgarian legislation, preventing the parallel or consecutive conduct of administrative and criminal proceedings, in turn, are an additional guarantee for the observance of the principle and the creation of legal certainty.

Key words: excise duty, ne bis in idem, administrative criminal liability, criminal liability.

JEL: K42.

Ikonomicheski teorii

Economic Theories

Darzhavata i segmentatsiata na pazara na truda v Bulgaria – kakvo razkrivat rezultatite ot izpalnenieto na myarkata 60/40?

Dragomir Draganov 110

The State and the Labour Market Segmentation in Bulgaria – What Do the Results of the Implementation of the 60/40 Measure Reveal?

Dragomir Draganov 110

Since the COVID-19 outbreak, Bulgaria has mobilized significant financial resources to overcome the consequences of the pandemic on the economy, labour market and household wellbeing. The 60/40 measure, under which employers from affected sectors can receive financial support to retain existing jobs, became a significant element of these efforts. With a budget of almost 2 billion BGN, the measure supported the retention of over 340 000 jobs. From a research point of view, however, its social impacts, including on labour market inequalities, remain insufficiently clear. This paper tries to contribute to the fulfillment of this gap by putting the results of the implementation of the 60/40 measure in the context of the problem about the labour market segmentation. Based on freely accessible data published by state institutions, the paper discusses the existence of some imbalances linked to the implementation of the 60/40 measure which could deepen the labour market inequalities and expand the segment of jobs with worsening wage adequacy. In that regard, areas of future research and possible improvements of the approach towards the study of the impacts of

the measure have been identified. Moreover, the discussed problem areas shed light on some aspects regarding the role of the state and public policies in shaping the labour market segmentation in Bulgaria.

Key words: 60/40 measure, labour market segmentation, labour market inequalities, labour market policy, COVID-19.

JEL: J38, J48, Z13.

Individualizam, kolektivizam i badeshteto na kapitalizma

Teodor Sedlarski 126

Individualism, Collectivism, and the Future of Capitalism

Teodor Sedlarski 126

This article offers a brief overview of the main ideas in the book “The Future of Capitalism” by American economist Lester Thurow related to the discussion in economic literature on the role of culture, and more specifically to the dimension of individualism–collectivism¹. According to the author, the long-term existence of the current socio-economic system is threatened by the incompatibility of modern social market relations and technological connections with basic features of human nature. Individuals and their preferences are largely products of society and social influences, and to function properly they require unifying worldview systems. The problem with capitalism and the concept of market-regulated social order, as Thurow sees it, is that they are not unifying, but rather ‘process’ ideologies regarding the efficacy of human exchange. With the ubiquitous spread of individualistic mental models, it is getting harder to formulate concepts of common good or collective goals to which all members of society are expected to contribute. In the absence of a well-functioning collectivistic social organization, however, everyone is motivated to “free ride”, i.e., to reap the benefits provided by others at an earlier historical stage without investing own efforts in maintaining the system that made these benefits possible.

Key words: individualism, collectivism, capitalism, institutions, shared mental models, ideologies, culture, norms, transaction costs, tragedy of the commons, economic development.

JEL: B52, F54, O43, P16.

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