

Table of Contents

Articles

Rewards for Creating and Use of Scientific Works
Assoc. Prof. Violeta Tsakova, Ph.D.

Every scientist is rewarded for the scientific products created by him and/or for their use. But not every scientist is familiar with the grounds, nature and formation mechanism of every single reward. And the grounds, as well as the scientists' possibilities to influence over the amount of rewards are different.

The article is prepared for benefit to colleagues, seeking answers to questions related with rewards for their scientific products. It is developed on the basis of principle formulation in Copyright and Related Rights Law and the existing practice in the country. In the article are presented the basic formulation reward models for creating and/or the use of scientific products and the conditions under which they can be applied.

Key words: intellectual property, scientific works, reward, labor remuneration, compensation remuneration

JEL: J32, M59, O34

Segmentation of Consumers According to Their Attachment to the Brand and Their Propensity to Switch to Competing Brands
(Conceptual and Methodological Framework)
Assoc. Prof. Simeon Jeleu, Ph.D.

In the article, a conception of brand segmentation measuring based on the brand loyalty, is presented. A future model is being given just a bold outline. That model should include indicators such as level of satisfaction with the present brand, availability

of better brands alternatives, level of the switching costs, involvement with the product category and attitude towards future purchases. By means of that model, the consumers of a specific brand can be classified in accordance with their inclination towards being loyal to that brand or their inclination towards switching to other competitive brands. The competitive brands consumers could also be classified according to the same criteria.

Key words: brand, brand segmentation, brand loyalty, switching attitudes, marketing research.

JEL: M31.

Concept of Corporate Governance in Crisis
Assoc. Prof. Donka Andreeva, Ph.D.

The article suggests an idea of managing the companies in crisis. It emphasizes upon two major elements of the concept: firstly, a diagnosis of the state of the company on the basis of financial statements, and secondly, what actions could the management team undertake, no matter whether it is the present one, or a new one. The article suggests ways in which the company could protect itself from its competitors and how it could influence the five competitive forces, so as not to lose its balance and to avoid a possible crisis. The aim of the present article is to show how, on the basis of an analysis of the balance sheet and of the profit and loss account of the company, the symptoms of a possible crisis could be identified and what measures could be proposed to overcome the deeper causes hidden behind these symptoms. Our idea is that the crisis in the company has longer-lasting characteristics and it has a deeper effect on the performance of the company. A crisis situation is the one that does not result in deep, irreversible changes in the company. When it does, it resembles a crisis in the company.

Key words: crisis, crisis situation, balance equilibrium, crisis management

JEL: D74, D92, J33.

Challenges for the Contemporary Marketing: Conclusions and Suggestions for the Bulgarian Companies in the Conditions of Global Competition Assoc. Prof. Lina Anastassova, Ph.D.

The main aims of the proposed paper are two:

Based on a review of research and publications on the subject to identify the changes and challenges of contemporary marketing in a situation of global competition and to classify the main characteristics of 2 groups of companies: companies where marketing has a great influence on the company management and companies where marketing does not have such influence.

The second aim of the paper is to draw the main challenges and suggestions for the Bulgarian companies in the conditions of raising global competition and current economic crisis.

Key words: marketing effectiveness, branding, product innovations, disintegration of marketing.

JEL: M 310.

Foreign Direct Investment in Bulgaria in the Period 1992-2008: Conclusions and New Challenges Chief Assist. Prof. Dobrin Ganchev, Ph.D.

Foreign direct investment plays a vital role in the economic development of each country. Bulgaria made considerable efforts for attracting foreign capital flows to different sectors of its national economy in the period of transition to market economy. It must be taken into account that foreign investments managed to change to a certain extent both the image and the product and technological structure of the different branches.

The aim of the present paper is to analyze foreign capital flows in Bulgarian industry, to outline the results achieved and to show possible ways of solving some of the problems in the field. The changes that occurred in recent years pose new requirements and create a necessity of applying new ideas for finding new adequate solutions which allow modeling of foreign direct investment in those sectors and industries which will shape the image of the national economy in the next decades.

Key words: foreign direct investment, investment activity, economic crisis, foreign entrepreneurs, challenges.

JEL: O140.

Correspondence between the Classification of Economic Activities in Bulgaria (NACE.BG2008) and the International Patent Classification (IPC) Senior Assist. Prof. Romyana Georgieva

The paper deals with some practical aspects of the correspondence between patent and economic classifications. A system of correspondence between the Classification of Economic Activities in the European Community for Bulgaria (NACE.BG2008) and the International Patent Classification (IPC) developed by the author is proposed. The possible application and the advantages of using the System of Correspondence in various types of economic studies and analyses for assigning patent indicators to specific economic sectors and branches are discussed. The practical applicability of the System of Correspondence has been proven by using it as a tool of the analysis of the patent activity in Bulgaria in the period 1994-2007 by economic sectors and branches presented in the paper.

Keywords: patents, inventions, International Patent Classification (IPC), Classification of Economic Activities in the European Community (NACE.BG2008), correspondence.

JEL: O31, O34.

Evolution of D. North's Theory of Institutional Change
Assist. Prof. Teodor Sedlarski

This article examines the development of D. North's theoretic approach in explaining institutional change. The phases of the perspective theory are reviewed in a chronological order to infer the major direction in which the Nobel laureate's theory evolved over the last four decades. The linkage to the cognitive sciences in his latest works is interpreted a possible development path for the new institutional economics, connecting it back to the roots of the old American institutionalism, but utilizing a modern set of scientific tools.

Key words: Institutions, institutional change, new economic history, new institutional economics.

JEL: B52, O43.

Network Planning a Method for Optimization
of Investment Costs
Dragomir Stefanov, Ph.D. Student

Over the last decade in our country, there has been a significant growth of investments in real assets, as most of them are related to the construction of buildings and facilities. At the same time, observations show that in general, not enough attention is paid to the planning of activities, resources and time needed for their implementation. This leads to many negative effects, both for the investors and for the end users of goods and services subject to investment projects. This article describes a model for the optimization of investment costs in investing in real assets through the deployment of non-critical activities during a certain time before the most advance - latest possible moment, thereby combining low risk of delay in project implementation and optimization costs. Moreover, the purpose of the model is to determine with accuracy the duration of this time advance.

Key words: investment process in real assets, optimization, network planning, non-critical activities.

JEL: D92.

Alternatives in Model Consolidation when
Establishing a Common Organization System
for Management Control
Evgeniy Stoyanov, Ph.D.

The development and improvement of management control systems are becoming a serious challenge for scientists and consultants. This article studies the establishment of a united organization system for management control as a possible way to successful development of a strategically orientated modern organization based on common ideas and concepts. The content presents: 1. The relations between budget, ERP-system and Balanced Scorecard: 2. Business Model of Priorities and Balanced Scorecard.

Key words: Balanced Scorecard; Responsibility centres; budget frame; ERP-system; Business Model of Priorities; European Foundation for Management of Quality.

JEL: M10.

Problems of the Sustainability of the Agricultural
Sector in our Country
Nikolay Pishtalov, Ph.D.

The aim of this publication is to present several actual problems, interfering with the economical dimension of the sustainability of the agricultural sector in our country for the period 1998 - 2007. Throughout the analysis the more essential reasons could be discovered, which set the pattern for them and provide distinguishing peculiarities of their economic dimension and are formulated as much as the scale of the research could allow, by common approaches for their solving.

Studying the trends in some macroeconomical indicators there can be done a comparison of agricultural development to the national economy dynamics. A better research is able to give an idea of the social dimension sustainability impact.

Following some of the basic structural and productional indicators will reveal how the resources are used, such as the land, and from there to be made a connection with the ecological sustainability.

Key words: sustainability, agriculture, economic indicators.

JEL: Q22, Q00.

Review

Evaluation of the National Concept of Terrorism to the Standards of International Law

Senior Assist. Prof. Chavdar Stoyanov, Ph.D.

Specific Cases of Limiting the Right to a Mark

Patritsia Cherkezova, Ph.D.

Contents and Article Summaries

Guide for Authors