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**The Danube Region in the Context of the New Zoning of the Republic of Bulgaria – European Requirements**

**Konstantin Kalinkov**

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The present study examines the role of the Danube region for the new zoning of the Republic of Bulgaria. The author's proposal for a new zoning is presented. The negative influence of the "Centre-Periphery" issue over the development of the Danube region is also reflected. In the conclusion the author has researched the connection and dependence between the territorial-structural division and the administrative-territorial structure of the country. For this purpose the author suggests that the regions for planning be changed from territorial units into administrative-territorial units, and that regional self-government is applied as one of the options for the development of the Danube region.

**Key words:** regions for planning, territorial structure, "Centre-Periphery", cohesion, decentralization, self-government.

**JEL:** R1, R5.

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The interaction between technology and finance has a long history, but in the past several years we have witnessed a new wave of technological innovation, that has entered the financial markets and changed them significantly. The goal of this study is to explore the development of the fintech industry in the last decade and to point out where Europe stands now compared to the rest of the world in terms of development and implementation of financial innovation. The European initiatives to foster Europe's leader position in fintech, so that the European society reap up in full the benefits of new technology are also presented in the paper.

**Key words:** financial innovation, technology, fintech, financial markets.

**JEL:** G20, G21, G23, G28.

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<b>Stella Angova, Svetla Tsankova, Martin Ossikovski, Mariya Nikolova, Ivan Valchanov, Ivan Ruslanov, Maya Kolarova, Georgi Minev</b>	<b>27</b>

Technological innovations are fundamentally transforming the way the media industry is functioning. Innovations are entering rapidly and summarizing all current events is in the context of the new – new media, new technology, new content, new professional profiles for journalists, new business models, new culture, new realities, etc. Our study is focused on observing transformations from a different research point of view. We are looking for the names and the definitions of the new media narrative. We present a research of ours in which we have identified, analyzed and mapped the new media forms, which have emerged from the convergence of journalism and technologies. Our focus is on new journalistic forms, defined as concrete and specific textual, visual, audio and/or video techniques for presenting journalistic media content. The study enriches the knowledge of the new key transformations of the digital content. It is a momentary description of the results of the creative and technology processes in the contemporary newsroom. Based on the research results, we argue that the presentation of media content is seriously enriched due to the convergence of journalism and technology. The transformation process of new media content is not finished, as it depends on the development of communication software.

**Key words:** digital content, online media, mapping, media convergence.

**JEL:** L820, O310.

<b>Strategicheskata orientatsia na firmata kato faktor za uspeh na produktovite inovatsii</b>	
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<b>The Strategic Orientation of Companies as a Success Factor of Product Innovation</b>	
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A multitude of studies in recent years suggests that the strategic orientation of companies is closely related to the performance of their products. The goal of the article is to present conceptual foundations for researching strategic orientation as a success factor of firms' product innovation. The present study systematizes opinions on the strategic orientation of companies on a conceptual and terminology level. Considered to be the overall strategic direction of companies, the construct of strategic orientation has its basics in the ways companies react to different events in their environments. Approaches for typologization of the strategic orientation are presented, with the emphasis placed on the Miles and Snow framework. Findings of previous studies on the strategic orientation's effect on the performance of new products are summarized. The value of the article involves formulating research hypotheses and arguing an approach for empirical research of companies' strategic orientation.

**Key words:** strategic orientation of companies, Miles and Snow typology, product innovations, success factors of new products.

**JEL:** M31, M39.

<b>Vinen klaster v Bulgaria – vazmozhnosti i perspektivi</b>	
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The restructuring of the global wine market and the change in consumer tastes and preferences necessitate the formation of new ways of adapting to the changes of the environment and the competitive positioning of Bulgarian wine producers, which are predominantly micro, small and medium enterprises. There is the establishment of a new type of interrelations and relationships in which competitors compete and combine their competitive advantages in order to achieve a synergy effect from their joint activities and to increase their competitiveness. The application of such practices demonstrates the presence of integration processes in the sector and is compatible with the objectives set in the National Strategy for the Development of Viticulture and Wine Production in the Republic of Bulgaria 2005-2025 (for the realization of Bulgarian wines on domestic and foreign markets). In this regard, the concept of wine clusters is gaining more and more supporters; the purpose of this study is to reveal the efficiency of the integration processes in the sector as an opportunity to exploit its competitive potential and a prerequisite for the construction and functioning of wine clusters.

**Key words:** wine industry, wine clusters, integration processes, competitiveness.

**JEL:** L00, L10, M21.

### Sotsialno razvitie Social Development

#### **Adaptatsiyata na studentite ot UNSS kam sredata (empirichno izsledvane)**

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#### **The Adaptation of UNWE Students to the University Environment (Empirical Research)**

**Donka Nikova 64**

The article presents an empirical research of students' adaptation to the university environ-

ment and organization. The study includes 232 bachelor students: 122 female and 110 male students, from different university programs at UNWE. The questionnaire for testing the students' adaptation to the social environment is used in the research. The statistical treatment is done by Descriptive statistics, Correlation analysis, Regression analysis, Factor analysis, T-test. Some results: students' adaptation to the social environment is at a satisfactory level, as the part of students at middle level of adaptation to the social environment prevails. There are no statistically significant differences between female and male students in the adaptation to the social environment.

**Key words:** adaptation to the social environment, educational and academic environment, students, gender differences.

**JEL:** 12, 121.

### Ikonomika i pravo Economics and Law

#### **Registar za sindikalnite organizatsii i organizatsiite na rabotodatelite – zakonodatelna ramka i prakticheski efekti**

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#### **Register for Trade Union Organizations and Employers' Organizations – Legislative Frame and Practical Effects**

**Andriyana Andreeva, Galina Yolova 78**

The present article analyzes the new legislative decisions related to the creation of a special Register for trade union organizations and employers' organizations. In the aspect of established legal hypotheses, the authors make conclusions on the specificity, necessity and, most important, on the impact of the established requirement, considering the principles of stability and transparency in the field of social dialogue.

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**Key words:** special register, registration, employers' organizations, trade union organizations, transparency.

**JEL:** K31.

### **Novi predizvikatelstva i promeni v balgarskoto pravo**

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### **New Challenges and Transformations in Bulgarian Law**

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The present and the future of the legal system are not seamless. The law and the state, in their unity, both depend on fundamental processes that encompass and structure the whole of mankind, our entire modern world. The study focuses on the transition from national state-legal continuum to regional and global legal-power structures. It protects the understanding that control over the state and law in the context of a digitizing and globalizing economy can easily be omitted from civil society structures and controlled by uncontrolled structures of global capital if new democratic forms and mechanisms are not created in time, responding to the spirit of the Fourth Industrial Revolution. Jurists are invoked to build a modern desacralizing worldview in defense of universal values and ideals.

**Key words:** Capitalism 4.0, digital economy, state-legal continuum, legal-power structures, desacralizing worldview.

**JEL:** F01, K00.

### **Ikonomicheski teorii** **Economic Theories**

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### **Conceptual Basics of Accounting Theory – Accounting Rules**

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At present, although the concept of accounting is required in accounting theory and practice, there is still uncertainty about the substance of accounting rules, including the need for their introduction and use. The timeliness of the problem is also due to the fact that accounting theory usually circumvents or avoids the clarification of their nature, but goes directly to the list of types of accounting principles. This article attempts to answer what the accounting rules are, why they appear, how they are presented, and what they affect.

**Key words:** accounting rules, accounting principles, accounting concepts, accounting conventions.

**JEL:** M.

### **Prof. Dimitar Dobrev – za printsipnata osnova na schetovodstvoto**

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### **Prof. Dimitar Dobrev – on the Basic Accounting Principles**

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Prof. Dimitar Dobrev is a prominent scholar in the field of accounting. 130 years after his birth, his works are still relevant and important for today's accounting science, practice and teaching. The principles behind making and presenting accounting information are of fundamental importance. They are subject to scientific research, standartization and regulation. They are also interpreted in the works of Prof. D. Dobrev who defines them as fundamentals for accounting theory and practice. Through thorough examination of their theoretical and practical nature, he develops the teaching of accounting in our country. Prof.

Dobrev views the basic accounting principles in the aspects of the well-established postulates of: identical values of actives and passives in the accounting balance; the two-sided display of the capital; accounting calculations as a means for making current accounting information and their relationship with the accounting balance in terms of form and content and so on. Prof. D. Dobrev's works provoke our interest even today. Through his diligence and devotion, Prof. Dimitar Dobrev paves the way for the accounting science, practice and teaching in Bulgaria.

**Key words:** basic accounting principles, accounting balance, capital, accounting calculations, agricultural operations.

JEL: M410.

**Ikonomikata kato obekt – tsenen podhod kam savremennata istoriografia na ikonomiksa**

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**Economy as an Object – a Valuable Approach to the Contemporary Historiography of Economics**

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In light of the *economy as an object* concept, the article chronologically envisages successive views, drawing more attention to the most recent one – the so called “technosocial” view. It concerns the challenges to the history of economics during the last decades in the research and representation of the development of the economy and *the role of economics and other sciences*.

**Key words:** economy as an object, performativity.

JEL: B410, B000, B490.

**Nyakoi osnovni zavisimosti v balansa na mezhdutraslovite**

**vrazki i utochnyavane na terminologiyata**

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**Some Primary Dependencies in the Balance of Cross-Sectoral Relations and Clarification of the Terminology**

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The article examines the differences between the terms “multipliers” and “full costs” in the balance of cross-sectoral relations. The nature of the difference between them is proven. Various ways for calculating full and indirect costs have been outlined and systematized. A formula for calculating indirect costs by a random center is developed.

**Key words:** full costs, balance of cross-sectoral relations.

JEL: D57.

**Kontseptualni i metodicheski osobenosti na prepodavaneto i izuchavaneto na makroikonomika**

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**Conceptual and Methodical Specificities of Teaching and Studying Macroeconomics**

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The paper addresses some conceptual and methodical specificity of teaching and learning macroeconomics due to its polemical nature at theoretical level and interdisciplinary character. Conceptually, we put emphasis on the tasks of university education in economics to develop research potential that requires certain scientific toolkit to be employed and a thorough consideration of local social and economic environment specifics. The process of teaching macroeconomics is also

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considered in the light of overall teaching of economic theory at university level and the incorporation of new technologies into better mastery of highly abstract macroeconomic theory.

**Key words:** economic education, teaching of economics, macroeconomics, economic thought, interdisciplinary method of teaching economics.

**JEL:** A23, B22, E00.