

TRAKIA UNIVERSITY



FACULTY OF ECONOMICS

РЕЗЮМЕТА НА ДОКЛАДИ

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# I

## РЕГИОНАЛНО РАЗВИТИЕ И ПУБЛИЧНА АДМИНИСТРАЦИЯ

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## REGIONAL DEVELOPMENT AND PUBLIC ADMINISTRATION

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РЕГИОНАЛНО РАЗВИТИЕ НА БЪЛГАРИЯ: СЪСТОЯНИЕ И ПРОГНОЗА ДО 2013 г.

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### REGIONAL DEVELOPMENT: STATE AND PROGNOSTICS UNTIL 2013

*Paraskeva Dimitrova,  
Trakia University, Stara Zagora, Bulgaria*

It scrutinizes the prerequisites for the regional development in Bulgaria. It uses many basic indicators as real GDP per 1 person, indexes of the relative price level for 31 countries. It compares the Bulgarian development with other countries from Europe and it establishes the worst economic level in the next 20 years, if the government doesn't undertake quick and resolute measures. It discusses the conditions of the regional development in Bulgaria - of its 6 regions for the period 2002-2006. It exhibits the rate of growth in this period. It makes some very important conclusions about general added value (GAV) for the economic sectors: agriculture and forest economy, industry, services and for total GAV. It estimates the level of assets, investment and foreign direct investment according to different economic activities for every region. It makes prognostics for the regional development by means of regression equation with the help of independent variables as foreign direct investments, total regional production for every region and it forecasts what the production for all 6 regions will be in the period 2009-2013. On the base of received data it gives some conclusions for improving their development in the next 10-20 years.

**Key words:** regional development, prognostics, 2013, Bulgaria

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ПУБЛИЧНО-ЧАСТНИТЕ ПАРТНЬОРСТВА И РАЗВИТИЕТО НА РЕГИОНИТЕ

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### PUBLIC PRIVATE PARTNERSHPS AND DEVELOPMENT OF THE REGIONS

*Ivan Varlyakov,  
Trakia University, Stara Zagora, Bulgaria  
Georgi Godinov,  
Ministry of Regional Development and Public Works, Sofia, Bulgaria*

The report examined the public-private partnership (PPP) as an approach to stimulate regional development. Examples of PPP in Bulgaria and Europe have been reviewed. The roles of partners in the PPP have been determined - the public and private sectors. The possibility of realization of the PPP at the local level have been considered - on the road connecting the project with a municipal policy.

Based on the overview of legal framework for PPP, documents and procedures examination for creating and managing a PPP are reviewed.

Concrete conclusions about the applicability of PPP in the specific economic situation in Bulgaria and ways to expand the approach in the future have been made.

**Key words:** public private partnership, regions, stimulation

### МЕСТНОТО САМОУПРАВЛЕНИЕ И ОБЩИНСКИТЕ БЮДЖЕТИ В УСЛОВИЯТА НА КРИЗА

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#### LOCAL SELF-GOVERNMENT AND MUNICIPAL BUDGETS UNDER THE CONDITIONS OF CRISIS

*Veneta Gaidardjieva, Nedelin Markov,  
Trakia University, Stara Zagora, Bulgaria*

Essential part of social affairs in the democratic country is regulated by local self-government. Municipalities as local self-government bodies depend on the possibility to have enough financial resources to fulfill their work and aims. Purpose of this study is to research the real conditions and possible measures for municipals' financial security for their successful work under the conditions of financial and economic crisis. The accent falls on the 2009 local budgets opportunities to respond to new challenges. The main object of the research is the municipality of Stara Zagora. This study is expected to reveal options for local budgets balancing which is a real prerequisite for effective local self-government. The research methods include: comparative analysis, deductive and inductive approach, system approach and etc.

**Key words:** administration, local government, budgets, crisis

### ВЪЗМОЖНОСТИ НА ГОРСКОТО СТОПАНСТВО ЗА РАЗВИТИЕ НА РЕГИОНИТЕ

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#### OPPORTUNITIES OF FORESTRY FOR THE DEVELOPMENT OF REGIONS IN BULGARIA

*Ivan Paligorov, Georgy Kostov  
University of Forestry, Sofia, Bulgaria*

The vision of opportunities of Bulgarian forestry for regional development, implemented in RDP 2007-2013 is presented. A short analysis of the results of actions for National Forestry Development Programme (2007-2011) was made. The main elements of the necessity to change forest policy are pointed out.

**Key words:** forest policy, regional development

### ПЛАНИНСКИТЕ РАЙОНИ В БЪЛГАРИЯ-ПРОБЛЕМИ, ВЪЗМОЖНОСТИ, ПЕРСПЕКТИВИ

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#### MOUNTAIN REGIONS IN BULGARIA - PROBLEMS, OPPORTUNITIES, PERSPECTIVES

*Yuliana Blagoeva-Yarkova, Gena Velkovska,  
Trakia University, Stara Zagora, Bulgaria*

The mountain regions compose 36% of Bulgarian territory. Around 26 % of agricultural land, 72% of the forests and 78 % of the roads are in the mountains and 42% of the people live there. The purpose of the study is to discover the main problems of mountain regions in Bulgaria in order to work out suggestions concerning the national policy for sustainable development of these regions and the best realization of their potentiality. Analysis of statistical database, some personal observations and an investigation of EU experience give us the opportunity to make some conclusions regarding the problems and opportunities for Bulgarian mountain regions. Together with common problems of mountain regions – limits created by the relief and climate, the lower quality of land and the higher production costs - Bulgaria suffers the additional problems of bad technical, social and communication structure, lack of economic and social policy for these regions and unfavorable demographic trends. The opportunities are connected with: European policy putting the cohesion up to a higher priority, the Directives concerning the mountain regions, the good practices of some European countries, increasing public attention, opportunities for developing bio-production and alternative tourism. Some

suggestions are developed concerning a national strategy, specific measures for human resources and development of agro, forest and tourist sectors in the mountain regions.

**Key words:** mountain conventions, European Union, Bulgarian mountain regions

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**РЕЗУЛТАТИ ОТ ПРИЛАГАНЕ НА МЕХАНИЗМИТЕ НА ПУБЛИЧНО-ЧАСТНОТО ПАРТНЬОРСТВО  
КАТО ФАКТОР ЗА РАЗВИТИЕ НА РЕГИОНАЛНИТЕ СИСТЕМИ ЗА ЗДРАВНО ОСИГУРЯВАНЕ**

**THE IMPLICATION OF MECHANISMS OF THE STATE-PRIVATE PARTNERSHIP AS A FACTOR OF  
UPGRADING AND DEVELOPMENT OF REGIONAL SYSTEMS OF HEALTH CARE SERVICE**

*Irina Okolnishnikova*

*South-Ural State University, Chelyabinsk, Russia*

At the present moment in Russia there is a growth of the necessity in private investments and entrepreneurs' initiative for the development of objects of state property, the transference of which into private ownership is impossible. In connection with this there are considerable institutional alterations in industries, which were earlier traditionally under the state control.

The growth of the role of the state in health care is observed in developed countries too, including, the state-private partnership. The growth of the role of the state in the sphere of management of health care systems takes place in the whole world.

The actual thing is the development of analytical researches of the state-private partnership and the creation of upgrading programs for the stuff in the sphere of SPP. It is necessary to organise the training, retraining and upgrading both state officials and business representatives.

The realisation of the abovementioned measures will contribute to the development of the state-private partnership and finally to the creation of the effective mechanism of development and support of the regional business and economy of the regions.

**Key words:** state-private partnership, regional system, health care

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**ВЛИЯНИЕ НА СОЦИАЛНОТО ПРЕДПРИЕМАЧЕСТВО ВЪРХУ РЕГИОНАЛНОТО РАЗВИТИЕ:  
ПРИМЕРЪТ НА ФОНДАЦИЯ „КАМЕР“ В ИЗТОЧНА И ЮГОИЗТОЧНА ТУРЦИЯ**

**EFFECTS OF SOCIAL ENTREPRENEURSHIP ON REGIONAL DEVELOPMENT: KAMER FOUNDATION  
SAMPLE IN EASTERN AND SOUTHEASTERN TURKEY**

*Elif Türkan Arslan, Dilek Göze Kaya,*

*Gamze Göçmen Yağcılar,*

*Suleyman Demirel University, Turkey*

Social entrepreneur is a person or institution that is aware of specific problems and their possible solutions in a community. Social entrepreneurs are in a state of being innovative and pioneer in solving these problems. Recently, social entrepreneurship is on the way of being an alternative to public and private sectors. Based on a problem related to health, environment, human rights and so on, social entrepreneurs provide social transformations realizing long term projects on the bases of social effect, sustainability and innovation. These projects produced by social entrepreneurs have a substantial role on regional and social development. The Kamer Foundation is an institution working for women's human rights, educating women and supporting women entrepreneurs in East and Southeast region in Turkey. Kamer Foundation is a member of Ashoka. Driven by this reality above, the aim of this study is to discuss the employability of the social entrepreneurship phenomenon in regional development within the sample of Turkey. The rest of the study is as follows: In the first section, "social entrepreneurship" will be discussed with its theoretical framework. In the second section, contributions of social entrepreneurship in regional development will be viewed. The last section is about the sample of

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## РЕГИОНАЛНО РАЗВИТИЕ ЧРЕЗ СЕЛСКИ И ИСТОРИЧЕСКИ ТУРИЗЪМ НА РЕГИОНИТЕ ПЛИСКА И ПРЕСЛАВ

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### REGIONAL DEVELOPMENT BY MEANS OF RURAL TOURISM IN THE REGIONS OF PLISKA AND PRES LAV

*Gergana Slavova,*

*University of Economics, Varna, Bulgaria*

The objective of this report is to analyze the opportunity for development of rural tourism, on the basis of historical and architectural cultural monuments within the region of Pliska and Preslav and to suggest an alternative for the development of a route for rural tourism "In the footsteps of Bulgarian founders". Methods used in this report include: methods for collecting empirical data (primary data collection, questionnaires, interviews, discussions and observations, reviews and analysis) as well as data processing methods (preliminary data analysis, comparative method and SWOT analysis). The main conclusions we have reached in the researching process include: there is a constant reduction in the population size in the country. Changes in the age structure of the population in the rural regions are explained with the continuous process of demographic aging. In a direct relation to these facts, the utilization of the resources, provided by the European Program for Development of Rural Regions with the purpose of keeping the life processes in these regions is of primary significance. The development of rural tourism in historical regions in Bulgaria is an opportunity to revive their social and economic environment. Financial revenues at the municipalities are stimulated. Bulgarian and foreign tourists are localized in tourist destinations in Bulgaria that have not been adequately developed.

**Key words:** rural tourism, development, region, Pliska, Preslav

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## СОЦИАЛНО-ИКОНОМИЧЕСКО РАЗВИТИЕ НА РАЙОНИТЕ ЗА ПЛАНИРАНЕ В БЪЛГАРИЯ - ИНСТРУМЕНТИ ЗА ИНТЕРВЕНЦИЯ В КОНТЕКСТА НА ЕВРОПЕЙСКАТА РЕГИОНАЛНА ПОЛИТИКА

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### SOCIAL-ECONOMIC DEVELOPMENT OF THE DISTRICTS FOR PLANNING IN BULGARIA - INSTRUMENTS FOR INTERVENTION IN THE CONTEXT OF EUROPEAN REGIONAL POLICY

*Tsvetan Iliev,*

*HST „Todor Kableshkov”, Sofia, Bulgaria*

The main goal of the European regional policy is the minimization of the differences in the levels of development of the regions by overcoming the problems in the least favored parts of the EU. As a full member, this process in our country finds an expression in the rapprochement of the economic development of the territorial units, councils and regions, through predetermined districts for planning and intervention. In the context of the above mentioned, the aim of the present work is to determine the conditions of these districts in the social-economic aspect by outlining the problems and the possible solutions for each district. The following research tasks are set on this basis: 1) analysis of the social-economic tendencies in the state of the districts for planning in Bulgaria; 2) evaluation of the problems related to development; 3) analysis and evaluation of the instruments for solving the problems, the focus being on OP "Regional Development" and the National Plan for the Development of Agriculture and Rural Regions 2007 – 2013. For the accomplishment of the appointed tasks the following instruments have been applied: analysis and synthesis; formation of statistical rows; induction and deduction.

**Key words:** regional development, European politics, OP "Regional Development" and The Program for Development of Agriculture and Rural Regions 2007 – 2013.

**ТРАНСПОРТНА ПОЛИТИКА. РЕГИОНАЛНО И ИКОНОМИЧЕСКО РАЗВИТИЕ - ПОСЛЕДСТВИЕ ОТ ГЛОБАЛНИЯ ХАРАКТЕР НА ТРАНСПОРТНАТА СИСТЕМА**

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**THE TRANSPORT POLICY, REGIONAL AND ECONOMIC DEVELOPMENT AS A CONSEQUENCE OF THE GLOBAL CHARACTER OF THE TRANSPORT SYSTEM**

*Stanislav Markov, Nikolay Tonchev,  
HST „Todor Kableshkov”, Sofia, Bulgaria*

The paper traces the necessity of founding a well-developed and organized transport system and the trading and economic consequences resulting from this. The limited possibilities of the budget are a cause to search for original approaches by joining the efforts of public and private sectors for subsidizing and building the highway infrastructure. The paper contains a serious analysis of the state of the highway infrastructure and the perspectives for the nation. The idea is to create an active combined transport system that will stimulate the economic development of the nation: as a consequence Bulgaria will become not just a center of combined transport, but it will also become a trading-economic and distributing center, a joining node in the Balkans. The mobility of the transport system will be achieved via constructing four regional transport rings for the integral links and also for the inclusion of the pan-European corridors. The creation of such an intermodal system will allow Bulgaria to develop its economic potential and also to become a transport place in Southeast Europe. This reveals the following perspectives: a secure and problemless connection of Southeast Europe with Central, West and Northeast Europe; the realization of fast and effective connections between Central Europe and Central or Southeast Asia via the basins of the Black Sea and the Caspian Sea; Bulgaria and the other Balkan countries will be favored by such active transport system; Bulgaria as a whole and various regions may enter their real Economic Renaissance.

**РЕГИОНАЛНИ ИЗМЕРЕНИЯ НА СРАВНИТЕЛНИТЕ ПРЕДИМСТВА И АДАПТИВНИТЕ СПОСОБНОСТИ НА ПРОИЗВОДСТВОТО НА СЛЪНЧОГЛЕД**

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**REGIONAL DIMENSIONS OF THE COMPARATIVE ADVANTAGES AND ADAPTIVE CAPACITY OF SUNFLOWER PRODUCTION**

*Aleksi Aleksiev,  
Agricultural University, Plovdiv, Bulgaria*

Sunflower is a main oil-yielding crop in the country. The areas under sunflower increasingly expand and in some years exceed one fourth of its total cultivated land. This enlargement can be explained with the favorable natural conditions, existing production equipment and the increased demand for oil-bearing crops in the international markets. The main goal of study is on the basis of an analysis of the overall situation and the different agricultural regions' comparative advantages in sunflower production to consider the possibilities for its specialization and increasing of its adaptive capacity. The first stage of the study is connected with the development of methods for evaluating the comparative advantages and adaptive capacity of agricultural production. With their help, during the second stage, an analysis is performed of the regional comparative advantages levels in sunflower production. Its adaptive capacity is estimated in the third stage, on the basis of results of the second stage analysis and examination of the risk attending the production development.

The information sources used in the study are based on the MAF, NIS, EC and FAO centralized databases. A special attention is to be paid to the situation-perspective analyses of the "Agro-statistics" Department at the Ministry of Agriculture and Food.

**Key words:** sunflower production, comparative advantages, production risk, adaptive capacity

THE ROLE AND FUNCTION OF THE LEADER IN THE BUSSINESS UNIT

*Tsvetan Iliev,  
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At the present stage of development of the economic processes on a national and an international level, business organizations are facing lots of difficulties and challenges. The modern market has to be perceived not only as a place for selling products, but also as an opportunity for competition of potentials. As a result, the need for building a new model of development and management on a micro level i.e. on a level of economy unit has become an existing issue nowadays. This is a model, where the profit has to be a function not as much as of the produced volume and sold amount, but much more of the decreased value of the products and services, of the high quality and innovative decisions, and of the capabilities of the business leaders to manage, motivate and organize the human resources. In this regard, the purpose of the present article is to analyze the opportunities, that a leader can take to create a business environment that will work as one robust mechanism. For achieving this purpose, the following tasks have been given: 1) To enlighten the term leader in the modern market; 2) To define and analyze the job qualities of the leader.

**Key words:** leader, manager, director, human resources, team, business organization.

РАЦИОНАЛНОСТ НА РЕШЕНИЯТА НА КМЕТОВЕТЕ НА ОБЩИНИТЕ И НАСЕЛЕНИТЕ МЕСТА ОТ  
ОБЛАСТ СТАРА ЗАГОРА

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RATIONALITY OF MAYORS' DECISIONS IN MUNICIPALITIES AND SETTLEMENTS IN  
STARA ZAGORA REGION

*Vatyo Vatev,  
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The purposeful implementation of European regional development policy in Bulgaria requires highly rational decisions in municipal management in conformity to specific resources and conditions in the specific region. This paper presents data from a study on rationality in decision making by mayors of municipalities and settlements in Stara Zagora region conducted in 2009. The rationality level in decision making has been made operational in four basic dimensions: nature of target setting – awareness, specificity of targets, pragmatism, strategicness and non-impulsiveness of target setting; level of psychological dependence on environment and conditions; the role of planning, decision making, the need of defining the situation; logic and consistency, decision making aptitude and nature of the decisions, insistence on implementing the decisions and logic. The summarized data and resulting relationships provide objective information both on the decision making strategies adopted by mayors of municipalities and settlements and the typical problems in that respect. The analysis of the practical situation identifies the adequate educational approaches for training future managing staff on regional level possessing higher level of professional rationality.

**Key words:** rationality, decision making, purposefulness.



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