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ТЕМАТИЧНО НАПРАВЛЕНИЕ:  
РЕГИОНАЛНО РАЗВИТИЕ И ПУБЛИЧНА АДМИНИСТРАЦИЯ  
**THEMATIC AREA**  
**REGIONAL DEVELOPMENT AND PUBLIC ADMINISTRATION**

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ВИСОКИ ТРАНЗАКЦИОННИ РАЗХОДИ - ПОВЕДЕНЧЕСКИ И ПАЗАРНИ ДЕФОРМАЦИИ  
**HIGH TRANSACTION COSTS – BEHAVIORAL AND MARKET DEFORMATIONS**

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This study analyzes the transaction costs as a prerequisite for change in the behaviour of actors and market deformations. To illustrate the problem, agricultural land market is selected. High transaction costs are responsible for a particular type accidental cooperation between owners and users of agricultural land against the administration. By this "guile", market participants reduce the negative cost effects. In this way they limit the "rent-seeking" by the administration, which is composed of both government agencies and private actors. Actually, it's opportunistic behaviour that changes the shape and type of contract. Finally, the information on ownership is transformed and the market is distorted, which is a bases for additional social and demographic problems.

**Key words:** transaction costs, opportunistic behaviour, market deformation

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ВЪЗДЕЙСТВИЕ НА РАЗПРЕДЕЛЕНИЕТО НА АДМИНИСТРАЦИЯТА И ТРАНЗАКЦИОННИТЕ  
РАЗХОДИ ВЪРХУ ПАЗАРИТЕ НА ЗЕМЕДЕЛСКИ ЗЕМИ  
**IMPACT OF THE ADMINISTRATION STRUCTURE AND TRANSACTION COSTS ON THE**  
**AGRICULTURAL LAND MARKET**

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The regulatory approach in institutional economics shows the relationship between formal institutions and structure, distribution and location of actors. This research analyzes the number and value of fees accompanying the land market transactions. The assessment is made through measuring transaction costs in different time periods. It is shown how these transaction costs affect the market equilibrium. Increasing the amount of transaction costs always increases the level of society's total losses. If transaction costs are reduced dependence is reversed. Transaction costs are more flexible with increasing market demand and less elastic when decreasing market demand.

**Key words:** institutional economics, transaction costs, administration

ЕФЕКТ ОТ ПРЕКОМЕРНОТО РАЗРАСТВАНЕ НА ГРАДОВЕТЕ ВЪРХУ БИЗНЕС СРЕДАТА  
**THE EFFECT OF URBAN SPRAWL ON BUSINESS ENVIRONMENT**

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This paper will analyze the effect of urban sprawl on business environment. Generally, urban sprawl is defined as an excessive conversion of rural land into urban land or excessive extension of the city beyond city limits. The urban sprawl became a problem firstly in the US, where cities normally have a tendency to be spread out. While urban sprawl was a hot topic predominantly in US, recently urban sprawl has become a serious issue in the European countries, including Bulgaria. In our paper we will discuss the essence of urban sprawl and then look at the reasons for urban sprawl, answering the main question: What caused the urban sprawl? Further, we will look at the effect of urban sprawl on business environment. How does urban sprawl affect business environment? How does business cope with an excessive urbanization? These are some of the questions that we will answer in our study. Finally, we will discuss the measures against urban sprawl provided by the local government and their impact on the city size and business environment. Our paper will be organized as follows: Section 1 – Introduction, Section 2 - Reasons for Urban Sprawl, Section 3 - Analysis of The Impact of Urban Sprawl on Business Environment, Section 4 - Measures against Urban Sprawl and Section 5 - Conclusion.

**Key words:** urban sprawl, rural land, business environment

JEL: R1, R4, O1

ПРЕДИЗВИКАТЕЛСТВА ПРЕД ВЕТЕРИНАРИЯ ЛЕКАР - СЪДЕБЕН ЕКСПЕРТ ПРИ ОБЕКТИВНОТО  
И ЕФЕКТИВНО ПОДПОМАГАНЕ НА ПРАВНАТА СИСТЕМА  
**CHALLENGES TO THE FORENSIC VETERINARY EXPERT FOR OBJECTIVE AND EFFECTIVE  
ASSISTANCE TO THE LEGAL SYSTEM**

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In Bulgaria as a legal state of the European Union forensic veterinary expertise is used as an important tool for investigation in civil and criminal trials. In the legal system certain texts exist concerning the classification and the procedures of preparation of expertise. Some basic requirements are set as well for the forensic experts, including veterinarians, but no clear definition exists of their professional status and role in improving legal services to the community. With this paper we aim to clarify the forensic veterinary experts' rights and obligations and to point out some basic guidelines for improving the organization of their work. For the purpose of the study we made analyses and expertise of legal documents and sub-normative acts.

**Key words:** forensic veterinary expertise; veterinarian; expert.



СРАВНИТЕЛЕН АНАЛИЗ НА КРИТЕРИИТЕ И ПОКАЗАТЕЛИТЕ ЗА ПРИСЪЖДАНЕ НА НАУЧНИ  
СТЕПЕНИ И ЗВАНИЯ В ОБЛАСТТА НА ВЕТЕРИНАРНАТА МЕДИЦИНА ПРЕДИ И СЛЕД  
ПРИЕМАНЕТО НА ЗАКОНА ЗА РАЗВИТИЕ НА АКАДЕМИЧНИЯ СЪСТАВ В РЪБЪЛГАРИЯ  
**STUDY OF THE CRITERIA FOR DEVELOPMENT OF STAFF IN THE FIELD OF VETERINARY SCIENCE  
BEFORE AND AFTER THE LAW OF DEVELOPMENT OF THE ACADEMIC STAFF IN REPUBLIC OF  
BULGARIA II**

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Many are the factors and measures that define the image and the prestige of given university, but one mostly important is the amount and the quality of the academic staff. The issue of the development of the academic staff in the universities in Bulgaria has been a subject of many discussions within the scientific society, governmental institutions, political and public organizations. After the 90's political and democratic changes in the country the problem becomes much more important and relevant. The aim of the study is related to research on the measures of awarding of scientific degrees and titles by the staff, according to the old regulatory and the new law approved for the development of the academic staff from 2010. There has been a tracking of the basic positive and some negative aspects of both laws – The Law of the scientific degrees and titles and the Law of the development of the academic staff in Republic of Bulgaria in the organizational, legal and financial aspect. Conclusions are made according to their advantages and disadvantages.

**Key words:** scientific workers, academic staff, human resources, staff development.

СЪСТОЯНИЕ И ТЕНДЕНЦИИ НА ФИНАНСОВАТА УСТОЙЧИВОСТ НА БЪЛГАРСКИЯ ТРЕТИ  
СЕКТОР В СРАВНИТЕЛЕН КОНТЕКСТ  
**COMPARATIVE CHARACTERISTICS AND TRENDS OF THE FINANCIAL SUSTAINABILITY OF THE  
BULGARIAN THIRD SECTOR**

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Being a member of the EU, Bulgaria is called to evaluate the necessity of having an effective civil sector, which is deemed to give enough room for thriving of unbiased and independent ideas and initiatives. Sustainability of the Third Sector depends to a great extent on the provision of necessary means to finance its proper functioning. A detected trend in Bulgaria demonstrates that there is a diminishing stream of financial means, provided by foreign donors. Thus, this necessitates a shift in the approaches related to how the sector searches for financial aid from Bulgarian sources. And consequently, there is a sharp need of diversifying the sources of financing of the civil structures from sources, such as the national, municipal or other types of funds. Most of the countries in Central and Eastern Europe have established mechanisms for delivering financial support to their civil structures. However, Bulgaria has not established such special mechanisms for financing, yet. Thus, the main issue for the Third Sector in Bulgaria turns to be provision of financial independence and sustainability, which are taken as mechanisms to create effects, as a result of the activities of the Third Sector in the long run.

**Key words:** civil sector, finance, Bulgaria, mechanisms for financing, Europe



ТЕНДЕНЦИИ В РАЗВИТИЕТО НА БЪЛГАРСКИТЕ РЕГИОНИ ЗА ПЕРИОДА 2000-2011 ГОДИНА  
**TRENDS IN THE DEVELOPMENT OF BULGARIAN REGIONS FOR THE PERIOD 2000-2011**

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Cohesion policy of the European Union, which aims at the harmonious development through the creation and implementation of actions leading to strengthening of economic and social cohesion, is substantial for the Bulgarian regional policy objectives and principles. A top priority of the Bulgarian strategic documents, developed in accordance with the European regulations, is sustainable and balanced development of the regions in Bulgaria by reducing inter-regional and intra-regional disparities and development of endogenous capacities at regional and local level. The objective of the report is to make a thorough study of the economic and social development of the six Bulgarian regions at level two for the period 2000-2011, using the method of comparative analysis. The survey results show a growing trend of concentration of population and economic activity in the capital city, which leads to rise of the Southwestern region gross value added to more than 50%. Contrary to that ascertainment is the conclusion that the other five Bulgarian regions are among the last ten EU regions as concerning the indicator GDP per capita. The results of the study concluded that by 2011 Bulgaria has not made much progress in the process of leveling the regional differences, set as primary objective of the regional policy in 2005.

**Key words:** economic and Social Cohesion, European Union, regions, alignment of regional differences

МЯРКА 141 "ПОДПОМАГАНЕ НА ПОЛУПАЗАРНИ СТОПАНСТВА В ПРОЦЕС НА  
ПРЕСТРУКТУРИРАНЕ" ОТ ПРСР (2007-2013) – ПРОБЛЕМИ И ВЪЗМОЖНОСТИ ЗА ТЯХНОТО  
ПРЕОДОЛЯВАНЕ  
**MEASURE 141 "SUPPORTING SEMI-SUBSISTENCE FARMS UNDERGOING RESTRUCTURING" RDP  
(2007-2013) – PROBLEMS AND POSSIBLE SOLUTIONS**

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Measure 141 "Supporting Semi-Subsistence Farms Undergoing Restructuring" is one of the few measures of the RDP for 2007 – 2013 targeting small agricultural producers. Their participation in the measure, however, is very low, so most of the funds remain unused. The purpose of this article is to identify the problems that are hindering the participation of farmers in this measure and to offer opportunities for overcoming these problems in the next programming period (2014 – 2020). This aim is achieved by detailed analysis of the procedure for applying, implementing, and reporting of activities under the measure. A survey of farmers in the Plovdiv region applying for support under the measure was performed. Crucial moments in the attempts of farmers to receive support under the measure are examined and recommendations for more successful implementation in the next planning period are proposed.

**Keywords:** rural development, small farms, Common Agricultural Policy (CAP)



ИЗГРАЖДАНЕ НА Е-ОБЩИНА, ПРОБЛЕМИ, ПОДХОДИ И РЕШЕНИЯ  
**BUILDING E-MUNICIPALITY, PROBLEMS, APPROACHES AND SOLUTIONS**

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The main objective of this report is to present the state of information and communication technologies in municipalities. Legal, bureaucratic and technological issues in building e-municipality are addressed in the paper. On this basis, solutions are proposed for developing a unified information systems and portals for services. Particular attention is paid to the development of methodological issues in the construction of early warning systems. In conclusion recommendations are made.

**Keywords:** e-municipality, information systems, e-government

МЕТОДОЛОГИЧЕСКИ ВЪПРОСИ ПРИ ОЦЕНКА КАПАЦИТЕТА НА МЕСТНАТА  
АДМИНИСТРАЦИЯ ЗА СЪЗДАВАНЕ И РАЗВИВАНЕ НА ЕЛЕКТРОННИ УСЛУГИ  
**METHODOLOGICAL ISSUES IN ASSESSING THE CAPACITY OF LOCAL AUTHORITIES FOR  
DEVELOPING AND DELIVERING ELECTRONIC SERVICES**

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The report discusses issues related to the capacity of the local administration for the creation and development of e-government and services. The main objective of this report is to present methodological tools for assessing capacity. On this basis and as a result of empirical studies we provide relevant data and analysis. The main results of the analysis show the feasibility of the proposed methodological approach. In conclusion recommendations and outlines trends are made.

**Keywords:** administrative capacity, local government, e-services, e-municipality, information technology

МОДЕЛНИ ПРОГРАМИ ЗА ХОДЕНЕ И БЯГАНЕ НА МЯСТО  
**MODEL PROGRAMMES FOR STATIONARY WALKING AND RUNNING**

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The aim is developing of Model programmes for stationary walking and running, intended for female students with body mass index - "at the norm", "prior obesity 1", "prior obesity 2", "obesity 1st stage", "obesity II and III stage" and follow up of pulse frequency at trainings with the basic models of the programmes. Each programme contains five models, of which four are preparatory (with progressing difficulty), and the fifth one is a basic model. The average pulse frequency at the trainings with each one of the basic models is increasing at levels, in conformity with the higher category of classification for body mass index, but within the frame of borders set - 110-150 beats/min. Model programmes with stationary walking and running lead to overcoming the problems of the sedentary way of life. They could be applied successfully for overcoming the over-the-norm weight and obesity.

**Keywords:** students, body mass index, pulse frequency, immobility

СОЦИАЛНО-ИКОНОМИЧЕСКО РАЗВИТИЕ НА ОБЛАСТ СТАРА ЗАГОРА – СЪСТОЯНИЕ И  
ТЕНДЕНЦИИ

**SOCIO-ECONOMIC DEVELOPMENT OF STARA ZAGORA REGION –  
STATUS AND TRENDS**

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Until 2008 in Bulgaria is a period of rapid economic growth in all local government units at district level. Since the crisis in 2009 and stagnation in 2010 to 2011, these processes occur with different intensities in different regions. The polarization between the core and the periphery (the capital and the rest of the country) is getting worse. Recovery from 2010 also comes with different rates. The aim of the research is to analyze the state of socio-economic development of the region of Stara Zagora some basic indicators (GDP, investment, employment, household income, etc..) and categories (economy, infrastructure, demography, education, health, environment, social environment) and identify trends in this development.

**Keywords:** regional development, local government, local administration, implementation of local policies, basic indicators and categories of socio-economic development

РЕГИОНАЛНА ПОЛИТИКА ЗА УСТОЙЧИВ РАСТЕЖ  
**REGIONAL POLICY FOR SUSTAINABLE DEVELOPMENT**

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The regional disparities in Bulgaria create serious socio-economic problems. By EUROSTAT data the variations of the GDP per capita at NUTS 3 level in Bulgaria are highest among the other EU countries. Any efforts to lower them have to take into account the need to find the balance between cohesion and economic efficiency what defines the challenges of obtaining a "balanced sustainable regional development". The paper is aimed to outline the necessity of conducting regional policy, consistent with the requirement for sustainable development. The need for that is outlined by discussing the vulnerability of the Bulgarian regions compared to other regions in the EU. The national goals related to searching for regional socio-economic convergence under the fulfilment of the criteria for sustainability are defined. A specific methodology for measuring the acceptable differences between regions in the light of the requirements for sustainable development is proposed and discussed. The methodology is based on monitoring of given indicators in three main areas – economic, social and environmental. The perception that its application will allow realisation of regional policy that maintains sustainable development together with achieving regional socio-economic cohesion is justified.

**Keywords:** regional disparities; Regional vulnerability; Convergence; Socio-economic indicators



ИЗСЛЕДВАНЕ НА ЛОКАЛИЗАЦИЯТА НА ИКОНОМИЧЕСКИТЕ ДЕЙНОСТИ В ОБЛАСТ  
КЪРДЖАЛИ

**STUDY OF THE LOCALIZATION OF ECONOMIC ACTIVITIES IN THE KARDZHALI REGION**

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The economic processes taking place at the regional level are in the focus of European cohesion policy for achievement of smart, sustainable and inclusive growth. For the preparation of Bulgaria's regions for the new programming period 2014-2020, the strategic planning documents on the regional level are to reflect the specific characteristics and needs consistent with the priorities of the "National Development Programme – Bulgaria 2020". Among the key factors for regional economic growth are indicated the structure of the regional economy. The **goal** of this study is to determine the degree of localization of economic activities in the Kardzhali district over 2003-2011, as well as defining the specific effect of the main factors: sectoral and branch structure in the district, productivity of the individual branch, the dynamics of the demand and consumer preferences nationwide. **Methods:** analysis of the structure, "shift-share" analysis, coefficient of localization. To determine the branch structure is used the indicator "number of employees" according to Classification of economic activities 2008 (NACE.BG-2008). On the base of the **results** obtained the key sectors and industries in the Kardzhali district have been identified with recommended measures for improving their coefficient of localization in medium- and long term.

**Keywords:** regional development, shift-share, coefficient of localization

РЕГИОНАЛНОТО РАЗВИТИЕ И ТЕРИТОРИАЛНОТО УСТРОЙСТВО В ОСНОВАТА НА БИЗНЕСА  
**REGIONAL DEVELOPMENT AND SPATIAL PLANNING IN THE BASE OF BUSINESS**

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The purpose set in this report is to clarify the connections and the interdependences between the regional development and the spatial planning and on this basis to point out the opportunities for business development, by providing a balanced regional and territorial development of the national territory. Results: The basic principles of the regional development and the spatial planning are determined, the opportunities for business development on the base of a balanced socioeconomic and spatial development of the country are pointed out.

**Keywords:** socio-economic development, spatial planning, business

СЪСТОЯНИЕ И ТЕНДЕНЦИИ НА ПАЗАРА НА ТРУДА В РАЙОНИТЕ ЗА ПЛАНИРАНЕ В  
БЪЛГАРИЯ

**STATUS AND TRENDS OF THE LABOUR MARKET IN PLANNING REGIONS IN BULGARIA**

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In today's environment functioning labor market changes are so rapid that workers constantly need new knowledge, skills and competencies. The author of this report is to analyze the status and trends of the labor market in the planning regions in Bulgaria and on this basis to offer opportunities for adapting the workforce through the acquisition of new knowledge, skills and competencies. Results: The trends in the labor market are set in the



planning regions in Bulgaria, the state of the workforce is analyzed and opportunities are offered to improve its quality.

**Keywords:** labor market, Planning Regions, knowledge, skills, competences

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НАСТОЯЩИТЕ И БЪДЕЩИТЕ ПРЕДИЗВИКАТЕЛСТВА ПРЕД МЕСТНАТА АДМИНИСТРАЦИЯ  
**LOCAL ADMINISTRATION AGAINST PRESENT AND FUTURE CHALLENGES**

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The Greek local administration confronts serious problems, aggravated by the manifold crisis which has hit the country and the whole of the European Union, revealing the former's chronic deficiencies. At the same time it has a unique opportunity to fulfill a more substantial role, corresponding both to its official responsibilities and its potential competence and implemented through an integrated, effective management of the local affairs and an extroverted, though endogenous, development policy. This widened role is consisted of protecting the citizens, their quality of life and financial sufficiency, consolidating social coherence, invigorating local identity, safeguarding and promoting the natural environment and the cultural resources, as well as designing and applying measures for a sustainable development, ensuring occupation, especially of the younger generation, supporting and stimulating entrepreneurship and attracting investments. All this presupposes the upgrading or restructuring of structures, functions and relationships and the application of a human-centered model in a new approach of already familiar human, environmental, cultural, geopolitical, geostrategic and other resources and advantages. The present paper deals with the parameters, which led local administration to its present condition, as well as with the emerging sustainable perspectives, as they are traced in Greek Thrace.

**Keywords:** sustainable development, deficiencies, widened role, restructuring, opportunities, perspectives

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ДЪРЖАВНИ И ОБЩИНСКИ РАЗХОДНИ ОТГОВОРНОСТИ ПРИ ОРГАНИЗИРАНЕ И  
ПРЕДОСТАВЯНЕ НА ПУБЛИЧНИ УСЛУГИ  
**STATE AND MUNICIPAL EXPENDITURE RESPONSABILITIES IN THE ORGANIZATION AND DELIVERY  
OF PUBLIC SERVICES**

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The purpose of the financial decentralization is to provide quality public services, accessibility and prices according to the potential of civil society. To achieve this we need better cooperation between central and local authorities, which will lead to easier transfer of resources and responsibilities from central to local structures. These relationships should have the necessary influence on the quality of public services to the local community, which is subject to the national policy of financial decentralization. The purpose of this article is to analyze the balance in the vertical relations between the authorities at any level and to evaluate the expenditure responsibilities for obtaining maximum results for the benefit of final consumer. Results are focused on differentiation the roles of all management levels in making financial decisions.

**Keywords:** financial decentralization, expenditure responsibilities, principle of subsidiarity, municipal public services



СТРУКТУРНИ РАЗЛИЧИЯ В ИКОНОМИЧЕСКИТЕ ПОКАЗАТЕЛИ НА ПРЕДПРИЯТИЯТА В  
ОБЛАСТ СТАРА ЗАГОРА  
**STRUCTURAL DIFFERENCES IN THE ECONOMIC PARAMETERS OF THE BUSINESS ENTERPRISES IN  
STARA ZAGORA REGION**

*Ch. assist. prof. Ivanka Stoycheva  
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270 Over the past few years there has been a change in the economic growth of a number of economic indicators as a result of the global financial and economic crisis. It reflects on the stability of the Bulgarian economy and sustainable regional economic development, and this suggests some changes in management to achieve a balanced development of the administrative-territorial units. One of the factors for sustainable development is gross production and change in the employment of labor resources sectors and industries. The aim of the study was to assess the size, structure and dynamics of some parameters characterizing the performance of companies in Stara Zagora and to determine the changes in the volume of production under the influence of certain factors. To achieve this purpose, the integral coefficient of structural changes in order to characterize the intensity of the changes and the impact of the variables investigated by single factor regression and correlation analysis. In this work it is found that the financial crisis does not affect the structural changes in the economics of Stara Zagora.

**Keywords:** regional differences, regional policy, integral coefficient, regression and correlation analysis

"НАУКАТА КАТО ПРИЗВАНИЕ" НА МАКС ВЕБЕР ПРЕЗ ПРИЗМАТА НА ИСТОРИЯТА И ВРЕМЕТО  
**MAX WEBER'S "SCIENCE AS A VOCATION" THROUGH THE PRISM OF HISTORY AND TIME**

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Max Weber's famous lecture "Science as a Vocation" (1918) has aroused debates not only among his contemporaries, but also in generations to come, dwelling on the nature of science and its theoretical and methodological applications. The paper reflects on issues discussed in Weber's famous lecture anchored in the immediate context of its production, but also its interpretation and implications for contemporary audiences. More particularly, the problem arises from the question, whether science should be treated as a tool for achieving technical progress or as a means for producing meaningful knowledge. Weber's key argument concerns whether science is in a position to decide what is worth knowing, as well as whether the scholar should maintain a position of value neutrality. For this end, the figures of the scientist and the politician are juxtaposed in the particular roles prescribed to them. What is the contemporary calling of scientists and whether it should remain separate from reality is a discussion continued among contemporary sociologists, dwelling on the vocation of sociology and the need to expose the hidden or obscured power interests and issues regarding social inequality, obstructing democratization processes, human rights, environmental problems or the different forms of violence. Finally, issues regarding public sociology and sociology as a social movement are discussed in times of a deepening social, economic and moral crisis, as current trends in the international scholarship reflected in the work of the International Sociological Association (ISA).

**Keywords:** science, sociology, vocation, value neutrality, public sociology, sociology as a social movement.



ПРОСТРАНСТВЕНАТА СЕГРЕГАЦИЯ И ЕТНИЗИРАНЕТО НА БЕДНОСТТА В БЪЛГАРИЯ  
**SPATIAL SEGREGATION AND THE ETHNICISATION OF POVERTY IN BULGARIA**

*Ch. assist. prof. Dr. Nadezhda Georgieva-Stankova*  
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The distribution of social space mirrors social hierarchies and carries symbolic implications regarding the connection between attitudinal and spatial arrangement patterns in society. The paper aims to study the historical development of Roma neighbourhoods in Bulgaria and link them to contemporary processes of growing social distances, marginalization, spatial segregation and social exclusion of the minority. A growing tendency towards the ethnicisation of poverty will be discussed (Selenyi, 2002; Mitev, 2002; Klingman, 2002; Domansky, 2002) and debates on the formation of a Roma underclass. Three contemporary examples will be presented in relation to the distribution of material space, representations of space and representational space (Lefebvre, 1991) in processes of boundary maintenance. Finally, some conclusions will be drawn concerning spatial segregation and the maintenance of trust in society (Uslaner, 2010), as well as comments on the National Roma Integration Strategy of the Republic of Bulgaria, drafted in 2012.

**Keywords:** Roma, spatial segregation, ethnicisation of poverty, underclass, social exclusion

НАСОКИ ЗА УСЪВЪРШЕНСТВАНЕ НА ОБЩИНСКИТЕ ПЛАНОВЕ ЗА РАЗВИТИЕ В БЪЛГАРИЯ  
**GUIDELINES FOR IMPROVING THE MUNICIPAL DEVELOPMENT PLANS IN BULGARIA**

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The report aims at outlining several basic guidelines for improving the municipal development plans in Bulgaria. These guidelines were drawn in view of the targeting and strategic planning processes. To this end we analyzed the strategic part of the municipal development plans for the period 2007-2013. The results show that the majority of the reviewed plans have weak points that limit the possibilities for municipal development in the country or guide the development of these territorial units in the wrong direction. The elimination of the established shortcomings for the time to come is a prerequisite for the sustainable development of the municipalities in Bulgaria as well as for reducing regional disparities concerning the social-economic development of the country.

**Keywords:** municipal development plans, strategic planning, reducing regional disparities

ПАРАМЕТРИ НА ЧОВЕШКИТЕ РЕСУРСИ В ОБЛАСТ СТАРА ЗАГОРА ПО ЕТНОДЕМОГРАФСКИ ПРИЗНАК  
**PARAMETERS OF HUMAN RESOURCES IN THE STARA ZAGORA REGION IN ETHNO-DEMOGRAPHIC**

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*Assist. prof. Dr. Krasimira Toneva*  
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The report attempts to identify the parameters of human resources in Stara Zagora region using ethnic and demographic characteristics. In the absence of direct data for human resources are allowed hypotheses, and through analysis and evaluation are established demanded quantities. It is envisaged that the survey results will be provided to the district administration – Stara Zagora.



**Keywords:** Stara Zagora region, human resources, ethno-demographic parameters indicate.

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ПЕСТИЦИДИ  
**PESTICIDES**

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At a time when the chemical industry is booming, pesticides are a part of our daily lives. In this paper I will try to do a brief overview on the topic. Who were the first people using "chemical compounds" for plant protection? I will briefly discuss pesticide groups, diversity and mode of action. Is it far from us like users or is a part of our daily lives? Do pesticides concern our health and how they effect on ecosystems? The importance of the problem is also a part of the legal framework of the European Union. Perhaps there are other options. It is worth to consider.  
**Key words:** pesticides, history, influence ecosystems, regulations, European Union

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ПРОДОВОЛСТВЕНИ РЕСУРСИ НА БЪЛГАРИЯ – РЕГИОНАЛНИ ИЗМЕРЕНИЯ  
**FOOD RESOURCES OF BULGARIA – REGIONAL DIMENSIONS**

*Assoc. prof. Dr. Darina Rouscheva  
Economic Research Institute, BAS, Sofia, Bulgaria*

**Aim:** To assess the regional dimensions of the commodity production of major food products in the agriculture of Bulgaria as an important element of the food resources of the country. **Methods:** structural, index. **Results:** Deduction of changes in the territorial structure (by regions) of production of main food products. Evaluation of the role of the factors "area" and "yield" for their production. Ranking of the regions by the production of food products per person. **Conclusions:** about the territorial location of commodity production by products and about the standing of different regions with regard to average for Bulgaria concerning the indicator production quantities per person.

**Keywords:** commodity production, agriculture, food products, areas, average yields, population.

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НЯКОИ АСПЕКТИ В УСТРОЙСТВОТО НА ЧЕРНОМОРСКОТО КРАЙБРЕЖИЕ НА РЕПУБЛИКА  
БЪЛГАРИЯ

**SOME ASPECTS OF THE STRUCTURE OF THE BLACK SEA COAST OF BULGARIA**

*Assoc. prof. Dr. Gena Velkovska  
Trakia University, Stara Zagora, Bulgaria*

Over the past 10-15 years, the Black Sea coast of Bulgaria has become an attractive place for the construction of new facilities. Unfortunately, active construction, above all, the hotel facilities is not always fit into a harmonious environment in terms of, planned and purposeful Spatial. In most cases, the construction "boom" especially the southern coast led to serious distortions of ecosystems (biodiversity, protected areas, dunes, etc.). Moreover, the construction of a hotel and social (especially entertainment and spa facilities) was not accompanied by the construction of objects of the green system, bike trails, playgrounds and everything else that would create a single spatial environment. The purpose of the report is analyzing the application of the legislation on the structure of the Bulgarian Black Sea coast to specify some necessary measures related to improvement of the legislation. For the purposes of this survey will be used several methods: statistical, economic, comparative, etc. Expected results and conclusions are: identifying the causes of illegal construction and impaired spatial planning on the Bulgarian coast, referral to legal and subjective factors, which by their acts or



omissions that are provoked.

**Keywords:** spatial planning, infrastructure, illegal construction, legislative framework, the Law on Spatial Planning, harmonious spatial environment, sustainable development, protected areas

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ПРИНЦИПИ НА ДЪРЖАВНАТА ПОЛИТИКА ЗА РЕГИОНАЛНО РАЗВИТИЕ  
**PRINCIPLES OF STATE POLICY FOR REGIONAL DEVELOPMENT**

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*University of National and World Economy, Sofia, Bulgaria*

Regional development is a new concept that aims to stimulate and diversify economic activities to stimulate investment in the private sector to contribute to the reduction of unemployment and last but not least, this is a concept that will lead to an improved standard of living population. Regional development policy is a set of measures that are planned and implemented by the central and local authorities, in cooperation with other organizations (private, public, voluntary, etc.) to achieve a dynamic and continuous economic growth through effective use of local and regional potential to improve living conditions. The main areas subject to regional policies are: enterprise development and labor market, attracting investments, development of the small and medium enterprises, infrastructure improvement, environmental quality, regional development, health, education and culture.

**Keywords:** regional development, state policy and strategic objectives

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ВЗАИМОЗАВИСИМОСТИ МЕЖДУ ВИДОВЕТЕ РАЗХОДИ И ПРОДУКЦИЯТА ПРИ  
ПРОИЗВОДСТВОТО И ПРЕРАБОТКА НА РАСТИТЕЛНИ И ЖИВОТИНСКИ МАЗНИНИ  
**INTERDEPENDENCIES BETWEEN TYPES OF PRODUCTION COSTS AND THE OUTPUT IN THE  
PRODUCTION AND PROCESSING OF OILS AND FATS**

*PhD Student Oleg Milev*  
*Trakia University, Stara Zagora, Bulgaria*

The article focuses attention on relationships and interdependencies between the types of costs and produce in different product groups. The food industry activity in Stara Zagora district is comprises, regarding specifically production and processing of oils and fats. The analysis of changes in average fixed, average variable, average aggregate and marginal cost has been collated with the trends with the marginal and average product. On the base of the determined interdependencies the critical points of the functional dependence "input – output" have been defined. Those points are associated with the threshold of the decreasing returns, the minimum variable costs and optimal aggregate cost in crude and refined oil, oil cake, margarine and other food fats.

**Keywords:** costs, production, "input-output" relationships, average and marginal indicators, decreasing and increasing returns

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ФИНАНСОВАТА СТАБИЛНОСТ И СТРУКТУРАТА НА ДЪЛГА ПРИ ПРОИЗВОДСТВОТО И  
ПРЕРАБОТКА НА МЕСО И МЕСНИ ПРОДУКТИ  
**FINANCIAL STABILITY AND DEBT STRUCTURE OF PRODUCTION AND PROCESSING OF MEET AND  
MEAT PRODUCTS**

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*Ch. assist. prof. Dr. Desislava Ivanova*  
*Trakia University, Stara Zagora, Bulgaria*

The aim of the study is to analyze the financial stability and debt structure in the meet



production and processing companies in the Stara Zagora region. The financial stability indicators used in the analysis are related to the capital structure, the financial risk of loss of independence, liquidity and solvency. Debt structure is examined as a function of the proportion of long-term loans and total capital employed. The analysis of the non current debt structure and of the long-term borrowing has been included.

**Keywords:** financial stability, debt structure, capital structure, financial risk, liquidity and solvency.

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ОБЩИНСКИ ДЪЛГ И ФИНАНСОВА УСТОЙЧИВОСТ НА МЕСТНОТО САМОУПРАВЛЕНИЕ  
**MUNICIPAL DEBT AND FINANCIAL SUSTAINABILITY OF LOCAL SELF GOVERNMENT**

*Assist.prof. Dr. Nedelin Markov*  
*Trakia University, Stara Zagora*

The debt is a present obligation arising from past events. The reason of the debt is an imbalance between revenues (R) and costs (C), namely  $R < C$ . Municipal debt is public debt. Local government is part of the general government, and that includes public administration whose competence extends to only a local part of the economic territory, apart from local agencies of social security funds. The aim of this study is to analyze and assess the indebtedness of municipalities in Bulgaria in times of economic crisis and underfunding the public sector. The methods used are the method of expert estimates, analysis and synthesis, and a method of comparison. Results that are displayed indicate a trend towards an increase in public debt, measured as the ratio between debt and municipal own revenues incl. general equalization grant.

**Key words:** municipalities, budget, debt, own revenues, fiscal imbalance

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ВЪЗМОЖНОСТИ ЗА УСЪВЪРШЕНСТВАНЕ НА МЕХАНИЗМИТЕ ЗА РАЗПРЕДЕЛЕНИЕ НА  
ОБЩИТЕ ИЗРАВНИТЕЛНИ СУБСИДИИ (НА ПРИМЕРА НА ОБЩИНИТЕ ОТ ОБЛАСТ СТАРА  
ЗАГОРА)

**POSSIBILITIES FOR IMPROVING THE MECHANISM FOR THE DISTRIBUTION OF TOTAL  
COUNTERAVAILABLE SUBSIDIES (EXAMPLES OF MUNICIPALITIES OF DISTRICT STARA ZAGORA)**

*Assist.prof. Dr. Nedelin Markov*  
*Trakia University, Stara Zagora, Bulgaria*

Considering the budgets of the municipalities of Stara Zagora, local taxes (of 1 person) appear as a kind of "test" characterized the socio - economic development of the municipalities. Although local taxes have not a tax base that is directly related to income received by them are subject property, which is mainly determined by the income of the population. Keep to the functional relationship: Income - Taxable property - Local taxes. The aim of this study is to analyze and evaluate the mechanisms of formation of this subsidy and provide suggestions on how to optimize the process of fiscal adjustment. The methods used are the method of expert estimates, analysis and synthesis, and a method of comparison. The results were presented in several groups depending on the degree of generalization and application. Research findings give reason to believe that it is possible to use more - sophisticated algorithms allocation taking into account the specific fiscal characteristics of municipalities.

**Keywords:** municipalities, budget, regional differences, own revenues, horizontal imbalance



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УСТОЙЧИВО ЕНЕРГИЙНО РАЗВИТИЕ И ВЛИЯНИЕТО МУ ВЪРХУ МАРКЕТИНГА НА  
КОМПАНИИТЕ В ЕНЕРГИЙНИЯ СЕКТОР  
**SUSTAINABLE ENERGY DEVELOPMENT AND ITS IMPACT ON MARKETING OF COMPANIES IN THE  
ENERGY BUSINESS**

*PhD Student Mariana Stavreva  
Plovdiv University, Bulgaria*

The objective of this report is to analyze how the idea of sustainable development has influenced energy over the last decades and has led to changes in marketing of companies supplying and distributing energy to end consumers. The report dwells on the 'sustainable energy development' term and on the criteria for its assessment. It points out regional and state pieces of legislature on sustainable energy development and the stage of their implementation in Bulgaria. The following tasks are set in the report: 1) to outline the main marketing approaches of companies in the energy sector; 2) to trace general trends in the future marketing development of above mentioned companies. Methods used for the accomplishment of those tasks are: analysis and synthesis; induction and deduction.

**Keywords:** sustainable development, energy, marketing, companies, impact

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ДВИГАТЕЛНА АКТИВНОСТ И ХРАНЕНЕ  
**MOTOR ACTIVITY AND NOURISHMENT**

*Assoc.prof. Dr. Galina Dyakova  
Trakia University, Bulgaria*

The aim of the present investigation is to study matters, connected with the motor activity and nourishment with students. The investigation has been carried out with 180 male students and 309 female students from Trakia University – Stara Zagora. Theoretic formulation of the problem has been developed. Inquiry has been carried out. In this investigation, the following methods have been applied: Theoretic analysis, Alternative analysis, Inquiry method and Comparative analysis of relative shares. The results got have been analyzed, drawing the following conclusions: male students are doing more and longer motor activity outside the higher school than the female students; every seventh of almost ten investigated persons of both genders notes he is taking meal three or more times a day, and every eighth that he has enough means available to take his meals as per his preferences; the bigger part of the investigated persons express their wish of getting theoretic knowledge, connected with the motor activity and nourishment. The present development has theoretic and applied character as regards the motor activity and nourishment in context of regulation and maintaining of body mass at the norm, with the young people, educated in the higher school.

**Keywords:** students, investigation, trainings

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ЗЕМЕДЕЛИЕТО И СОЦИАЛНАТА ФЕРМА: ИЗРАЗЯВАНЕ НА МНОГОФУНКЦИОНАЛНИЯ  
МОДЕЛ НА СЕЛСКО СТОПАНСТВО КАТО РЕШЕНИЕ НА ИКОНОМИЧЕСКАТА КРИЗА В  
СЕЛСКИТЕ РАЙОНИ  
**AGRICULTURE AND THE SOCIAL FARM: EXPRESSION OF THE MULTIFUNCTIONAL MODEL OF  
AGRICULTURE AS A SOLUTION TO THE ECONOMIC CRISIS IN RURAL AREAS**

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University of Messina, Italy  
Dr. Carlo Giannetto  
University of Messina, Italy  
Dr. Francesco Rotondo  
University of Messina, Italy*

Globalization in general and the recent changes in society (not to mention



technological innovations), reinforce the need for a change in lifestyle and in production models based on the criteria of sustainability and ethics, in order to ensure a reduction of environmental impact. In recent years, due to the intensification of the rampant economic crisis that hit Europe in particular, but also in the western world parts of the population live in poverty. One of the potential solutions in an attempt to reduce these problems is the so-called "social farming". Recently, with the progressive industrialization and expansion of urban areas, which has led to a decrease in both land and the workforce, capital remains the only factor on which we can act. In fact, the figure of the farmer has undergone many changes over the years due to the complex relationship between the company, territory, production processes and the socio-economic system. In this regard, one of the first factors of marginalization of the small farm, has been the outsourcing of some production processes past on to the food processing industry. As a result, the farmer - increasingly ousted from the market - has felt the need to adapt his presence, having the need to diversify production and - at the same time - be able to increase the corporate income by introducing other complementary activities to agriculture which remains the main economic resource. As a result we have the term "multifunctional agriculture" which covers all the functions ascribed to agriculture: from the environment to the socio-cultural, from tourist services to the educational and cultural services. The term "social", however, refers to all those activities, actions, interventions related to the main agricultural activity, which directly involve the people belonging to vulnerable groups. The two most important expressions of social farming are: educational farms and holiday farms, which play an important function in the development of human resources because they involve all categories, young people, women and even the elderly, which represent historical memory and connection with the past. The farm capital, in particular, is a point of reference and stimulus for those social groups that live in a situation of any kind of hardship. Indeed, one of the main features is the creation of therapy and rehabilitation in order to promote social integration and employment for disadvantaged people. The aim of this paper is to highlight the importance of agriculture as the sector, which as well as producing goods for the satisfaction of the basic needs of the individual, has two functions: the protection of the environment and the development of rural areas. With the help of social farming, in fact, the aim is to prevent depopulation and to enhance the cultural and historical heritage, through the involvement of vulnerable or disadvantaged groups, in the activity of production. From this point of view, therefore, the farmer becomes a social worker as he contributes to improving the quality of life as well as social welfare.

**Keywords:** social farm; multifunctional model of agriculture; rural areas

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РАЗМЕР И КАПИТАЛ НА ПРЕДПРИЯТИЯ НАСОЧЕНИ КЪМ ИНОВАЦИОННА ДЕЙНОСТ В РЕГИОНАЛНИТЕ ПРОМИШЛЕНИ СИСТЕМИ - ЕВОЛЮЦИОНЕН ПОДХОД (ПРОБАЦИОННО МОДЕЛИРАНЕ)

**SIZE AND EQUITY OWN OF ENTERPRISES FOR INNOVATION ACTIVITY IN REGIONAL INDUSTRIAL SYSTEMS - EVOLUTIONARY APPROACH (PROBITING MODELING)**

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University of Zielona Góra, Poland  
Assist.prof. Dr. Barbara Czerniachowicz  
University of Szczecin, Poland  
Assist.prof. Dr. Marek Tomaszewski  
University of Zielona Góra, Poland*

The main objective of the study was an attempt to search for changing conditions affect the size classes of enterprises on regional innovative activity of industrial systems and, consequently, determine the boundary conditions for the model structure of regional innovation networks taking into account the specificity of Poland and its regions.

The study was based on a questionnaire on a group of 1920 companies from four polish regions: Mazovian, Lower Silesia, West Pomeranian, Lubusz. The study used probity modeling (probability). This method is an effective research tool for large enterprises, but the static tests in



which the dependent variable has a qualitative character.

The results of the study indicated that the size of the companies determines their innovative activity in the Polish regions. This relationship has, however, heterogeneous implications. According to the evolutionary school, situation varies depending on the level of economic development of the surveyed regions.

The article pointed out that innovative activity in Poland moves from a group of large industrial enterprises in poor regions, through the medium entities in intermediate provinces, to small in the most developed. The use of the probit modeling proved to be a useful tool for assessing the impact of class size on the behavior of industrial firms in regional innovation systems in Poland. This allowed to observe the evolution of innovation systems from peripheral through the intermediate to leading in the country and outline the critical framework to take account of their intrinsic characteristics. Finally, the methodology used let systemic innovation processes evaluate in a distributed and heterogeneous regional-industrial systems.

**Keywords:** innovation, innovation activity, regional industry systems.

JEL Code: O31, O32, R58.

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ИКОНОМИЧЕСКИ РАСТЕЖ И РЕГИОНАЛНО РАЗВИТИЕ - КРИТИЧНО ПРЕДСТАВЯНЕ НА  
РАСТЕЖА И ПРЕДИЗВИКАТЕЛСТВА ЗА МОДЕЛИТЕ НА РАЗВИТИЕ  
**GROWTH AND REGIONAL DEVELOPMENT – PRESENTING A CRITICAL VIEW ON GROWTH AND  
CHALLENGING OUR MODELS OF DEVELOPMENT**

*Prof. Dr. Gerhard Berchtold*

*Dean European Programmes of Universidad Azteca (Mexico) and UCN  
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The main objective of this paper is to take a critical view on our dependence and obsession on nominal positive growth as indicator for development, challenging both, drivers of growth (politicians, public administrators, enterprises) and the composition of GDP, highlighting the associated risks of corruption and pollution, and the dependency of GDP on the fossil fuel prices: falling energy prices result in nominal recession.

The paper furthermore investigates the relationship between environment and development, and provides a definition for sustainable globalisation.

The author suggests to re-define our model of growth and development, society is at a turning point, not requiring business as usual in order to catch up with the "most-developed-regions" rather than sustainable retreat strategies for survival of mankind and society on earth.  
Key words: Growth and regional development, energy expenditure, pollution and corruption, environment and development, sustainable globalisation, survival strategies for mankind.

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ВЪЗМОЖНО ЛИ Е ДА БЪДЕ ПОДОБРЕН МОДЕЛА ЗА ФИНАНСИРАНЕ НА ПРОЕКТИ ЗА  
РЕГИОНАЛНО РАЗВИТИЕ, ИЗПЪЛНЯВАНИ ОТ МЕСТНИТЕ ВЛАСТИ?  
**IS IT POSSIBLE TO IMPROVE THE MODEL TO FINANCE REGIONAL DEVELOPMENT PROJECTS  
IMPLEMENTED BY LOCAL AUTHORITIES?**

*PhD student Romyana Grozeva,*

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The purpose of the study is to suggest a possible model for selection for funding and implementation of regional development projects by local authorities. This model aims to suggest a better algorithm by which to be overcome the limitations in the existing one and to be achieved synergy in the EU Funds absorption.

The main method used is that of the comparative analysis. The made comparison and analysis are between the current model applied in Bulgaria and those applied in other Member States. Also analyzed are the opportunities and limitations of existing and newly suggested in respect of achieving better efficiency in the implementation of regional



development projects.

The theoretical results show that by applying of newly suggested model is possible to be achieved the searched results in practice.

The main conclusion is that it is possible to be improved the model but it is necessary large reforms to be made in both the administration and in the model in order to be increased not only the amount of the EU Funds absorbed but also the sustainable results from the project implemented at local and regional level.

**Keywords:** Structural funds, administrative capacity, Programme Period, Regulation, Europe 2020

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БЕНЧМАРКИНГЪТ КАТО ИНСТРУМЕНТ ЗА ПОДОБРЯВАНЕ КАЧЕСТВОТО НА ПУБЛИЧНИТЕ  
УСЛУГИ В БЪЛГАРИЯ

**BENCHMARKING AS A TOOL FOR IMPROVING THE QUALITY OF PUBLIC SERVICES IN BULGARIA**

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In recent years, public administrations in developed countries increasingly view becomes important for users of the public service and its degree of satisfaction with the services provided by public organizations. As part of this concept the quality of administrative activities and functions provided by public organizations public services is becoming increasingly important. The concept of service quality can be measured by two main categories - the degree of satisfaction with services and data processes through which these services are implemented. The purpose of this report is to provide benchmarking, which belongs to the second category of methods for measuring quality. Heads of public organizations that have the desire and willingness to make changes to improve quality and performance in their organizations to find the right balance between measurement processes in organizations and public opinion on the outcome of these processes. Placing emphasis on only one of the two meter can give a false impression of the state of the organization. The report examines the practices and the use of the method in other countries and draw conclusions about its implementation in Bulgaria.

**Key words:** public administration, public organizations, public services.

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РЕГИОНАЛНИ АСПЕКТИ НА ПРЕДПРИЕМАЧЕСКИЯ КАПИТАЛ  
**REGIONAL ASPECTS OF ENTREPRENEURSHIP CAPITAL**

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In the field of economics and management have identified five types of capital as drivers of economic growth: physical capital, human capital, intellectual capital and social capital, and soon the entrepreneurial capital. The report "entrepreneurial capital" is seen as a subset of social capital refers to those relational and social factors, forces and processes that promote or hinder the interaction of various economic agents and their ability to recruit, integrate and use physical , human capital and knowledge development of entrepreneurial capital.

**Keywords:** entrepreneurship, rural entrepreneurship, rural areas, social capital.