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**ТЕМАТИЧНО НАПРАВЛЕНИЕ:
КОРПОРАТИВНА СОЦИАЛНА ОТГОВОРНОСТ
THEMATIC AREA :
CORPORATE SOCIAL RESPONSIBILITY**

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**МАРКЕТИНГОВА ЕТИКА И СОЦИАЛНА ОТГОВОРНОСТ
MARKETING ETHICS AND SOCIAL RESPONSIBILITY**

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Marketing managers should carefully balance their obligations to achieve the objectives of the company. Moreover, managers have to comply also with the desire of society and ethical evaluation. To understand the importance of ethical decision making in marketing, it is necessary to examine the factors influencing ethical decision. These are: personal moral philosophy, organizational relationships and opportunities. They are woven in determining ethical decisions in marketing.

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**БИЗНЕСЪТ КАТО НЕРАЗДЕЛНА ЧАСТ ОТ ОБЩЕСТВЕНАТА ОТГОВОРНОСТ
(ПРЕДСТАВЯНЕ НА ПРАКТИКИ В ОБЛАСТТА НА БИЗНЕСА И ИНВЕСТИЦИИ ЗА
ПОДКРЕПА НА КАУЗИ)**

**BUSINESS AS AN INSEPARABLE PART OF SOCIAL RESPONSIBILITY (PRESENTATION OF
PRACTICES IN BUSINESS AND INVESTMENT AIMED AT SUPPORTING CAUSES)**

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In recent decades major changes in business are orientated towards meeting the expectations and obligations at the moral level of society. The promise to serve the community applies to individual practitioners from business as well as to any corporation that seeks to build social capital and to strong relationships with customers. More and more companies report CSR initiatives by committing to improve public welfare through professional business practices and the use of corporate resources. Most often supported by such initiatives are causes that promote public health (AIDS prevention, early diagnosis of breast cancer, timely immunization), security (programs for young drivers using seat belts), education (literacy, computers for schools, foreign language courses, education for children with special needs).

The aim of this research report is to demonstrate through real world examples of businesses that the uptake of corporate social responsibility is an important part of business practice, because by supporting some cause businesses maintain beneficial relationships between an organization and its publics, thus determining its success or failure.

The following tasks are solved in order to achieve this goal:

Presentation of the leading organizations that fail to have an impact on different target groups and occupy a large market share.

Survey of the main strategies and techniques from business organizations to realize the general significance causes.

Demonstration of high standards in all the countries where the companies operate.

Monitoring of basic ways to actively participate in the processes related to public policies affecting the company, its industry and all interested persons representing the public interest.

The methods used for achieving this goal and resolving the tasks are analysis, systemic and structural approach, inductive and deductive methods.

Key words: corporation, obligation, society, cause, initiatives, public welfare.

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СОЦИАЛНО-ОТГОВОРНИЯТ БИЗНЕС МОДЕЛ В БЪЛГАРИЯ: ПРАКТИКИ НА
РЕГИОНАЛНО И МЕСТНО НИВО

**SOCIAL RESPONSIBLE BUSINESS MODEL IN BULGARIA: PRACTICES AT REGIONAL
AND LOCAL LEVEL**

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Since 1962 when Friedman has pointed that the business has one responsibility and that is to maximize the profits of its owners and shareholders, corporate social responsibility (CSR) practices and models have become subject to extensive discussions, theory building and research. Nowadays this clear perspective has changed its dimensions since no single organization or policymaker can work isolated from the emerging complex social and environmental challenges. When looking at the Europe 2020 strategy, a new platform is needed to support sustainable business practices through mainstreaming CSR and advancing social innovation in all business functions. Obviously priorities have shifted and highlighted business contribution towards building a smart, sustainable and inclusive economy through embracing customer values, transparency, innovative spirit and integrity. This paper aspires to contribute to CSR model conceptualization in Bulgaria and its capacity to enable and operationalize sustainable practices and solutions. Social responsibility as a new business imperative is discussed in light of the European and national policy platform; towards the complexity of issues that need to be resolved at local and regional level. Against this background a number of representative case studies will be analyzed as newly emerging CSR solutions and pro-active participatory initiatives.

Keywords: CSR model, Europe 2020, regional and local priorities

УСТОЙЧИВОСТ НА КООПЕРАТИВНИЯ ПРЕДПРИЕМАЧЕСКИ МОДЕЛ ВЪВ ВРЕМЕ
НА КРИЗА

RESILIENCE OF COOPERATIVE ENTREPRENEURIAL MODEL IN TIME OF CRISIS

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What began as a crisis in finance markets has rapidly grown and deepened irreversibly its negative consequences in various economic sectors and social life. Evidence for these can be found in the majority of enterprises, mainly in the form of decreased efficiency, increased shutdowns, weakened investment confidence and reduced resources. Ventures fail despite the presence of government interventions and varied actions to address current economic and social downturn. However, cooperatives around the world have shown relative stability and resilience: financial cooperatives remain sound, consumer cooperatives report increased turnover, worker cooperatives respond efficiently to the new circumstances and increased job instability. The present paper develops the understanding and promotion of the characteristics and factors that determine cooperative success and reveal cooperative model as an important tool for community development and stability in Bulgaria. One distinctive cooperative feature is that they already act in the way promoted by the strategy Europe 2020 for smart, inclusive and sustainable growth. The fact that cooperative enterprises emerge in various sectors – agriculture, health, financial services, etc., shows in a different way their flexibility and adaptability towards changing environment and especially in time of crisis.

Keywords: cooperatives, business model, policy support

УСЛОВИЯТА НА ТРУД В ЗЕМЕДЕЛИЕТО КАТО ЕЛЕМЕНТ НА КАЧЕСТВОТО НА
ЗАЕТОСТТА В СЕКТОРА

**WORKING CONDITIONS IN AGRICULTURE AS AN ELEMENT OF THE QUALITY OF
EMPLOYMENT IN THE SECTOR**

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Working conditions are an integral part of the prosperity of the population. They are a major indicator of the quality of employment, a prerequisite for good economic growth, competitiveness and employment growth. The goal of this paper is to analyse the working conditions in agriculture on various items. Conclusions: investment in quality of employment inevitably lead to better economic prosperity; working conditions have a very well-defined corporate and sectoral characteristics; working conditions in agriculture are highly prominent risks on some of your items and the absence of others; targeted State policy in the field of working conditions will lead to achieving effective socio-economic results.

Keywords: working conditions, employment, agriculture, quality of employment

НАДГРАЖДАНЕ НА УСЛОВИЯТА ЗА РАЗВИТИЕ НА СОЦИАЛНОТО
ПРЕДПРИЕМАЧЕСТВО ЧРЕЗ ГЪВКАВИ МЕТОДИ ЗА ОБУЧЕНИЕ (ПРЕДСТАВЯНЕ НА
ПРОЕКТ ОБУЧЕНИЕ ПО СТРАТЕГИЧЕСКО ПЛАНИРАНЕ ЗА СОЦИАЛНИ
ПРЕДПРИЕМАЧИ– SESP)

**UPGRADING OF THE CONDITIONS FOR SOCIAL ENTREPRENEURSHIP DEVELOPMENT
THROUGH FLEXIBLE METHODS OF TRAINING (PRESENTATION OF THE SOCIAL
ENTREPRENEURSHIP STRATEGY PLANNING PROJECT – SESP)**

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The general goal of the SESP Project is to contribute to the development of Social Entrepreneurship across the EU by transfer of innovative products and processes and exchange of good practice.

The SESP project transfers a developed innovative learning models and (e-) learning content which are flexible enough to address the specific needs of the Social Entrepreneurship, are adoptable and modular and reflect the practical needs of the end users. The project upgrades the developed under Strategy-Train learning model on enterprise strategy and strategic management for decision-makers in SMEs. The intangible outcome of the SESP project is an innovation of the available curriculum and training programmes, which are adapted to address specific SEs needs in strategic planning.

The results of the SESP project:

- ☐ Cross-cultural analysis;
- ☐ Learning model;
- ☐ SESP Curriculum and Content;
- ☐ Instructions for Trainers;
- ☐ Training Modules;

Social enterprises (SE) in EU represent 2 million enterprises (10% of all European businesses) and employ over 11 million employees (the equivalent of 6% of the working population of the EU). They have the capacity to contribute the crisis overcome and economy recovering. Adequate training will assist their further development especially in South East Europe.

Keywords: innovative, learning, models, adoptable, SMEs, EU, local, economic