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**FACULTY OF
ECONOMICS**

**РЕЗЮМЕТА НА ДОКЛАДИ
ABSTRACTS**

**SECOND INTERNATIONAL
SCIENTIFIC CONFERENCE**

**„BUSINESS AND
REGIONAL
DEVELOPMENT“**

**RURAL AREAS –
A LOOK TOWARDS EUROPE 2020**

III

ПУБЛИЧНА АДМИНИСТРАЦИЯ И МЕСТНО УПРАВЛЕНИЕ PUBLIC ADMINISTRATION AND LOCAL GOVERNMENT

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ПОДХОДЪТ ЛИДЕР В СЕЛСКИТЕ РАЙОНИ НА БЪЛГАРИЯ – ПЪРВИ ПОУКИ ОТ СЪЗДАВАНЕТО
НА МЕСТНИТЕ ИНИЦИАТИВНИ ГРУПИ

APPROACH LEADER IN RURAL AREAS IN BULGARIA - FIRST LESSONS FROM THE ESTABLISHMENT OF A LOCAL ACTION GROUPS

*Prof.DSc. Julia Doitchinova, Prof.DSc. Ivan Kanchev,
University of National and World Economy, Bulgaria*

Purpose of the report is to analyze the results of the process of creating local action groups and development of local development strategies and justify suggestions to improve the performance of LAG.

Estimates of the preparation for implementing the Leader approach is based on structured interviews and survey the views of members of the LAGs carried in late 2010 and early 2011, and data on the implementation of Axis 4 of the Program for rural development. Within the realization of the research project were examined 10% of the territories for the creation of local initiatives groups in our country.

Developed proposals for improving the implementation of the LEADER approach in rural areas of the country

Keywords: public-private partnerships, development local strategies

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ИНФОРМАЦИОННИ ПОТОЦИ ПРИ ИНТЕГРИРАНИЯ МОДЕЛ ЗА РАЗВИТИЕ НА СЕЛСКИТЕ
РАЙОНИ

INFORMATION FLOWS IN THE MODEL OF INTEGRATED RURAL DEVELOPMENT

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Ch. Assist. Prof. Tanja Georgieva, PhD,
Varna University of Economics, Bulgaria*

Among the opportunities of the improvement of living and working conditions in rural areas and stimulating their competitiveness are the projects and programs of their complex (integrated) development. The integrated development can be perceived as a multidimensional model, which effective application is defined by the complex influence of many factors. With a strategic significance among them are the conditions of an effective exchange of information between the different local actors, concerned with the development. The main purpose of this paper is to consider the importance of the effective transfer of information flows for the integrated development of rural districts and to accent on the disadvantages, attended the process of communication between local rural actors.

Keywords: integrated rural development model, information flows

ПОДХОДИ ЗА ПО-ДОБРО ПУБЛИЧНО УПРАВЛЕНИЕ И ТЕРИТОРИАЛНО-АДМИНИСТРАТИВНО
УСТРОЙСТВО НА ОБЩИНИТЕ В БЪЛГАРИЯ.

**APPROACHES TO IMPROVE PUBLIC GOVERNANCE AND TERRITORIAL AND ADMINISTRATIVE
STRUCTURE OF THE MUNICIPALITIES IN BULGARIA.**

*Assoc. Prof. Sonia Dokova, PhD,
University of National and World Economy, Bulgaria*

The major purpose of report is through analysis of existing base to research opportunities for changes in territorial and administrative system of Bulgarian state. The author analyzes possible approaches for improving of public governance and organization of public power. The author surveys existing European practices and their adoption in Bulgaria, and underlines the administrative management as a new managerial and organizational practice. The author uses methods as descriptive and comparison analysis, system analysis and expert opinion. As a result of research the author shows opportunities for wider application of administrative management. Because of systematic decreasing of population in smaller cities I have discover necessity of changing territorial and administrative system in Bulgaria in spite of several villages became small towns. As a result by research the author characterizes connection between public governance and organization of territorial and administrative system of the state.

Keywords: administrative management, European practices of public governance, organization of public power, population

ДИНАМИКА НА СТРУКТУРАТА НА ИКОНОМИКАТА НА СЕЛСКИТЕ РАЙОНИ:
НА ПРИМЕРА НА ОБЛАСТ СТАРА ЗАГОРА

**DYNAMICS OF THE STRUCTURE OF RURAL AREAS ECONOMY
/CASE STUDY OF RURAL AREAS IN STARA ZAGORA REGION/**

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Rural development Policy in Bulgaria during the programming period 2014-2020 will be set based on the existing trends during the past period.

The goal of this study is to determine changes in the structure of the rural economy and its impact on overall economic development of rural areas. The methods used in the study are as common scientific methods of research (descriptive and comparative analysis) also specific methods (index analysis of the dynamics, analysis of variance, method of Herfindahl). The level, dynamics and structure of net sales revenues, number of employees and number of enterprises in different economic activities have been investigated. The site is rural areas in the Stara Zagora district. The hypothesis that verifies the testing is related to the influence of the structure of net sales revenues of economic activity on their level. One of the main results is related to determining the level of diversification of the rural economy. The data cover the period 2000-2008.

Rural economy and its structure is on one hand a result of advancing socio-economic changes at local, national and global level, but on the other hand is a prerequisite for solving the widening demographic and social problems and to improve the quality of living in rural areas.

Keywords: rural economy, structure, development, Bulgaria, EU

СУБЕКТИВНОСТ И ОБЕКТИВНОСТ В ИКОНОМИЧЕСКОТО РИСКОВО ПОВЕДЕНИЕ
SUBJECTIVITY AND OBJECTIVITY IN ECONOMIC RISK BEHAVIOR

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The purpose of this paper is to discuss the relations of distinction and mutual dependence of objective and subjective aspects of economic risk actions. In the risk sciences the term "objective risk" is most often associated with the frequency interpretation of objective probabilities. Conventional theories are trying to find some measure or model of rationality in risk calculations (eg its magnitude) in decision making, so that comparison with that measure or model to be sufficiently reliable guide to assess the behavior as right or wrong. Economic models of risk report mainly objective quantifiable parameters of the business environment and actors, in the dynamics of which future economic behavior can be prognosticated. On the other hand the risk is a subjective reality as it is associated: with an uncertainty in success or occurrence of desired events; with subjectively assessed probabilities for them to occur; and with subjective judgement of the determinative factors. Objective magnitude of risk is quite often very different from a hypothetical uncertainty that an individual or an institution have perceived and evaluated. Subjective risk exists through a subjective perception and subjective assessments in whose formation psychological and socio-psychological characteristics of the actors are involved, relevant to their social status and social situation.

Keywords: economic risk, decision making, risk probabilities, risk models

ПРОУЧВАНЕ ПОТРЕБНОСТИТЕ ОТ СЪЗДАВАНЕ НА СПЕЦИАЛИЗИРАНИ УНИВЕРСИТЕТСКИ
ЦЕНТРОВЕ КАТО ПАРТНЬОРИ НА МЕСТНОТО САМОУПРАВЛЕНИЕ
**STUDY OF NEEDS FOR ESTABLISHING A SPECIALIZED ACADEMIC CENTERS AS PARTNERS FOR
LOCAL GOVERNMENT**

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Assoc. Prof. Veneta Gaidardjieva, PhD
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Increasing the capacity of local administration for successful development and implementation of policies for local development is one of the priorities of the operational programs financed by the EU. Much of the EU universities have directed their efforts to institutionalize sustainable cooperation with the local authority which have been built for the purposes of training, information and consultation. So universities are becoming an active stakeholders in the development and implementation of local development policies. In Bulgaria, the capacity of universities in this direction is not used or used very limited, with very strong positions of NGOs and private consulting firms.

The purpose of this paper is to present the results of survey conducted in the administrations of municipalities in Stara Zagora region about the need to build a "Center for Regional Development at Trakia University. The results show the positive attitudes of respondents concerning with a need for training seminars, specialized information and advices reference to specific issues: analysis and evaluation of local government, efficient use of resources, strategic planning and forecasting, project activity, financial stability, strategic and operational management.

Keywords: regional development, center, university, training, consultancy

ВЪЗМОЖНОСТИ ЗА УЧАСТИЕ НА НЕПРАВИТЕЛСТВЕНИЯ СЕКТОР В ПРОЦЕСА НА
ФОРМИРАНЕ И РЕАЛИЗИРАНЕ НА СОЦИАЛНАТА ПОЛИТИКА В БЪЛГАРИЯ
**POSSIBILITIES FOR NON-GOVERNMENT ORGANIZATIONS TO PARTICIPATE IN DESIGN AND
IMPLEMENTATION OF SOCIAL POLICIES IN BULGARIA**

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Effective participation of citizens in public administration, consulting and partnering in setting-up developmental priorities, programs, and strategies, on the one hand, and participation of citizens in transparent execution of these documents, on the other hand, seems to be taken nowadays not only as a comparative benchmark for the democratic development of a society, but also as a key element of good governance.

The purpose of the present paper is to distinguish the possibilities and perspectives for more active involvement of Non-Government Organizations /NGOs/ in the processes of design and implementation of social policies of the country of Bulgaria, as a full-member of the EU. Thus, the focus of the paper is centered onto the NGO-sector – and more particularly, onto its influence over the decision-making processes, conducted on national and local levels through partnership establishment between governmental institutions and NGOs.

The paper aims at answering three significant issues, simultaneously: 1. to describe the legal base framework of Bulgaria, and explain the possible mechanisms for participation of NGOs in governmental decision-making processes and management of social problems; 2. to delineate the profile of the Bulgarian NGO-sector, in terms of its sustainable involvement as a necessary element for building civil society with shared social and human values; 3. to point out specific modes of cooperation and partnerships on national and local levels in governmental decision-making processes and in shared government.

Keywords: institutions, citizens, social policy, local power

ОПТИМИЗИРАНЕ НА ТЕРИТОРИАЛНОТО ДЕЛЕНИЕ НА СТРАНАТА - НАЗРЯЛА
НЕОБХОДИМОСТ В УСЛОВИЯТА НА ЕВРОПЕЙСКОТО ЧЛЕНСТВО.
**OPTIMIZATION OF THE DIVISION OF THE COUNTRY - BECOME NECESSARY IN TERMS OF
EUROPEAN MEMBERSHIP.**

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Division of the territory of any modern state of the individual, internal structural sections was carried out in time method for realizing the connection between central and local governments. Moreover, the desire to run an effective regional policy, legal predizvki need one specific type of division of the country - of planning regions. In both cases, however, it is a function of multiple and often overlapping functions controls.

Purpose of the report submitted to indicate the basis of the above, some options to optimize the division of Bulgaria. Using statistical and other data using the methods of comparative analysis, the authors would justify these options with appropriate arguments. The expected findings are associated with increasingly urgent need for new territorial division of the country through appropriate legislative changes, using the best European practices.

Keywords: territory, zoning, regional policy, territorial unit, planning regions, models of spatial structure

СТРАТЕГИЯ НА ОПЕРАТИВНА ПРОГРАМА ЗА РАЗВИТИЕ НА ЧОВЕШКИТЕ РЕСУРСИ
STRATEGY OF THE OPERATIONAL PROGRAM HUMAN RESOURCES

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The strategic goal of Bulgaria is to become a competitive EU member state, with high quality of life, high income and social awareness.

The long-term vision of Bulgaria combines two specific medium-term objectives:

- enhancement of the competitiveness of economy with view to achieving high and sustainable growth
- development of human resources for the purpose of providing higher employment rates, income and social integration

Keywords: medium-term objectives, competitive economy, development of human resources

ФИНАНСОВАТА ДЕЦЕНТРАЛИЗАЦИЯ, ПРЕДПОСТАВКА ЗА ЕФЕКТИВНО МЕСТНО
САМОУПРАВЛЕНИЕ, В КОНТЕКСТА НА "ЕВРОПА 2020"
**FINANCIAL DECENTRALIZATION IS A PREREQUISITE FOR EFFECTIVE LOCAL GOVERNMENT IN THE
CONTEXT OF "EUROPE 2020"**

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The new strategic document Europe 2020 considered priorities in the development of the EU: the growth of knowledge, sustainable growth, inclusion (social inclusion), innovation, mobile youth, digital society, industrial policy for green growth, European antipoverty platform. Achieving these ambitious goals should be achieved through the widespread inclusion of multiple active entities including: national, regional and local authorities. This European strategy document will lead to a significant change in the balance between central and local governments. Increasing socio-economic role of municipalities, districts and regions will continue to go on the lines of decentralization and regional development Decentralization process, which provides liability for carrying out the functions of local and regional authority, must be performed by general standards and legal guarantees of equality between different communities and regions. On this basis, can actually be implemented decentralization and measuring the success or failure of the entire process. Fiscal decentralization does not achieve results on the reduced powers of municipalities to plan and manage costs for delegated services and transfers from the sectoral ministries. Own revenues are often replaced by compensatory subsidies. On the other hand, municipalities have a separate budget with a gradually increasing share of own revenue (in local taxes), which is linked to their respective powers to partially determine the amount of local taxes and fees in the legally regulated limits. The main objective of the study is to examine the importance of fiscal decentralization for effective local government. Approaches and methods: a systematic approach, the axiomatic method (hypothetical-deductive), monographic and legal methods, SWOT analysis. Expectations of the study are related to identification and systematization of the main problems and prospects for effective development of the municipalities under the current parameters of fiscal decentralization in Bulgaria.

Keywords: Strategy Europe 2020, fiscal decentralization, local government, regional development



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