

**TRAKIA  
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**FACULTY OF  
ECONOMICS**

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**РЕЗЮМЕТА НА ДОКЛАДИ  
ABSTRACTS**

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**SECOND INTERNATIONAL  
SCIENTIFIC CONFERENCE**

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**„BUSINESS AND  
REGIONAL  
DEVELOPMENT“**

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

## V СОЦИАЛНИ И КУЛТУРНИ ПРОБЛЕМИ SOCIO-CULTURAL ISSUES

### -1-

#### СЪВРЕМЕННИ ИЗМЕРЕНИЯ НА ДЕМОГРАФСКИТЕ ПРОЦЕСИ ПРЕЗ XX ВЕК В ИЗТОЧНИТЕ РОДОПИ И САКАР ПЛАНИНА **CONTEMPORARY DIMENSIONS OF THE XX CENTURY DEMOGRAPHIC PROCESSES IN EASTERN RHODOPES AND SAKAR MOUNTAIN**

*Assoc. Prof. Tzonka Kasnakova-Ivanova, PhD  
Ch. Assist. Prof. Hristo Saldjiev, PhD  
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The article focuses on the demographic structure of population in several municipalities from the regions of Eastern Rhodopes and Sakar (Southe Eastern Bulgaria). It is based on data taken during the anthropological and field investigations implemented in the above mentioned regions during the last two years. The main problems taken into consideration refer to processes of migration (inside and outside country), the relations between separate religious and ethnical communities, fate of the cultural heritage. Some aspects of economical and regional politics are also discussed.

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#### РОЛЯТА НА ОБРАЗОВАНИЕТО ЗА РАЗВИТИЕТО НА РЕГИОНИТЕ В БЪЛГАРИЯ **THE ROLE OF EDUCATION FOR THE DEVELOPMENT OF THE REGIONS IN BULGARIA**

*Snezhana Dimitrova – Senior expert in the National Agency for evaluation and accreditation at the Council of Ministers, Sofia, Bulgaria*

Today more than ever, when we build united Europe, Europe of the knowledge and higher technologies, we need mutual understanding of the cultures and traditions. This is a prerequisite for tolerance between the different nations. Education plays key role for the achievement of this intercultural understanding.

The flexible and competitive economy plays an important role for the development of the regions in Bulgaria, but it requires the presence a flexible educational system, which is able to respond to the challenges of the contemporary economic and social development. The quality of education and its development on the national territory has a direct influence on the business and the regions in Bulgaria.

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#### ОБЩОНАУЧНА И ТЕРМИНОЛОГИЧНА ИКОНОМИЧЕСКА ЛЕКSIKA В ДИРЕКТИВИТЕ НА ЕС – СЕМАНТИЧНИ СЪОТВЕТСТВИЯ НА АНГЛИЙСКИ, НЕМСКИ, ФРЕНСКИ И БЪЛГАРСКИ ЕЗИК **GENERAL SCIENTIFIC AND TERMINOLOGICAL ECONOMIC VOCABULARY IN EU DIRECTIVES: SEMANTIC EQUIVALENTS IN ENGLISH, GERMAN, FRENCH AND BULGARIAN LANGUAGES**

*Assoc. Prof. Ivanka Nicolova, PhD, Senior lecturer Nadka Taneva, Senior lecturer Leda Georgieva, Lecturer Nevena Naidenova  
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The research team present in this paper part of their linguistic observations and comparative analysis of texts of EU Directives in the field of General Economic Policy.

The main objective is to present the formal language characteristics of general and specialized economic vocabulary, compared in the four languages: English, German, French and Bulgarian. What is being compared is the syntactic organization of the parts of speech in

the phrases and the content of the presented information.

The research methodology includes: observation, excerpting, comparative analysis, retrospective and statistical method.

In the process of excerpting and analyzing linguistic material on a comparative basis, the ways of transfer of international terminology to a given language system are traced, as well as the accuracy of the presented information of the respective document conveyed to readers for whom the stated languages are official. The analytical and evidential parts of the paper include examples of neglecting the polysemantic nature of some of the terminological phrases, the specific requirements of the context, as well as the possibility of synonymy in academic style, so that the communicative task is achieved adequately.

**Keywords:** text linguistics, comparative linguistics, semantic correspondences, international terminology, translation theory, communicative competencies

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### ПОТЕНЦИАЛ И ВЪЗМОЖНОСТИ ЗА РАЗВИТИЕ НА КУЛТУРНИТЕ ИНСТИТУЦИИ В МАЛКИТЕ НАСЕЛЕНИ МЕСТА ОТ ОБЛАСТ СТАРА ЗАГОРА **POTENTIAL AND OPPORTUNITIES FOR DEVELOPMENT OF CULTURAL INSTITUTIONS IN SMALL TOWNS OF STARA ZAGORA**

*Ch. Assist. Prof. Blaga Stoykova, PhD,  
Assoc. Prof. Yuliana Iv. Blagoeva-Yarkova, PhD,  
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According to an official position expressed by the Ministry of Culture, Bulgaria, the community center as a major cultural institution in small-size settlements should be seen as structures to be retained and strengthened in terms of civil society and integration into European values.

Lawmakers determined community centers as traditional self-managing Bulgarian cultural-educational society which meet also some cultural-educational tasks of the state. Their objectives are: to meet needs related to development and enrichment of cultural and social life; to promote the preservation of customs and traditions of the Bulgarian nation; to extend the knowledge of local population and its integration into the values and achievements of science, art and culture; to educate and promote national identity; to provide access to information.

The goal of this study is on the basis of the approved position of community centers, designed as a kind of public cultural centers, to summarize their problems and unused potential, through a survey among mayors, community centers workers and local population. Based on national policy in area of cultural institutions, the study attempted to analyze the work of these cultural institutions concerning the protection and promotion of cultural heritage of Stara Zagora district.

Cultural institutions in small settlements have enormous potential to build a new type of relationship with the local population, whose help for community centers could turn them into competitive and dynamic factors in the overall development of the local community.

**Keywords:** cultural institutions, community centers, development, policy, Bulgaria

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### МЕТОДИ ЗА ОЦЕНКА НА СКЛОННОСТТА КЪМ РИСК В ЗЕМЕДЕЛИЕТО **METHODS FOR ASSESSING RISK ATTITUDES OF AGRICULTURAL DECISION MAKERS**

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

The purpose of this paper is to classify and compare and on this basis to draw conclusions about some advantages and obstacles of the risk attitude measures in the existing literature. Methods used in the literature to measure farmers' risk attitudes are classified into three groups,

namely methods based on expected utility theory, methods based on observed economic behavior: and self-assessment methods. We draw the conclusion that there is no ideal and universally good method for assessing farmers' risk attitudes.

**Keywords:** risk attitude, methods, agriculture

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КУЛТУРНО-ИСТОРИЧЕСКОТО НАСЛЕДСТВО И СЕЛСКИТЕ РАЙОНИ  
**CULTURAL AND HISTORICAL HERITAGE IN RURAL REGIONS**

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The rich cultural and historical heritage of Stara Zagora region can be successfully included into the business paradigm of the local economical development. It is also relevant to the recommendations of the European development.

The proposed article considers a route pattern to the villages and similar ones to it could be used for other small settlements in the region. The idea of tourism is being advanced which could also bring benefit and finances to rural regions.

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АНАЛИЗ НА ПРЕДПОСТАВКИ ЗА ОПЕРАЦИОНАЛИЗАЦИЯ НА ПОНЯТИЕТО ЗА РАЦИОНАЛНО  
ДЕЙСТВИЕ У МАКС ВЕБЕР

**ANALYSIS OF THE PREREQUISITES FOR OPERATIONALIZATION OF THE CONCEPT OF RATIONAL  
ACTION IN MAX WEBER**

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The subject of the article is the concept of rational action in M. Weber, stated in his methodological writings. The main goal is studying the prerequisites for its operationalization through theoretical and empirical indicators. Analytical specification of the concept of rational action in Weber can help overcome the conceptual and terminological differences on issues of rationality. It is taking a stand on controversial issues such as: subjective and objective rationality, action and actor, a logical criterion in the four members' typology of social action, reason to distinguish "zwekrational" and "wertrational" action, the interrelation of "rational action - rational thinking", regarding the isolated study of rational thinking in contemporary psychology through delimitation from the IQ. It is recognized that Weber's interest in social relations, including the economic subtype, is highlighted in the concept of "objective rationality of the proper operate" and it is distanced from the personal prerequisites for rational behavior. As far as Weber's typology of social actions is constructed in accordance with his conception of ideal types, the breach of its methodological limitations causes reification of the rational action, which, according to T. Parsons, Weber was unable to avoid. Eventual operationalization of the concept of rational action (for which significant landmarks can be found in M. Weber), it could become a productive cognitive tool with a dual function: for researching and training.

**Keywords:** Max Weber, rational action, conceptual and terminological differences, theoretical and empirical operationalization, reification, cognitive tool

„НОВИТЕ” БЪЛГАРСКИ МЕДИИ – ТЕНДЕНЦИИ И ПОСОКИ НА РАЗВИТИЕ.  
МЕДИЙНА РЕГУЛАЦИЯ, СОБСТВЕНОСТ И КОНТРОЛ – МЕЖДУ ПОЛИТИЧЕСКАТА  
ЗАВИСИМОСТ И „НЕВИДИМАТА РЪКА НА ПАЗАРА”

**THE “NEW” BULGARIAN MEDIA – DEVELOPMENT TRENDS AND TENDENCIES.  
MEDIA REGULATION, OWNERSHIP AND CONTROL – BETWEEN POLITICAL DEPENDENCE AND THE  
“INVISIBLE HAND OF THE MARKET”**

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Liberal democratic media are perceived as playing an important role in promoting public discourse, informing and representing the public and serving as a watchdog of the main power structures in society (Curran and Gurevitch, 1997). To what extent are Bulgarian mass media capable of performing such functions? The paper aims to review media regulation policies, legislation and tendencies of ownership and control in Bulgaria within the last 20 years of democratization, as implicitly compared to well-established European and US practices. It discusses issues related to freedom of speech, press self-regulation, libel and defamation legislation, access to information and the drafting of a journalistic code of ethics. The advent and development of the new commercial media and the recent ratings wars are discussed, as well as issues regarding media ownership, control and accountability, intricately interwoven with new political and economic interests. The meaning and functioning of the public service media is reconsidered, vacillating between an increasing willingness to reformulate their role and functioning, but failing to fit within the present market conditions.

Main questions to be discussed are the following:

- In what direction have the “new” Bulgarian media been developing in terms of freedom of speech, diversity and pluralism?
- Is self-regulation still a viable policy for the Bulgarian press?
- What is the nature of the relationship between the media and such main actors, as the state, politics and the market?
- What specific measures need to be promoted to curb such processes as the increasing tabloidization of media contents, media commercialization, the political dependence of media institutions and violations of free competition, in order to guarantee the freedom of speech, media professionalism, pluralism and the principles of liberal democracy?
- What would be the consequences of failing to guarantee and implement these principles?

**Keywords:** media regulation, ownership, control, accountability

ПОКЛОННИЧЕСКИ И/ИЛИ РЕЛИГИОЗЕН ТУРИЗЪМ – ПРОБЛЕМИ И ПЕРСПЕКТИВИ В  
КОНТЕКСТА НА СЪВРЕМЕННОСТТА

**PILGRIMAGE AND/OR RELIGIOUS TOURISM - PROBLEMS AND PERSPECTIVES IN THE CONTEXT OF  
CONTEMPORARY**

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Today in Bulgaria could be seen a revival of tourism and pilgrimage through visits to many sites with religious pilgrimage importance.

The term “religious tourism” translated in the language of Christian theology is transmitted with the term “pilgrimage”. Here naturally raises the question of what is the difference between the two concepts, if we assume that there is such?

This research is aimed at answering the question: what makes a place holy or sacred.

A special attention is paid to some specific theological explanations by taking as example the traditional attitude of Christians towards the miraculous icons of the Orthodox faith.



By doing this article, the authors try to assist the process of understanding the real potential and outline of the prospects for development, according to the specifics of pilgrimage / religious tourism, from the position of their specialization.

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МАСМЕДИИ СРЕЩУ PR – ВЗАИМОДЕЙСТВИЕ ИЛИ КОНФЛИКТ НА ИНТЕРЕСИ  
**MASS MEDIA VS PR – INTERACTION OR CONFLICT OF INTERESTS?**

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The organizations conduct communication with mass media to reach out to their external public. The media are the bridge to users of organizational messages. PR treated media as a communication channel, and as a key group of stakeholders, which interact and which inform by the ways of media to build trust and mutual understanding. This is the view of PR. But is this the view of the mass media? Exploring the theoretical dimensions of the problem, this article will try to answer the following questions: How does mass media perceive PR messages and how react to them? Is their interaction actively or passively? Or their relationships are conflict of interests? Modern society depends entirely on the communicative reality. Mass media does not simply reflect reality, mass media construct it. Man lives in two worlds – the real one, and that of the symbols – communicative. Our life is at the intersection of reality and communication, and mass media are the most important window into the real world and form a human worldview. But if 96% of the content of media is with PR origin, who actually formed the human worldview?

**Keywords:** Mass media, PR, mass communication, Bernays, Grunig, clash of conceptions, lack of conclusive, interaction, relationships

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ЛАТИНСКИ ГЛАГОЛНИ СУФИКСИ И ТЯХНОТО ОТРАЖЕНИЕ В АНГЛИЙСКИ И БЪЛГАРСКИ  
ЕЗИК

**LATIN VERBAL SUFFIXES AND THEIR REFLECTION IN ENGLISH AND BULGARIAN LANGUAGE**

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Loanwords are characteristic of each language. This fact applies completely to the lexical composition of English and Bulgarian languages. This phenomenon continues developing because both languages are live. That is why the topic is important and of present interest. The aim of the article is to examine some main Latin word-building morphemes (Latin verbal suffixes) and their reflection in English and Bulgarian languages. The examples used come from the general scientific vocabulary and particularly from the economics field. The methods used are descriptive and comparative-historical. The authors' principal conclusions are that in the process of their long historical development both English and Bulgarian accept a considerable amount of foreign verbs and word-building elements. Some word-building elements – suffixes – are classified in the group of the Latin loanwords of general scientific characteristics.

**Keywords:** Latin vocabulary, verbs, morphemes, suffixes, contemporary European languages, etymology, comparative analysis, semantic analysis

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МОБИЛНОСТ НА ЗАЕТИТЕ КЪМ СЕКТОРА НА УСЛУГИТЕ С ИДЕАЛНА ЦЕЛ КАТО ПЪТ ЗА  
РАЗВИТИЕ  
**MOBILITY OF EMPLOYEES TO SERVICES OF NON-PROFIT SECTOR AS A WAY OF DEVELOPMENT**

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Purpose: The aim of the article is to reveal significant personal and impersonal drivers

influencing transfer of knowledgeable employees to public and non-profit sector. Employee mobility is not only a problem but also a way of knowledge transfer and growth. Methods: Identification of causes of employees' dissatisfaction that determine the turnover was searched in two successive surveys. Deduction method revealed and induction method verified internal organizational factors<sup>1</sup> causing employee turnover. The data were collected by electronic questionnaire and control by the CATI. Results were searched and interpreted by factor analyses. Results: One third of employees leave job in commercial sector after futile attempt to change. Factor analysis revealed two ways of career development. 23% of employees leave commercials because of impossibility to grow (employees leave not because of salaries but lack of work freedom, goals and vision of organisation), the rest leaves because of personal conflict. Impersonal expectations are the main causes of change in career to public or non-profit sector. Conclusions: The outcomes provide a specification and causes of employees' affectivity. Specific problems of personal grow caused in commercial sector can be reduce by transfer to public or non-profit sector.

**Keywords:** Turnover, affectivity, disaffection, expectations, relationships, behaviour, public and non-profit sector

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#### ГЕНО МОДИФИЦИРАНИТЕ ОРГАНИЗМИ (ГМО) **GMO**

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GMO-this very pressing problem lately that separates the views of people in two diametrically opposite directions. Is there any reason to push each of us? What terms offered scientists engaged in research? Financial aspect of health and put them on a scale. At a time when these foods enter our everyday life, maybe it would be better and children to get acquainted with the problem, not only through the media, but also in biology classes, in line with what is happening at present.

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#### ПАРАЛИНГВИСТИКАТА КАТО ИЗРАЗ НА КОМУНИКАТИВНОТО ПОВЕДЕНИЕ **PARALINGUISTICS AS AN EXPRESSION OF COMMUNICATIVE BEHAVIOUR**

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The objective of this report is to present the communication both as a personal phenomenon and as an interaction with society. The main conception is the following - every individual is a particular personality and with his or her presence in the community occupies a definite position. His or her appearance provokes some changes in the separate groups in spite of the different kind of specific communication used, and namely - verbal or non-verbal. The respective change affects the whole personality as well as the society, whose member it is. The most important emphases of this report are not only the search, the assimilation and the conveying of some specific information, but the ability to analyze the objective laws and components of communication. The instrument for successful communication is not only the competence but also the way in which its mechanism has been worked out.

**Keywords:** Individual, Personality, society, verbal, non-verbal



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