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БИЗНЕСЪТ И ВИСШЕТО ИКОНОМИЧЕСКО ОБРАЗОВАНИЕ

BUSINESS AND HIGHER ECONOMIC EDUCATION

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НАСЪРЧАВАНЕ НА РЕГИОНАЛНОТО РАЗВИТИЕ ЧРЕЗ УНИВЕРСИТЕТА - РАЗБИРАНИЯТА НА СТУДЕНТИТЕ ЗА ПРЕДПРИЕМАЧЕСКА МОТИВАЦИЯ; ПРОГРАМИТЕ ЗА ОБУЧЕНИЕ

PROMOTING REGIONAL DEVELOPMENT FROM UNIVERSITY. STUDENTS' PERCEPTION ON ENTREPRENEURSHIP MOTIVATION AND TRAINING PROGRAMS

*José Luis Vázquez, Ivan Georgiev, Pablo Gutiérrez,
Ana Lanero, María Purificación García,
University of León, Spain*

PURPOSE: The principal aim of this study is to justify a call for attention to entrepreneurship in the university, since it represents a students' professional option at the service of social and economic welfare. Specifically, we present the results of a comparison between first and last-year students in different academic areas regarding their perceptions about entrepreneurship motivation and training in the University of León (Spain). **METHODS** Respondents were asked to assess many statements about general treatment, encouragement and support to start-up initiatives on a five-point Likert-type response scale, and mean values were obtained for groups of students within each academic year and discipline. **RESULTS** Average scores state a clear underestimation of entrepreneurship as alternative professional career for university students and, as consequence, a lack of attention to the needs of those interested in starting a new business. **CONCLUSIONS** Results point out the need of incorporating entrepreneurship training and motivation in the university education in several ways, in order to make the most of the human capital generated.

Key words: business start-up, entrepreneurial culture, entrepreneurship education, work expectancies, university students, socioeconomic welfare.

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ВЪЗМОЖНОСТИ НА ЛТУ ЗА ОБУЧЕНИЕ В ПРОФЕСИОНАЛНО НАПРАВЛЕНИЕ 3.9. „ТУРИЗЪМ”

OPPORTUNITIES OF THE UNIVERSITY OF FORESTRY FOR EDUCATION IN THE FIELD OF TOURISM

*Ivan Paligorov, Vladislav Todorov,
Stanislava Kovacheva, Ivaylo Ivanov,
University of Forestry, Sofia, Bulgaria*

The opportunities of the University of Forestry for education in the field of tourism, in the course Alternative Tourism are presented. A short analysis of the results from the accreditation of education in the field of tourism, in the course Alternative Tourism in the University of Forestry was made. The main elements of the vision for course development and confirmation are pointed out.

Key words: educational policy, alternative tourism

**РОЛЯТА НА УНИВЕРСИТЕТА ЗА ГРАДСКОТО РАЗВИТИЕ: ПРИМЕРЪТ НА РЕГИОН ИСПАРТА И
УНИВЕРСИТЕТ СЮЛЕЙМАН ДЕМИРЕЛ**

**THE ROLE OF UNIVERSITY IN URBAN DEVELOPMENT: CASE OF ISPARTA PROVINCE & SULEYMAN
DEMIREL UNIVERSITY**

*Yasemen Kiriş, Nilüfer Negiz, Hakan M. Kiriş,
Suleyman Demirel University, Turkey*

That the university has many social, cultural and economic contributions to the city it is founded in, is an inevitable fact. These contributions may vary according to the size of city or university. In this context, the concepts of university of the city, city of the university, city university, university city, and city within city can be mentioned. Especially, for the medium-sized cities that have limited economic and social opportunities, universities play an important role as a tool of social change that has the power to create employment as a service factory in the economic field, and in the social to activate social life, to popularize cultural and educational activities, and in total to provide added value. Universities enjoy many chances to shape, in micro-scale, the future of the region where the university is founded and around, and in macro-scale, the economic future of the country. These chances are assimilated more properly today, and some universities or institutes, generally, direct their sources and studies to the specific areas in the regions they are established. In micro-scale, the universities' economic gain to the region includes, firstly, the employment of the staff in the campus and technical aids to the enterprises in the region. Besides this, the corporation between university and industry, and technology transfer (patent, new discovery, etc.) are the roles universities have in urban development in terms of economy. In this manner, basic researches and the improvement of well-qualified manpower emerges. In terms of economy, another contribution of universities to the cities is the population of the students coming for the university education. The increase and diversity in the commercial activities, activation of house demand, improvement of transport facilities can be counted as the economic gains that university students provide. In terms of socio-cultural, the role of universities in civic improvement is also as important as their economic role. Cities that inhold universities can provide social and cultural services that people living in that region need like the creation of social activity areas and the diversity of cultural services (cinema, theatre, concert, symposium, conference and such kinds of science feasts) and research hospitals. Finally, the universities' effect on political processes cannot be rejected. On regional and local level/platform, the research of urban politics, the share of created knowledge with public, the contribution to the awareness level and the different political preference of people connected with university from the general politic view of the city can diversify the political tendency of the city. In this study, within the scope of the subject matters mentioned above, the interaction between the city of Isparta and the university, an example from Turkey, will be dealt with. Particularly, economic, social and cultural innovations that SDU bring to the city in this process and the improvement of Isparta in the way of becoming a university city will be analysed, and how the university directs these improvements will be handled.

ВЛИЯНИЕ НА WEB 2.0 ВЪРХУ РЕГИОНАЛНОТО БИЗНЕС РАЗВИТИЕ

EFFECTS OF WEB 2.0 ON BUSINESS DEVELOPMENT IN REGION

*Zdenek Linhart,
Czech University of Life Sciences, Prague*

The purpose is to show that business development effect of differences between cultures, which occur when people are migrating, can also occur on web 2.0. People adapt the habits of new culture and practices and results with it. The experimental method was used and its results were collected by semi-structured interview and by secondary analysis during the last 20 years in different countries. Teaching methodology for handicapped persons was used to overcome

impersonal environment while denying own cultural habits on web. Results: Different groups of participants of different nationalities and professions were exposed to web technology during summer school courses taught in English. Command of English improved in all courses. Knowledge of tools for web development also, but not the use of the web technology for web content development. Web content was also developed after the course finished only if less than three participants were in the course. Conclusions: The best performance occurred when two teachers supported a topic previously selected by a course participant. Therefore, people from both East and West countries of EU can gain synergy effect cheaper and more durable after they understand and participate in web content development on webs 2.0

Key words: intercultural differences, regions, web 2.0, migration

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РОЛЯ И МЯСТО НА УПРАВЛЕНСКИТЕ ДИСЦИПЛИНИ В ОБУЧЕНИЕТО ПО ЕКОИКОНОМИКА

ROLE AND PLACE OF THE MANAGEMENT COURSES IN ECOECONOMIC TRAINING

Zornitsa Stoyanova,

University of National and World Economy, Sofia, Bulgaria

The purpose of the paper is to make a review of ecoeconomics curriculum in leading universities, after analyzing the place of management disciplines in them and valuing content of basic management courses. On this basis we made generalized conclusions about their role in ecoeconomics training. The first part of the paper analyze the management discipline's place in curriculums, their status and number of credits. In the second part of the paper we have valuated the content of basic management courses. According to that base we made generalized conclusions about the place and role of management courses in ecoeconomics training.

Key words: management courses, curriculums, ecoeconomics

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ИЗПОЛЗВАНЕ НА ИКОНОМИЧЕСКО-МАТЕМАТИЧЕСКОТО МОДЕЛИРАНЕ ПРИ ОПТИМИЗИРАНЕ НА ПРОИЗВОДСТВЕНА СТРУКТУРА

THE USAGE OF THE ECONOMIC-MATHEMATICAL MODELLING IN OPTIMIZATION THE PRODUCTIVE STRUCTURE

Evgeni Genchev, George Boichev,

Trakia University, Stara Zagora, Bulgaria

At the beginning we make the notice, we pay attention to models working with the making up the optimum production program and for optimum distribution of the resources. Using a particular model demands the explanation of its components. As unknown variable quantities which are endogenetic, the qualities of different products that would be produced by available resources are determined by the resources including equipment. These resources are parameters or a known quantity (exogenetic), which the factory may use in the production. Then as a criterion (target function) some of the following opportunities are specified: minimum expenditure; maximum profit; maximum amount of the production; minimum time for the productive processes.

Available qualities of the different kinds of resources are the restricting conditions, which each company have to take consideration with and have to bear in mind them in a productive model.

Main disadvantage of the bigger part of the models for optimization the production program and usage of the resources is that they can not give an account for the needs of the market, which are extremely dynamic and the organization have to possess the ability to react quickly to the beginning changes.

КАЧЕСТВО НА ОБУЧЕНИЕТО НА СТУДЕНТИТЕ ОТ СТОПАНСКИ ФАКУЛТЕТ
ПРИ ТРАКИЙСКИ УНИВЕРСИТЕТ

QUALITY OF TRAINING OF GRADUATES OF THE FACULTY OF ECONOMICS
AT TRAKIA UNIVERSITY

*Tanya Taneva,
Trakia University, Stara Zagora, Bulgaria*

In July 2009 the employers' opinion about the quality of training of graduates of the Faculty of Economics at Trakia University was studied. A "Feedback card" was used consisting of three main modules (status and qualification data, assessment of functional qualities and skills) and more detailed data about: graduates of Trakia University – length of service, position, educational level, qualification, etc.; qualities and skills determined by employers as relevant for the successful accomplishment of the professional functions; employers' assessment about the qualities and skills, practically demonstrated by specialists in the accomplishment of their professional functions, as well as data about the employers. All of the assessed specialists occupy executive positions. According to summarized assessment of employers the university training of graduates of the Faculty of Economics meets at high and medium level the needs of companies they work for. Almost one fifth of employers recommend better practical training during their studies at the Faculty of Economics. As a whole, no statistically significant differences have been observed between the level of knowledge and skills acquired at the Faculty of Economics and the knowledge and skills required for the specific job. Employers are somewhat dissatisfied with two professional qualities: „knowledge of tax regulations in relation to the job" and „command of foreign language".

Key words: feedback, academic training, employers'needs



FACULTY OF ECONOMICS
TRAKIA UNIVERSITY
STUDENT CAMPUS
6000 STARA ZAGORA
BULGARIA