

**TRAKIA
UNIVERSITY**



**FACULTY OF
ECONOMICS**

**РЕЗЮМЕТА НА ДОКЛАДИ
ABSTRACTS**

**SECOND INTERNATIONAL
SCIENTIFIC CONFERENCE**

**„BUSINESS AND
REGIONAL
DEVELOPMENT“**

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

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ИНФОРМАЦИОННИ И КОМУНИКАЦИОННИ ТЕХНОЛОГИИ INFORMATION AND COMMUNICATION TECHNOLOGY

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КЪМ КОНВЕРГЕНТЕН ПОДХОД ПРИ ПРОЦЕС-БАЗИРАНО МОДЕЛИРАНЕ И СИМУЛАЦИЯ НА РЕГИОНАЛНИЯ МЕНИДЖМЪНТ И РАЗРАБОТКА НА СОФТУЕР

TOWARDS CONVERGENT APPROACH TO PROCESS-BASED MODELING AND SIMULATION OF REGIONAL MANAGEMENT KNOWLEDGE AND SUBSEQUENT SOFTWARE DEVELOPMENT

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This paper presents the idea of the convergent approach to modeling and simulation of process-based knowledge required in the area of regional management and subsequent software development. The first part of this paper discusses the motivation for the need to connect two areas of modeling and simulation: business requirements and software engineering. The second part of the paper presents the idea of modeling of processes and business situations as more mutually associated FSM representing particular objects and shows examples of this approach. The third and the last part of the paper presents the mapping of the proposed approach to BPMN-based and UML-based models and provides interesting new findings resulting from the proposed approach. This approach is based on our experience with our recent projects concerning business modeling and simulation in various application areas of regional management business consulting and subsequent software development.

Keywords: business process modeling, conceptual modeling, organizational modeling and simulation, object-oriented approach, FSM, BPMN, UML, BORM

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ГРАФИЧЕН ПОТРЕБИТЕЛСКИ ИНТЕРФЕЙС ЗА МОДЕЛИРАНЕ НА СПЕКТРАЛНИ ХАРАКТЕРИСТИКИ

GRAPHICAL USER INTERFACE FOR SPECTRAL DATA MODELLING

*Assoc. Prof. Plamen Daskalov, PhD, PhD Student Petya Veleva, Ch. Assist. Prof. Tsvetelina Draganova, PhD, Assoc. Prof. Stefka Atanasova, PhD,
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Graphical user interface for spectral data modeling is presented in the paper. This software application is created using GUIDE Template functions of MATLAB. Spectral data modeling include following main steps: choice of mathematical model order; determination and assessment of the coefficients; classification of the objects using the informative coefficients. The efficiency of the developed software is verified.

Keywords: GUI, spectral data modeling, mathematical models

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ТЕХНОЛОГИИ ЗА СЪВМЕСТНА РАБОТА С ОФИС ДОКУМЕНТИ В ОБУЧЕНИЕТО НА СТУДЕНТИТЕ ПО ИКОНОМИКА

ICT FOR CO-WORKING WITH OFFICE DOCUMENTS IN ECONOMICS STUDENTS' EDUCATION

*Assoc. Prof. Lina Yordanova, PhD, Ch. assist. prof. Nadezhda Angelova, Ch. Assist. Prof. Gabriela Kiryakova,
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Skills and knowledge for co-working with office documents are base component of ICT

competences for the economics students. As the tools for doing this are changed dynamically and continuously the study programs need to be updated very often. A very good approach for doing this is stepwise including of appropriate new topics connected with new ICT tools. In current work it is shared an experience with economics specialty in Trakia University.

Keywords: open source software, document sharing, web based office service, OpenOffice.org, Google Docs

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ИНОВАТИВНИ ИНФОРМАЦИОННИ И КОМУНИКАЦИОННИ ТЕХНОЛОГИИ ЗА БИЗНЕС
INNOVATIVE INFORMATION AND COMMUNICATION TECHNOLOGIES FOR BUSINESS

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Ch. Assist. Prof. Nadezhda Angelova
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Information and communication are essential prerequisites for the successful functioning of business in the information society. The concept of Business 2.0 is directly related to Internet technology Web 2.0, which enriches the business models with new dynamic ones. Issues related to research and assess the potential of information and communication technologies and their application in developing and implementing business strategies gain importance. The goal of the current work is to study, compare and analyze innovative information and communication technologies as an environment for business management.

Keywords: Web 2.0, Business 2.0, innovative information and communication technologies, business strategies

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СИСТЕМА ЗА ЕЛЕКТРОННИ ПРОФЕСИОНАЛНИ ДОСИЕТА
SYSTEM FOR ELECTRONIC PROFESSIONAL RECORDS

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Ch. Assist. Prof. Gabriela Kiryakova,
Assoc. Prof. Lina Yordanova, PhD
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The exchange of electronic documents between the direction of a faculty and departments would be more effective if an appropriate information technology is implemented. This work presents a solution to a specific information-management task: maintaining professional electronic records of teachers and retrieval of information from them. The results is an information system that solves the problems of duplication of information, lack of completeness, unproven reliability of the information, difficulties in updating and coordinating information, fragmentation of databases or repositories, and other undesirable processes. Such system would be particularly useful when documents for attestation, accreditation are required as well as reports and drafting.

Keywords: electronic files, information management, information system

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ИНФОРМАЦИОННО ОБСЛУЖВАНЕ НА ВЕТЕРИНАРНОМЕДИЦИНСКАТА ДЕЙНОСТ -
ИНТЕГРИРАНА ИНФОРМАЦИОННА СИСТЕМА ВЕТИС
**INFORMATION SERVICE OF THE VETERINARY ACTIVITIES – INTEGRATED INFORMATION SYSTEM
VETIS**

*Assist. Prof. Laska Kostadinova,
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The aim of the work is concerned with study of the integrated information system VetIS, which is designed to support the veterinary activities in all various professional spheres. An analysis of

this information system is made. The main tasks and goals of the system are pointed out and some conclusions about its effectiveness and functioning are made. A comparison is made between the previous national information systems supporting the veterinary activities and the present VetIS.

Keywords: VetIS, integrated information system

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КОМПЮТЪРНА ДИАГНОСТИКА НА БАКТЕРИАЛНА КОНТАМИНАЦИЯ НА МЛЯКО И МЛЕЧНИ ПРОДУКТИ ПОСРЕДСТВОМ НА СПЕКТРАЛЕН И МНОГОФАКТОРЕН СТАТИСТИЧЕСКИ АНАЛИЗ

COMPUTER AIDED DIAGNOSTIC FOR BACTERIAL CONTAMINATION IN DAIRY PRODUCTS USING SPECTRAL DATA PROCESSING AND MULTIVARIATE ANALYSIS

*PhD Student Petya Veleva-Doneva,
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The objective of this study is modelling of dairy products contaminated with pathogen bacteria from different genus. Two sets of experimental data are used: milk samples contaminated with *Staphylococcus aureus* and *Streptococcus agalactiae*, with spectral region from 600 to 1880 nm, yellow cheese samples contaminated with *Escherichia coli* and *Listeria monocytogenes*, with spectral region from 1100 to 2500 nm. Bacterial infections are related to different wavelength of spectra. Statistical models were used for modelling of spectral data of three classes for each of experimental set – Non-contaminated and infected with *Staphylococcus aureus*, *Streptococcus agalactiae* milk samples and Non-contaminated and infected with *Escherichia coli*, and *Listeria monocytogenes* yellow cheese samples. The adequacy of the obtained models was evaluated and appropriate regression model for each class of kernels is selected. The regression coefficients of the regression models were determined for each of the classes which could be used as informative features for non-destructive and rapid bacterial diagnostic in dairy products.

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ИКТ КАТО ОБЕКТ НА ОБУЧЕНИЕ В ЕС ICT AS A SUBJECT OF LEARNING IN EU

*Student Aleksandra Pencheva,
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The article aims to present a course on ICT in the frame of Erasmus Intensive International program. Different kinds of learning resources and approaches could be used for activating students in process of learning based on ICT.

Keywords: ICT, e-learning, learning objects

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СОЦИАЛНИТЕ МРЕЖИ В ПРОФЕСИОНАЛЕН АСПЕКТ SOCIAL NETWORKS IN PROFESSIONAL ASPECT

*Student Hristo Mitev
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Last years the social networks became a very important environment for making innovative business. They could also work like e-portfolio for professionals. They are good for establishment of professional nets and communications. The current article is aimed to review of the subject.

Keywords: ICT, social networks, e-post folio

*Student Denica Angelova, Student Meygan Ignatova
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Inovative business must use appropriate ICT tools for reaching to costumers requirements. Last years the social media is one of possible environment for new type of marketing. The aim of current article is to review ICT for up to days marketing.

Keywords: ICT, innovative business, social media



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