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DOCTORAL APPLICANTS' AND STUDENTS' SESSION

-1-

ЧОВЕШКИТЕ РЕСУРСИ - ЕДНО ОТ БОГАТСТВОТА НА ОБЛАСТ СТАРА ЗАГОРА

HUMAN RESOURCES- ONE OF THE RICHES OF STARA ZAGORA REGION STARA ZAGORA

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The economic prosperity on each nation is defined to a great extent by the uniqueness of its human resources. The politics of the European Union is categorically committed with the development of the working factor- with his permanent process of elaboration and social prosperity. That is why during the exploitation of each strategic plan for development it is necessary to study and analyze the human capital. The purpose of this report is to identify some basic problems and trends in human resources development and the investigation target is the region of Stara Zagora.

Key words: economic active population, sectors of the economy, municipalities, development.

-2-

СЪГЛАСУВАНЕ МЕЖДУ ПЛАНИРАНЕ НА РЕГИОНАЛНОТО И БИЗНЕС РАЗВИТИЕ КАТО УСЛОВИЕ ЗА УСТОЙЧИВО РАЗВИТИЕ НА РЕГИОНИТЕ

COHERENCE IN PLANNING OF REGIONAL DEVELOPMENT AND BUSINESS DEVELOPMENT AS A SUSTAINABLE REGIONAL DEVELOPMENT PRECONDITION

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The objectives of the report are as follows: to be presented a part of the current experience in EU and Bulgaria; to be done comparative analysis between the experience in EU and Bulgaria; to be drawn relevant conclusions and recommendations on the analysis basis. The clear strategic planning is the most important process both for the regional/local authorities and for the businesses. It is an indicator for development and innovation processes, for a balanced growth for every one region on the one side and for each company on the other side. It also is strengthening their profiles. To be able to plan strategically provides a competitive advantage to regions and enterprises. These basic principles and subordinations are parts of last tendencies in EU regional policy. It allows to not only reacting to market fluctuations but to analyse and develop medium and longer term concepts for entering new markets and new investors attracting, develop new business models etc. which are bringing added value to the regions and companies. Finally it is one requirement to keep sustainability and to safeguard jobs of the individual employees. The applied methods included observations, researches and comparative analyses in different tendencies and EU co-financed projects on this field.

Key words: planning, regional policy, business supporting measures, business infrastructure

СТРУКТУРА НА ИКОНОМИКАТА НА СЕЛСКИТЕ ОБЩИНИ ОТ ОБЛАСТ СТАРА ЗАГОРА

ECONOMIC STRUCTURE OF THE RURAL AREAS IN STARA ZAGORA DISTRICT

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The second pillar of CAP brought about a greater perspective for the development of rural regions in the European Union. The Bulgarian National Program for the Development of Rural Areas 2007-2013 is to open a new opportunity and overcome the existing hindrances. One of the objective is to broaden the old structure of the rural economy and to develop non-agricultural employment of rural population. The purpose of the study is to discover the changes of structure of the rural economy in Stara Zagora district in the period 2000-2008. The statistical data show the decreasing share of the agricultural branch in the value structure of total production and GVA. Inquiries were prepared and interviews were carried out in 61% of locations in the region. According to the analyzed results, the development of tourism has been enhanced and small-scale processing firms also account for the increased number, most of them trying to close the cycle of agricultural production. The problem is that we are entering an economic crisis, which oppresses entrepreneurship in the region. The demographic crisis and the unfavorable educational structure of the population are other factors for the slow development of multifunctional agriculture and the non-agricultural sectors. The challenges create the necessity to introduce active policy measures and good practices for delivering the policy for rural development.

Key words: economic structure, rural areas, Stara Zagora district

ПРОУЧВАНЕ И АНАЛИЗ НА РАЗВИТИЕ НА СЕЛСКИТЕ РАЙОНИ В ОБЛАСТ СТАРА ЗАГОРА

RESEARCH AND ANALYSIS OF RURAL REGIONS' DEVELOPMENT, BASED ON STARA ZAGORA PROVINCE

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After Bulgaria's accession to the EU the process of decentralization took place as a main form of regional government. 1/2 of the population of all 27 member states of EU lives in rural areas, which consist 90% of their territory. Bulgaria is divided into 28 provinces and 264 municipalities. According to OIPD's definition; there are 20 main rural provinces; 7 intermediate and only one urban province (capital/main city). Rural and semi-rural are 98,8% of Bulgaria and it is inhabited by 84,3% of its population. According to the national definition -rural province is an inhabited area with population up to 30 thousand. 231 municipalities cover this definition, they are 81% of the country's territory and 42% of its population. This research's goal is to analyze factors that lead to effective management of the agricultural business sector integrated with rural areas' development. Basic tasks that must be done in order to accomplish the foresaid goals: To identify problems, that hinder agricultural business development based on Stara Zagora Province,-To point out possibilities and to suggest tools in order to increase the effectiveness of agricultural business management and to develop rural areas. Approaches and methods of scientific study are: analysis and synthesis; combined method of historical and logical approach; analysis of possibilities; comparative method; inquiry method programmed interviews.

Key words: rural regions; agricultural business; research; regional development.

RURAL AREAS - PROBLEMS AND OPPORTUNITIES FOR DEVELOPMENT

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The aim of this paper is to study the problems of rural areas and to identify guidelines for overcoming them. The theoretical bases of the problems of rural definitions of concepts "rural area" and "farming area" are given. The differences between the two terms are specified. The objectives of the National strategic plan for rural development are presented in the paper. The main economic indicators of rural development are described. The article outlines and analyzes the typical problems inherent to the rural areas and the ways to solve them.

Key words: rural areas, economic development, National strategic plan

-6-

РЕГИОНАЛНИЯТ СЕЛСКИ ТУРИЗЪМ-ВЪЗМОЖНОСТИ И ПЕРСПЕКТИВИ

THE REGIONAL RURAL TOURISM - OPPORTUNITIES AND PERSPECTIVES

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The successful solution to economic and ecological problems connected with industrialization and the organization of the owner's activities.

Purpose: To reveal how and why the village tourism arose, the basic factors which define it.

To achieve this aim we have to solve the following tasks: To create conditions for development of the village tourism; Factors for the development of the village tourism; Economic aspects and effectiveness of village tourism; Directions for development of village tourism to reach the aim.

Methods and method of approach: The possibility and premise for the building of complexes in the areas. The natural-climate special features: Architectural,-geographical and cultural surroundings.

-7-

ЕФЕКТИ ОТ РАЗВИТИЕТО НА БИЗНЕСА ВЪРХУ ОКОЛНАТА СРЕДА

EFFECT OF THE DEVELOPMENT OF BUSINESS ON THE ENVIROMENT

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The increasing industrialization of the human society provoke increase of the need of food product and raw material, big expense of energy. In the other side it is connect with destruction of woods, drainage of swamps, creating of artificial reserivior and agro-ecosystems in the place of natural ecosystems, pollut ion of the enviroment with a durty products from industrial pesticides and other harmful substances, which conduct to lines of ecological problems, influence of property of the life and health of the people. The aim of the present eleboration is to make studing how to reflet the development of the business on the condition of the enviroment. To reach the aim have to decide the follow tasks:-To make analyss of the reasons for the pollution of the enviroment and the roll of the business for the beginning of the ecological problems. -To make offert how to keep the enviroment clear. The method which we use to decide tasks are: analysis, synthesis, induction,deduction, systematic programming, method of comparing. In the result of this research we determinate that donT exist more importatnt problem for the humanity to make better the planet ecological situation.

Key words: ecology, climate, natural resourse, globalization, economy.



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