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ТЕМАТИЧНО НАПРАВЛЕНИЕ:
ИКОНОМИКА И УПРАВЛЕНИЕ НА БИЗНЕСА
THEMATIC AREA:
ECONOMY AND MANAGEMENT OF BUSINESS

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ТЕНДЕНЦИИ В ПРЕСТРУКТУРИРАНЕТО НА БЪЛГАРСКОТО ЗЕМЕДЕЛИЕ
TRENDS IN THE RESTRUCTURING OF BULGARIAN AGRICULTURE

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Bulgarian agriculture has been operating for ten years on the Common European market and under the Common agricultural policy (CAP). This period is characterized by dynamic structural changes in the agricultural sector.

The process of restructuring the farms is associated with a reduction in their numbers, but an increase in their average size, a deepening of the unilateral production structure with a predominant share of extensive crops, an increase in the level of specialization and concentration of production. The purpose of this paper is to examine the trends in the restructuring of Bulgarian agriculture under the influence of the EU CAP. The following tasks are fulfilled in order to achieve the objective: to analyze the state of agriculture in Bulgaria; to reveal key factors and trends in structural changes in agriculture.

The methods used to solve these tasks and achieve the goal are analysis and synthesis, axiomatic, method of statistical groupings and comparison, induction and deduction, structural - functional approach.

Expectations from the study are that Bulgarian agriculture has deepened its dualist structure - on the one hand - a small number of large farms specializing in extensive crops and on the other - many small farms producing mainly for their own consumption.

Keywords: agricultural holdings, agricultural policy, structural changes

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ТЪРГОВИЯТА С ВИНО - ФАКТОР ЗА РАЗВИТИЕ НА ВИНЕНОТО ЛОЗАРСТВО В
БЪЛГАРИЯ
WINE TRADE-A FACTOR FOR DEVELOPMENT OF WINE VINE GROWING IN
BULGARIA

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Wine production is a traditionally successful branch of industry in Bulgaria. With a share of about 2% of the world market, Bulgaria is in the first third of the world's leading producer and exporter of wine, and has positioned itself between the 21-st – 24-th place (The_Global_Economy, 2010-2014) in recent years. Wine is among the ten most exported Bulgarian products, with more than 50 larger wineries and numerous others producing different bottled and sparkling wines. Data on wine volumes in recent years have shown a preference for domestic entities to export their products, compared to selling them on the domestic market, which, despite logistical costs and additional risks, is expected to be rewarded with higher profits.

Keywords: winery, import, export, trends

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УСТОЙЧИВО УПРАВЛЕНИЕ НА ПОЗЕМЛЕНИТЕ РЕСУРСИ И БИОЗЕМЕДЕЛИЕ
SUSTAINABLE MANAGEMENT OF LAND RESOURCES AND ORGANIC
FARMING

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Soil, as a component of the environment, is an indispensable, limited and unrecoverable natural resource. This requires its protection from harmful effects and its sustainable use. The aim of the study is to analyze the status of land resources and reveal the possibilities of organic farming for sustainable use. The methods used are systematic and comparative analysis; Method of statistical groupings, expert assessments, inductive and deductive methods for generalizing summaries. Expectations from the study are that opportunities for increasing sustainability in land resource management will be revealed through increased organic farming.

Keywords: Soil, natural resource, sustainable use

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ЦЕНОВИ ДЕТЕРМИНАНТИ И ВЗАИМОДЕЙСТВИЯ-СПЕЦИФИКИ ПРИ
ПРОИЗВОДСТВОТО НА ТЕЛЕШКО МЕСО В БЪЛГАРИЯ
PRICE DETERMINANTS AND INTERACTIONS-SPECIFICS IN BEEF
PRODUCTION IN BULGARIA

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Purpose – to investigate the prevailing factors for the producer price in Bulgarian beef sector. Methods. Economic and statistical methods for dynamics, comparison, correlation and regression are applied. Results.. Purchase prices of fattened livestock from beef sector increase during the period 2008-2015 but remain low compared to the EU average and with a low share in the final consumer price., The share of beef meat fell by 4.5 pp. in the structure of meat consumed in Bulgaria with a very slight increase in amount of consumption. The

share of imports from total beef consumption in the country decreases by 9.7 pp. There is a decrease in the volume of beef production in 2015 by 7% compared to 2008, but there is an increase in its share in the total meat production (+ 1.2%). Still the mass production of beef in the country comes from cattle that are not meat breeds. Considerable gray sector presence is reported. Conclusions. Beef producer price (purchase price) in Bulgaria is a result of interactions between market determinants (demand and supply) and other market environment components (market structure, behavior of beef market participants, market information, etc.).

Keywords: price determination, price discovery, beef sector

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ПРОМОЦИОНАЛНИТЕ АКТИВНОСТИ - ЕФЕКТИВЕН ИНСТРУМЕНТ ЗА
МАРКЕТИНГОВ КОМУНИКАЦИОНЕН МИКС
**SALES PROMOTION ACTIVITIES-EFFECTIVE TOOL OF MARKETING
COMMUNICATION MIX**

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A highly competitive environment is forcing sellers constantly using different marketing tools and strategies to win new clients and thereby increase their profitability. Sales promotion is one of the best tools to attract new customers and retain old ones, including marketing activities by adding more value to the products for a limited period of time in order to stimulate consumer purchases and effectiveness of intermediaries. For the purpose of the study were interviewed 60 men and women, aged 18 to 64 years, by a detailed questionnaire. The study confirms that sales promotion is an effective instrument which has a positive direct impact on users purchase intent. From the answers became clear that all types and means of sales promotion performing on consumers 21% would certainly buy more than 59% of respondents probably would benefit from product promotion. Most frequently used communication channels of achieving information about various promotional activities by the user are the Internet with 82.5% and promotional brochures with 77.2%.

Keywords: sales promotion, effectiveness, promotional activities, marketing communication mix tools

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ФИНАНСОВИ И СЧЕТОВОДНИ АСПЕКТИ НА ДЕЙНОСТТА НА БЪЛГАРСКИТЕ
ЗЕМЕДЕЛСКИ ПРЕДПРИЯТИЯ
**FINANCIAL AND ACCOUNTING ASPECTS OF THE ACTIVITY OF BULGARIAN
AGRICULTURAL ENTERPRISES**

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The Bulgarian economy is part of the global economic system. The foregoing leads to the diffusion of capital, products, innovation, ideas, partnerships. The Bulgarian agricultural sector is the basis of the country's economic development. Enterprise management in the sector is set to diverse challenges. Effective management is associated with the entity's accounting and financial system.

This study examines the current state and prospects of the business management of the agricultural sector in Bulgaria.

Keywords: Finance, Accounting, Agricultural business, Management, Ecology

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РЕКЛАМИРАНЕТО В ЕПОХАТА НА ХИПЕРКОНСУМИРАНЕ ADVERTISING IN THE AGE OF HYPER CONSUMPTION

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Countries with highly developed economies have allegedly entered the postmodern era during the 1950s. According to some researchers, however, such statement is incorrect because it implies equality between postmodernism and the third phase of hyper consumption capitalism. Regardless of this debate, advertising and promotion are characterized by different functions, tasks and goals compared to previous decades. This article is an attempt such peculiarities to be displayed and described.

Keywords: advertising, hyper consumption capitalism, postmodernism, advertising functions

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КОРПОРАТИВЕН РАСТЕЖ И ОБЩА ФАКТОРНА ПРОИЗВОДИТЕЛНОСТ В ИНДУСТРИАЛНИТЕ КОМПАНИИ CORPORATE GROWTH AND GENERAL FACTORIAL PRODUCTIVITY IN THE INDUSTRIAL COMPANIES

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The purpose of the study is to reveal the availability, the type and the rates of corporate growth in certain industrial companies. The role and the relative influence of the general factorial productivity in this growth are also determined. The methods and the models of the production functions for analysis and forecasting are offered. Specific factors and opportunities for the increase rates of corporate growth are revealed. The decisive role of the general factorial productivity for the development of industrial companies in Bulgaria is demonstrated.

Keywords: industry, company, growth, model, productivity

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НОВИ МОДЕЛИ ЗА ПРОДУКТОВО ПЛАНИРАНЕ
NEW MODELS FOR PRODUCT PLANNING

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The purpose of the present study is to develop the methodology of business planning through the establishment of new models for the formation of the product plan of a company. A set of methods such as strategic analysis and synthesis, differentiation method, grouping method, matrix planning method, graphic methods, etc. are used. The results of the study have enabled two models to be developed with the purpose to improve the product planning. The first model involves product allocation depending on their importance for the economy and the development of the company. The second model, created on the basis of the methodology of the Boston Advisory Group, presents the technology for determination of the level of significance of each product. The application of the new product planning models into the practice of the company improves the economic results and adds new value to the corporate valuation.

Keywords: planning, model, product, matrix

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МЕТОДИЧЕСКИ ПОДХОДИ ЗА ПРИЛАГАНЕ НА НОВА ИНСТИТУЦИОНАЛНА
ИКОНОМИКА В ЗЕМЕДЕЛИЕТО
**METHODICAL APPROACHES FOR NEW INSTITUTIONAL ECONOMIC
APPLICATION IN AGRICULTURE**

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The aim of this study is to present methodical tools for analysis within new institutional economic theory. The methods have been developed on the basis of the complex social interactions in the Bulgarian agricultural sector. On the one hand, this means to describe the ways of analysis of new institutional impact on the individual agents operating in agricultural organizations. On the other hand, an emphasis should be put on the means of measuring economic effects (transaction costs). Parallel to the adaptation of appropriate methodical tools, an own integrated analysis approach is proposed.

Keywords: New institutional approach, Institutional impact, Transaction cost

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ПРОУЧВАНЕ НА ИЗТОЧНИЦИТЕ НА РИСК ЗА ЗЕМЕДЕЛСКИТЕ КООПЕРАЦИИ В
СЕВЕРОИЗТОЧНА БЪЛГАРИЯ
**A SURVEY OF RISK SOURCES TO AGRICULTURAL COOPERATIVES IN
NORTHEASTERN BULGARIA**

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The adaptability of farms to a complex and dynamic environment depends on many factors, including the organizational form of business. Agricultural cooperatives are organizations with specific functioning and management. This specificity explains relatively poor adaptive capacity and a higher degree of vulnerability to the environmental threats. The purpose of this study is on the basis of survey data obtained between March and April 2017, to identify the possible sources of risk and to calculate the likelihood of occurrence of the identified risks faced by the agricultural cooperatives in Northeastern Bulgaria. Management representatives of 42 cooperatives, located on the territory of the North-East Planning Region of Bulgaria, were interviewed.

Keywords: sources of risk, agriculture, cooperatives, risk identification, risk assessment

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ПРЕКИТЕ ЧУЖДЕСТРАННИ ИНВЕСТИЦИИ И РЕГИОНАЛНАТА
ИКОНОМИЧЕСКА АКТИВНОСТ В БЪЛГАРИЯ
**FOREIGN DIRECT INVESTMENTS AND REGIONAL ECONOMIC
PERFORMANCE IN BULGARIA**

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The paper presents the relationship between the foreign investment flows and the economic performance of Bulgaria's economic regions. It is a well-known fact that some imbalances exist in the level of development of the economic regions and the territorial localization of foreign direct investments. This uneven distribution - both in terms of economic development and investment allocation – creates serious prerequisites for economic backwardness, depopulation and deepening of demographic problems in some regions. The purpose of this paper is to draw some conclusions and make recommendations using the methods of economic and statistical analysis with a view to overcome the negative consequences and initiate a process of creating prerequisites for a balanced development of Bulgaria's regions and a more even placement of foreign capital flows at both regional and sectoral level.

Keywords: foreign flows, economic region, investment allocation, development

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**ВЪЗМОЖНОСТИ ЗА ОТЧИТАНЕ НА АМОРТИЗАЦИИТЕ НА КРАВЕ СТАДО
ACCOUNTING OPPORTUNITIES FOR DEPRECIATION OF A COW HERD**

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Accounting in the agrarian sector is regulated by IAS 41 Agriculture and its Bulgarian equivalent NSS 41 Agriculture. There are two possible approaches to valuing non-current biological assets: (A) fair value reduced with selling costs; (B) historical cost, formed by the cost of acquiring the asset.

The adoption of the first approach by agricultural enterprises requires the use of market based assessments. Non-current biological assets are excluded from the scope of the assets subject to amortization. Historical cost accounting includes the accrual of depreciation charges of non-current biological assets.

The aim of the study is to analyze both possible approaches to valuation of non-current biological assets regulated by the accounting legislation. On this basis, the impact of the depreciation on the financial result of the agricultural enterprise realized by the management of a cow herd is determined.

Keywords: non-current biological assets; depreciation; historical cost

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**АНАЛИЗ НА РАЗХОДИТЕ И ТЯХНОТО ВЛИЯНИЕ ПРИ ОПРЕДЕЛЯНЕ НИВОТО
НА ЦЕНИТЕ НА ЕЛЕКТРИЧЕСКАТА ЕНЕРГИЯ
COST ANALYSIS AND THEIR IMPACT IN DETERMINING THE PRICE LEVEL
OF ELECTRICITY**

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The aim of the project is to review the state and development of prices for households and industrial consumers in the EU member states and to compare the final prices of electricity in Bulgaria with those of the other countries. Eurostat data is used for a period of eight years in order to make a comparative analysis as well as to reflect the types of costs that are formed in determining the prices of electricity for industrial and household consumers. In order to analyze the level of dependence of electricity prices and their comparability with the EU member states, a regression analysis is applied.

Keywords: Electricity; Regression analysis; Trendy projection

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ФОРМИРАНЕ И АНАЛИЗ НА РЕГУЛИРАНИ И СВОБОДНО ДОГОВОРЕНИ ЦЕНИ
НА ЕЛЕКТРИЧЕСКАТА ЕНЕРГИЯ В БЪЛГАРИЯ
**FORMATION AND ANALYSIS OF REGULATED AND FREELY NEGOTIATED
PRICES OF ELECTRICITY IN BULGARIA**

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Moving from a state monopoly to a competitive environment is a major challenge for all energy companies. Under a regulated market, the recognition of costs passes through the regulator regardless of how effective the spending of the funds is. By creating a free energy market, it aims at streamlining production costs, improving energy efficiency and introducing competition in the sector.

For the purposes of the analysis, the author uses information on the free market price chain and analyzes the share distribution of the network component with VAT and excise for the period 2007-2014.

Keywords: Balancing group; Network Component; Electricity Market

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НАСОКИ И ПРИОРИТЕТИ ЗА УСТОЙЧИВО РАЗВИТИЕ НА ЛОЗАРО-ВИНАРСКИЯ
СЕКТОР В БЪЛГАРИЯ
**DIRECTIONS AND PRIORITIES FOR SUSTAINABLE DEVELOPMENT OF
GRAPE-WINE SECTOR IN BULGARIA**

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Vine-growing is one of the sectors of agriculture for which the problems of management of marketing and sustainable development have a specific manifestation. A prerequisite for this are the peculiarities of viticulture and the production and trade of wine and other products from the processing of grapes.

The purpose of the report is on the basis of the assessment of the state and the current development of the potential of the wine sector to define the main directions and priorities for achieving the criteria of the National Strategy for Development of Production and Trade with Wine aiming its transformation into a leading sector of the national economy.

In the report are depicted the measures related to creating conditions for accelerating the pace of planting new vineyards, for consolidation of vineyards, for implementation of innovative solutions and good world practices for wine and grape production.

A place in the report will find also the justification of the main directions and proposals for the development of the organizational structures for grape and wine production, including the forms for cooperation and integration between the companies in order to build cluster

formations for implementing wine tourism and other modern forms for production and marketing of wine.

Keywords: grape-wine sector, sustainable development, National Strategy for Development of Production and Trade with Wine

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ФИНАНСОВОТО УПРАВЛЕНИЕ НА ЛЕЧЕБНИТЕ ЗАВЕДЕНИЯ В ПЪРВИЧНАТА
ЗДРАВНА ПОМОЩ: ОСОБЕНОСТИ И ПРЕДИЗВИКАТЕЛСТВА
**FINANCIAL MANAGEMENT OF THE MEDICAL PRACTICES IN THE PRIMARY
CARE: FEATURES AND CHALLENGES**

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General Practitioners (GPs) are owners and financial managers of their medical practices in the Primary care. Their practices are also small business enterprises providing health services for primary outpatient medical care. The purpose of this paper is to analyze the principles and methodology of cash flow management in Primary care (PC). The results present the peculiarities of capital management in Primary care and challenges faced by GPs in their role as owners and managers of their small companies. The cash flows in these medical establishments have been investigated - the limitations and opportunities of GPs to do revenue management. This means they have to be able to manage their revenue within specified deadlines for incomes and to effectively manage costs and without damaging the company's image, to repay their obligations at the latest possible date.

Keywords: general practitioners, primary outpatient medical care, commercial companies, cash flows, capital

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ПРОИЗВОДСТВЕН КАПАЦИТЕТ НА БЪЛГАРСКОТО БИОЛОГИЧНО
ЖИВОТНОВЪДСТВО
PRODUCTION CAPACITY OF BULGARIAN ORGANIC ANIMAL HUSBANDRY

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The actuality of organic farming is revealed as an important policy priority for agriculture in Bulgaria and one of the highlights of the Common Agricultural Policy for the 2014-2020 period encouraging farmers to switch to organic farming which should contribute

to both: protection of the environment and strengthening agro-ecosystems, protecting biodiversity and enabling future generations to benefit from the preserved nature; and the production of healthy food. This form of agriculture meets the needs of the growing number of users because it uses safe and transparent methods of production. Its social effect - creating rural employment and more jobs compared to conventional agriculture..

The purpose of the study is to assess the production capacity of Bulgarian organic animal husbandry, as a base for its further development and as a result of the social support towards it.

To reach this goal the study should accomplish three tasks:

- Assessing and analyzing the level of production of Bulgarian organic animal husbandry
- Presenting and analyzing the social support framework for the sector
- To offer a conclusion and recommendations for the implementation of the Common agricultural policies of the EU and improvements of the production capacity of the sector.

Organic farming is facing a number of social, economic, administrative and environmental problems. The production capacity of bio-farms is directly linked to their economic performance and their ability to provide the necessary income for the owner and employees. Public support for this type of production has a favorable effect on the economic situation of the sector, but access to the resources provided by the CAP is linked to the still significant administrative difficulties and a high level of transaction costs related to the participation of producers in various support schemes.

Keywords: agriculture, organic products, social support

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КОЛИЧЕСТВЕНА ОЦЕНКА НА ВЪТРЕШНОФИРМЕНИ ФАКТОРИ ЗА
КОНКУРЕНТОСПОСОБНОСТ
**QUANTITATIVE ASSESSMENT OF INTERNAL COMPANY FACTORS OF
COMPETITIVENESS**

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Competitiveness is crucial for a company's sustainable development. The progress in theory and methodology is indisputable, yet this is hardly true for the practical application of the approaches and methods suggested in the theory for assessing and analyzing the internal company factors facilitating the improvement of competitiveness.

The purpose of this paper is to present a methodological workflow for assessing and analyzing the internal company factors to serve as a basis for developing a competitiveness improvement strategy.

The methods envisaged in the proposed approach comprise a quantitative assessment and a benchmark analysis through which an assessment is made of the internal company factors at a given moment as well as a comparison with competitors. This can serve as a basis to highlight directions for developing a strategy.

Results – the application of the approach allows to assess the actual status of the factors and their effect on the company's competitiveness.

Conclusions - factors have various degrees of development for various periods of time. The higher the levels of these features for a given company, the higher its competitiveness and vice versa. High levels of all features from the proposed workflow are a sufficient condition to conclude that the company functions successfully.

Keywords: competitiveness, industrial company, methods, assessment, analysis

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РАБОТА В АГРАРНИЯ СЕКТОР: ТЪРСЕНЕ СРЕЩУ ПРЕДЛАГАНЕ
WORK IN THE AGRICULTURAL SECTOR: SUPPLY VS. DEMAND

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The topic of differences in demand and supply on the labor market in all economic sectors is becoming more and more relevant. On the one hand there are several active generations looking for work and different attitudes and expectations in terms of work, on the other hand, the differences in the qualifications and experience that employers are looking for and what the candidates offer. The aim of the article is to reveal new trends in the labor market in the agrarian sector. Conclusions: workers from new generations are looking for challenging work with potential for development; There is a shortage of trained specialists who are key to achieving the business goals of the organizations; Employers are committed to cooperation with both universities and professional schools; An opportunity to improve the quality of professional education is the dual system.

Keywords: training, labour market, agricultural sector, employers

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ФИНАНСОВА ПОДКРЕПА НА ЕКОЛОГИЧНО НАСОЧЕНИТЕ ПЛОЩИ И
ВЛИЯНИЕТО ИМ ВЪРХУ БИОРАЗНООБРАЗИЕТО В БЪЛГАРИЯ
**FINANCIAL SUPPORT OF ECOLOGICAL FOCUS AREAS AND THEIR
POTENTIAL IMPACT ON BIODIVERSITY IN BULGARIA**

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Ch. assist. prof. Dr. Radmil Nikolov
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Ecological focus areas are one of the greening measures for CAP under which farm payments under Pillar 1 are made. The funds are intended to conserve and improve biodiversity, with farms choosing the support elements. The objectives of the study are to review the literature on the impact of biodiversity on agricultural land and assess the resources used. The benefits for farms are derived from the application of environmental practices and their impact on biodiversity. The policy of support for the ecologically focus areas in Bulgaria is analyzed and opportunities for policy development are proposed.

Keywords: Greening CAP, Pillar 1, Ecological focus areas, biodiversity, agriculture

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ВЗАИМОЗАВИСИМОСТИ МЕЖДУ РАЗХОДИТЕ И ПРОДУКЦИЯТА ПРИ
ПРОИЗВОДСТВО И ПРЕРАБОТКА НА МЕСО И МЕСНИ ПРОДУКТИ В ОБЛАСТ
СТАРА ЗАГОРА
**INTERDEPENDENCIES BETWEEN TYPES OF PRODUCTION COSTS AND THE
OUTPUT IN THE PRODUCING AND PROCESSING OF MEAT AND MEAT
PRODUCTS IN STARA ZAGORA AREA**

Assist. prof. Dr. Oleg Milev
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Prof. Dr. Ivan Georgiev
Trakia University, Stara Zagora, Bulgaria

The purpose of this survey is to study the relationships and interdependencies between cost types and the level of production by product group. Subject of the survey are companies from the food industry sector in the Stara Zagora region, with the object of producing and processing meat and meat products. The method used in this study enables to analyze the changes in the average fixed, average variables, average total and marginal costs, how affect the marginal and average product. As a result of these cost-production interdependencies, the critical points related to increasing, decreasing and negative return of costs of production of meat and meat products are identified and analyzed.

Keywords: cost, quantitative interdependencies, average and marginal values, declining and rising return on expenditure, meat and meat products

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СРАВНИТЕЛЕН АНАЛИЗ НА ИКОНОМИЧЕКАТА ЕФЕКТИВНОСТ НА
СТОПАНСТВОТА В МЛЕЧНОТО ГОВЕДОВЪДСТВО МЕЖДУ БЪЛГАРИЯ И ФР
ГЕРМАНИЯ
**COMPARITIVE ANALYSIS OF THE ECONOMIC EFFICIENCY OF DAIRY
CATTLE FARMS BETWEEN BULGARIA AND THE FEDERAL REPUBIC OF
GERMANY**

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Milk is produced in every single EU Member State without exception. The EU is a major player in the world dairy market as the leading exporter of many dairy products, most notably cheeses. The EU's main producers are Germany, France, the United Kingdom,

Poland, the Netherlands and Italy which together account for almost 70% of the EU production.

Dairy farming is structured differently in all of the Member States.

The purpose of this article is to make a comparative analysis of economic performance of the holdings of dairy farming between Bulgaria and the largest producer of milk in the EU - Germany.

To achieve the target the following - important tasks are solved:

- Analysis of the Economic Efficiency in the sector in both countries;
- Comparison of economic efficiency in Bulgaria and the Federal Republic of Germany with data from selected farms in the sector;
- Outlining some trends in the development of economic efficiency of dairy farms and making recommendations for its improvement.

Keywords: Economic efficiency, dairy cattle, Bulgaria, Federal Republic of Germany

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АНАЛИЗ НА ПРИХОДИТЕ И РАЗХОДИТЕ НА ОВЦЕФЕРМА ОТ МЛЕЧНО
НАПРАВЛЕНИЕ
ANALYSIS OF REVENUES AND PRODUCTION COSTS OF DAIRY SHEEP FARM

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Assoc. prof. Dr. Hristo Momchilov
Trakia University, Stara Zagora, Bulgaria

The purpose of this study is to analyze the revenues and production costs of a dairy sheep farm to optimize the number of livestock. Statistical methods and comparative analysis are used. The results obtained show that the optimum number of sheep on the farm should be 500.

Keywords: economics results, sheep breeding, total costs

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УПРАВЛЕНСКА СТРУКТУРА В БЪЛГАРСКИТЕ ЗЕМЕДЕЛСКИ КООПЕРАЦИИ:
ПРОМЕНИ И ВЪЗМОЖНОСТИ
**GOVERNANCE STRUCTURE IN THE BULGARIAN AGRICULTURAL
COOPERATIVES: CHANGES AND OPPORTUNITIES**

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The aim of this report is to analyze the changes in the governance structure of the agricultural cooperatives in Bulgaria.

Methods: Case studies are used and empirical data on identified informal management approaches is summarized.

The main results show that the chairmen of the agricultural cooperatives centralize the power resources, which changes the relationships in the organization. Three critical elements are outlined, to which the management structure must respond to the success of the cooperation: decision-making process; the right of control; property rights.

Conclusions: Agricultural cooperatives in Bulgaria cannot continue to fulfill their social goals, and they are market oriented.

Keywords: governance, governance structure, cooperatives, opportunities, Bulgaria

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АНАЛИЗ НА РАЗПРЕДЕЛЕНИЕТО НА ДИРЕКТНИТЕ ПЛАЩАНИЯ В
БЪЛГАРСКОТО СЕЛСКО СТОПАНСТВО
**ANALYSIS OF DIRECT PAYMENTS DISTRIBUTION IN BULGARIAN
AGRICULTURE**

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Direct payments are the main component of the Common Agricultural Policy (CAP) and form around 76% of CAP budget in the new programming period 2014-2020. The main purpose of the study is based on the analysis of direct payments distribution to outline the opportunities and challenges for Bulgarian agriculture. In order to investigate the disparities in the paper is applied the Lorenz curve as the most widely used measure of inequality. The results of the analysis show highly uneven distribution of the direct support across Bulgarian farms. The Lorenz curve reflects clearly that the payments are accumulated mainly in the larger-scale farms, generating problems for small holdings and structural imbalances. The allocation of EU funds has impacted on the levels of investments, productivity and economic efficiency of Bulgarian agriculture.

Keywords: EU, agricultural holdings, Inequality, Lorenz Curve, financial support

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СЪСТОЯНИЕ, ТЕНДЕНЦИИ И ПОЛИТИКИ НА ПАЗАРА НА ГОВЕЖДО И
ТЕЛЕШКО МЕСО
BEEF MARKETS-STATE, TRENDS AND POLICY

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Main goal of paper is to analyze beef markets and maintain factors which define supply, demand and prices on international and Bulgarian markets. The study trying to discover some relations between different factors of the beef market and to assess their impact to pricing, costs, incomes and benefits at that food supply chain. Most of indicators are present by average and relative values, and for evaluation of impact are used factorial, correlation and regression analyzes. The objectives of paper – beef cattle and supply chain were selected

because this sector was developing at Bulgaria in recent years. Bulgarian Ministry of agriculture and food reported meat cows are doubled from 2011 to 2015 and recovered beef meat at carcass weight growing with 8% on year base. Whereas Bulgaria is traditional importer of beef (around 1/3 of consumption is covered by imported meat) and ecological resources are suitable for developing meat cattle. Those conditions putting meat cattle sector at perspective at Bulgarian livestock but effectiveness at producing and distribution depends of markets factors and policy decisions, which are subject of the study.

Keywords: cattle, meat, prices, pricing factors

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БИЗНЕС ИНТЕЛИГЕНТНИ СИСТЕМИ-АКТУАЛНО СЪСТОЯНИЕ И ТЕНДЕНЦИИ
**STATE OF THE ART BUSINESS INTELLIGENCE SOFTWARE AND FUTURE
TRENDS**

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PURPOSE: The paper aims to analyze and evaluate the current state of business intelligence software (BIS) market and outline the main trends of their development. **METHODS:** The main research methods employed are analysis and synthesis in studying and summarizing BIS characteristics and the strengths and weaknesses of market participants. Expected changes in market subjects are listed. **RESULTS:** Increasing volume and variety of company data are key factors in the growth of the BIS market. Business analyses, including those conducted on big data, have a greater role in organizations' activities. During the reviewed period, growth in both supply and demand of BIS is observed and the number of small and medium enterprises among their users is going up. **CONCLUSIONS:** There is a positive dynamic on the BIS market and in 2016 several shifts occurred among suppliers including the emergence of new ones. Users' preferences continue evolving and smart data discovery is sought after at an increasing frequency, for example in processing native language queries. An increasing number of vendors offer BIS as a service with data being stored in the cloud or on-premises.

Keywords: Business analytics, intelligent data analysis, business performance management

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РЕФОРМИ В ПЕНСИОННИТЕ СИСТЕМИ НА БЪЛГАРИЯ И ПОЛША-
СРАВНИТЕЛЕН АНАЛИЗ
**REFORMS IN THE PENSION SYSTEMS OF BULGARIA AND POLAND-
COMPARATIVE ANALYSIS**

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The socio-economic changes occurring after 1989, faced the problems of the pension systems of Bulgaria and Poland. The challenges faced by the social security systems called for a completely new reforming philosophy. A multi-pillar model of social protection has been introduced with the specifics in both countries.

The article's main goal is to follow the reforms implemented in the social security systems of Bulgaria and Poland by examining individual solutions in the field of social security policy, pointing out current challenges and trends in the two pension systems.

To achieve this goal the following tasks are completed:

- Analysis of the social security systems starting from the beginning of the 90s and of the undertaken measures and steps concerning the reform conduct;
- Analysis of the reform's results in relation to the requirements for adequacy and financial sustainability of the new pensions;
- Analysis of current challenges facing the pension systems of Bulgaria and Poland;

The methods utilized during the study are the system approach, statistical evaluations, analysis and synthesis, comparison methods and others.

Keywords: social security, sustainability, adequacy

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КОНКУРЕНТОСПОСОБНОСТ НА ВИСШИТЕ УЧИЛИЩА: ВЪЗМОЖНОСТИ ЗА
ИЗМЕРВАНЕ
COMPETITIVENESS OF THE UNIVERSITIES: MEASUREMENT CAPABILITIES

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In recent years, the issue of the competitiveness of the Universities has become very relevant. It is clear that this has not happened by accident - there are 51 Universities present in Bulgaria (37 public and 14 private ones), it is unacceptable to not move in a direction aimed at finding various sources of competitive advantages. This article reviews how well the term competitiveness of an university is understood. It also codifies the criteria used to measure the phenomenon - the competitiveness of the Universities.

Keywords: Universities in Bulgaria, competitiveness, competitiveness evaluation indicators

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МОДЕЛ ЗА НАЧИСЛЯВАНЕ НА АМОРТИЗАЦИИ НА НЕФИНАНСОВИ
ДЪЛГОТРАЙНИ АКТИВИ ОТ БЮДЖЕТНИТЕ ОРГАНИЗАЦИИ
**MODEL FOR CHARGING DEPRECIATION OF NON-FINANCIAL FIXED ASSETS
BY BUDGET ORGANIZATIONS**

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The aim of this report is to develop an accounting model to improve the collection, analysis, processing and presentation of depreciation information in the public sector by means of accounting methods and to assess the possibility of reporting under International Public Sector Accounting Standards (IPSAS). Depreciation is a process of gradually transferring the value of the tangible and intangible assets in the cost of the finished product. Obsolescence due to technological developments and physical wear is associated with

elements of the machine, without which it cannot work. Not depreciated land, forests, monuments, fully depreciated assets and those who are in the process of acquisition. Depreciation in the public sector is allowed to Treasury 05 in 2016 to the Minister of Finance and covers all non-financial fixed assets of budget organizations. The methods used are analysis and synthesis and modeling. The results are depreciation accounting model. The conclusion is that the proposed model allow accounting for depreciation of the non-financial fixed assets in the budget sector and that the IPSAS application is not regulated in Bulgaria.

Keywords: depreciation, non-financial fixed assets, public sector, accounting, standards

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КОНКУРЕНТНИ ПРЕДИМСТВА НА БЪЛГАРСКОТО ЛОЗАРСТВО СЛЕД
ПРИСЪЕДИНЯВАНЕТО КЪМ ЕВРОПЕЙСКИЯ СЪЮЗ
**COMPETITIVE ADVANTAGES OF BULGARIAN VITICULTURE AFTER THE
ACCESSION TO THE EUROPEAN UNION**

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Viticulture is a traditional and important sector of Bulgarian agriculture and alongside with wine production has a strong export potential. Traditions, combined with favourable natural conditions, promote the sector's production on international markets. The accession of Bulgaria to the European Union in 2007 brought about a number of challenges and new requirements of the Common Agricultural Policy referring to product quality and competitiveness. The aim of the study is to analyse the competitive advantages of Bulgarian viticulture after the Accession and to highlight the main opportunities for the sector in the new programming period 2014-2020. Commonly used indicators for competitive advantages are applied in the research, such as Relative index of export advantages – RXA, Relative trade advantage – RTA and Related competitiveness – RC. The results of the study show the need for implementation of measures aimed at a balanced development of viticulture in several directions. Based on the obtained results, specific guidelines have been provided for optimization of the competitiveness of the viticultural sector in Bulgaria.

Keywords: competitiveness, Common Agricultural Policy, trade, export potential

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ЕФЕКТИ ОТ ОПОЛЗОТВОРЯВАНЕТО НА ОСТАТЪЧНАТА БИОМАСА В
СЕЛСКОТО СТОПАНСТВО
EFFECTS OF RESIDUAL BIOMASS USE IN AGRICULTURE

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Modern agriculture produces large quantities of waste biomass from its activity, which biomass is not processed. The recovery of that waste biomass helps reduce the negative impact of agriculture sector on the environment as well as improving economic performance of farmers. The purpose of this report is to outline the impact of the agriculture sector, to demonstrate the untapped potential of waste materials from this sector and to present the

effects of their processing. A conceptual model has been developed for the needs of this report, where a cattle farm in Tvarditsa uses waste materials from its activity for biogas production in a biogas installation for cogeneration production of electricity and heat. The results from this conceptual model shows the justification of residual biomass usage to cover the cattle farm`s own heat and electricity needs, as well as high-quality biofertilizer, that the farm can use on own crop lands or sell it to other farmers. Efficient use of waste biomass in agriculture sector is a prerequisite for a more sustainable development of the sector.

Keywords: potential of waste biomass, biogas, effects of waste biomass processing