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ТЕМАТИЧНО НАПРАВЛЕНИЕ:
СОЦИАЛНО-КУЛТУРНИ, ИНФОРМАЦИОННИ И КОМУНИКАЦИОННИ
ПРОБЛЕМИ НА БИЗНЕСА И ОБЩНОСТИТЕ
THEMATIC AREA:
SOCIO-CULTURAL, INFORMATIONAL AND COMMUNICATIONAL ISSUES OF
BUSINESS AND COMMUNITIES

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СПОРТНИ ТРАВМИ ПРИ СТУДЕНТИ-СПОРТИСТИ
SPORTS INJURIES IN STUDENTS-ATHLETES

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An inquiry with students from Trakia University Stara Zagora is carried out. The aim of the study is to determine the current state of sports injuries in student sports. To realize the goal are placed following tasks: to conduct a survey with student athletes on sports injuries; to process and analyze the results of the survey; to draw concrete conclusions from the survey; to make recommendations for practice. In order to achieve the above research purposes are applied theoretical analysis, questionnaire method, alternative analysis and graphic analysis. The survey is conducted in 2017. The questionnaire includes nineteen basic questions, some of them are open. The students-athletes have the opportunity to indicate more than one answer for some questions. Results: registered are existing injuries related to sports and it is found that some of the methods and means of treatment and prevention are not well-known to students-athletes. The survey results make it necessary to seek and implement academic practice methods and tools to facilitate the recognition of sports injuries and upgrading of skills for the protection of their own health.

Keywords: student sport, treatment of sports injuries

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ПРОУЧВАНЕ ИНТЕРЕСА НА СТУДЕНТКИ КЪМ ФУТБОЛНАТА ИГРА,
МОТИВАЦИЯТА И ЖЕЛАНИЕТО ИМ ЗА ЗАНИМАНИЯ С ФУТБОЛ
**STUDY OF THE STUDENTS' INTEREST IN THE FOOTBALL GAME,
MOTIVATION AND DESIRE FOR PRACTICING FOOTBALL**

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An survey of 225 students in the first and second year of their course from all disciplines of the Economic Faculty, Faculty of Agriculture and Faculty of Veterinary Medicine at Trakia University Stara Zagora, including 22 taught in English in the specialty Veterinary Medicine. The purpose of this study is to examine the interest of students to the football game, motivation and willingness to turn to football in higher school. In order to achieve the above research purposes there are applied theoretical analysis, questionnaire method, alternative analysis and graphic analysis. In the survey there are included 18 questions in accordance with the directions of interest in this study. The results and analysis indicate that the football game is liked by the students, but this act needs to be complemented by active actions on their part. Receiving positive emotions and improvement of physical fitness is a leading motive for practicing football in higher school. The results give us reasons to conclude that this study reveals an opportunity for innovation in the means and forms of physical education in higher schools.

Keywords: higher schools, examination, innovation, education

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СЪСТОЯНИЕ, ТЕНДЕНЦИИ И ПРЕСПЕКТИВИ ЗА РАЗВИТИЕ НА ТУРИЗМА В
СЕВЕРОЗАПАДНИЯ РЕГИОН НА БЪЛГАРИЯ КАТО АЛТЕРНАТИВА ЗА
СОЦИАЛНО-ИКОНОМИЧЕСКИ НАПРЕДЪК
**STATE, TRENDS AND PROSPECTS FOR THE DEVELOPMENT OF TOURISM IN
THE NORTH WEST REGION OF BULGARIA AS AN ALTERNATIVE FOR SOCIO-
ECONOMIC PROGRESS**

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Tourism as an alternative to industry and agriculture could improve the economic situation of the North-West region in Bulgaria.

The many cultural and historical landmarks of the region combined with the good geographical position, offer opportunities for the development of alternative forms of tourism. On the basis of the existing strategic documents, the report tries to analyze the overall state of the tourist resources in the regions of Vidin, Montana and Vratsa. At the same time, the survey aims to show the popularity of tourist sites by conducting a direct survey among their visitors.

Keywords: tourism, North-West region, cultural-historical and natural landmarks

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СУБЕКТИВНАТА ПОЛЕЗНОСТ НА РЕШЕНИЯТА КАТО ПРЕДИКТОР НА
ЧОВЕШКОТО РИСКОВО ПОВЕДЕНИЕ
**SUBJECTIVE UTILITY OF DECISIONS AS A PREDICTOR OF HUMAN RISK
BEHAVIOR**

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This article is an attempt to make a meaningful systematization and interpretation of existing theoretical studies and research on the subjective utility of decisions as a predictor of human risk behavior. Many authors discuss experienced utility (usefulness of experience) that is associated with a level of pleasure or displeasure with a past moment, and the usefulness of the decision (decision utility), which determines the choice of the variant of behavior depending on the expected level of pleasure or displeasure at some point in the future. The behavioral consequence of the combination of these two types of subjective utility is, as Kahneman ascertains, that people are often unwilling to learn from their mistakes, but they tend to learn from their hedonistic experience, as far as they are trying to replicate it. In the expected utility of the decision there are revealed the subjective notions of people about the anticipated characteristics of development contexts of behavior in risk situations and contexts associated with those individual preferences. Problematic is the ability of individuals to envisage their own future experiences and estimations. That is the reason for the inconsistency in their judgement after a certain period of time. This inconsistency disrupts the usefulness of prediction for socio-economic decisions of importance to the society, especially when they contain risk. Prediction of the future utility of such significant socio-economic solutions can be aided by the preliminary study of public preferences, the propensity to risk, the beliefs of people about the effect of various public goods on their welfare and their readiness to implement expenditure or to suffer deprivation to acquire certain goods.

Keywords: decision making, subjective utility, utility of solutions, risk behaviour

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ДИГИТАЛНА ТРАНСФОРМАЦИЯ НА БИЗНЕСА
DIGITAL TRANSFORMATION OF BUSINESS

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The paper presents opportunities of the digital transformation of business as a changes associated with the application of digital technology in all aspects of business. A research of digital business found that maturing digital businesses are focused on integrating digital technologies, such as social, mobile, analytics/big data and cloud, in the service of transforming how businesses work. The ability to digitally reimagine the business is determined in large part by a clear digital strategy supported by leaders who foster a culture able to change and invent the new. Unique to digital transformation is that risk taking is

becoming a cultural norm as more digitally advanced companies seek new levels of competitive advantage.

Among companies where big data, cloud, mobile, and social technologies are critical parts of the infrastructure, these technologies are, or will soon be profitable on average, had higher revenues, and achieved a bigger market valuation than competitors without a strong vision.

As with any emerging technology, however, there are significant challenges associated with cloud, mobile, social, and big data initiatives. The survey suggests that the primary risks preventing their wider adoption are data security issues, lack of interoperability with existing IT systems, and lack of control.

Keywords: cloud, mobile, social technologies, big data, analytics, internet of things

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ПОТЕНЦИАЛЪТ НА ДОБАВЕНАТА РЕАЛНОСТ ДА ПРОМЕНИ БИЗНЕСА THE POTENTIAL OF AUGMENTED REALITY TO CHANGE THE BUSINESS

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Augmented reality is among the fastest growing technologies and has been implemented in different fields of life. It allows users to see and percept the physical world around them in a new more engaging and interactive way using their mobile devices. The business is a field where innovative technologies are rapidly trying to complement or replace traditional approaches. The dilemma is: Is it possible Augmented Reality to be used as an effective tool for business? The aim of the current work is to reveal the potential of Augmented Reality technology to improve companies' marketing campaigns and make them more interactive and creative.

Keywords: Augmented Reality, business, marketing campaigns

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СИГУРНОСТТА В СЪВРЕМЕННИЯ ВИРТУАЛЕН СВЯТ SECURITY IN TODAY'S VIRTUAL WORLD

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In the article, the author presents the hazards surrounding our most valuable resource, namely information. The world we have known has long been transformed imperceptibly and immersed in virtual existence surrounded by the technologies and techniques that govern us, our documents, our data and our everyday life. Information as a resource is more and more accessible even though it has a personal, secret corporate character or a national security status. Considering the above, it is good to build methods and algorithms to prevent or to have prevention from various attacks in the virtual world, but also to educate people about basic

hygiene in dealing with risky information resources, technologies, software applications, and more.

Keywords: Information security, information protection, corporate information systems protection, information resources protection, virtual spaces

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ГОЛЯМОТО ВЪЗДЕЙСТВИЕ НА ИНТЕРНЕТ НА НЕЩАТА (IOT) ВЪРХУ БИЗНЕСА THE GREAT IMPACT OF INTERNET OF THINGS (IOT) ON BUSINESS

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Internet of things (IoT) - the new paradigm has a great impact in different areas like industry, health, education, agriculture, farming and many others and its main functions are to make our life easier and more comfortable. Implementing this new technology in any business model has advantages but also all the players (companies, governments and consumers) in this field should be aware of some challenges and threats like privacy, security and standardization. The article aims to explore how IoT will change the way we live and work and to present some of its best business practices, statistics and trends.

Keywords: Internet of Things, business, smart industry, practices, security, privacy

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СЪВРЕМЕННИ КОМПЮТЪРНИ ПОДХОДИ ЗА ОЦЕНКА НА КАЧЕСТВОТО НА ХРАНИТЕ: АКТУАЛЕН ПРЕГЛЕД ADVANCED COMPUTER-BASED APPROACHES FOR FOOD QUALITY EVALUATION: UPDATED REVIEW

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From the point of view of their usage biological resources must be managed in a sustainable manner in order to uphold the social, economic and environmental functions and to contribute to the peoples' livelihoods. Within the food production and processing industry requirements are focused on the improvement of quality control of technologies by incorporating them into precise, computer-based, low-cost methods. The present work is a review of different approaches and tools for computer aided methods for food quality evaluation. Powerful techniques based on Near Infrared Spectroscopy and Aquaphotomics are presented.

Keywords: Aquaphotomics, NIR Spectroscopy, multivariate data analysis, quality control, food safety

ПОТРЕБИТЕЛСКО И КОРПОРАТИВНО ПОВЕДЕНИЕ-ОСНОВНИ ЗАВИСИМОСТИ
В ЖИЗНЕНИЯ ЦИКЪЛ
**CONSUMER AND CORPORATE BEHAVIOR-BASED DEPENDENCIES IN
CONSUMERS' LIFE CYCLE**

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The authors examine the impact of consumers' behaviour on corporate behaviour in terms of strategic thinking and planning. This is a very dynamic process where the development of specific strategies to influence consumers is almost impossible. The aim of this research report is to demonstrate through real examples of Bulgarian mobile operators the types of consumers and to find the objective and subjective reasons that influence the thinking and behavior of consumers. The following tasks were tackled in order to achieve this goal:

- Presentation of some mobile operators which impact different target groups.
- Survey of main strategies and techniques from business organizations which are targeting the different types of consumers.

The methods used for achieving this goal and resolving the tasks are: analysis of consumers and their behaviour, analysis of successful practices, and comprehensive approach. The results indicate the need for analysis of dependencies and actual interests and decision-making process of consumers.

Keywords: mobile operators, consumer types and interests

ВЛИЯНИЕТО НА РЕКЛАМИТЕ НА АЛКОХОЛ И НА ЦИГАРИ ВЪРХУ МЛАДИТЕ
ХОРА
**IMPACT OF ADVERTISING ALCOHOL AND TABACCO ON THE BEHAVIOR OF
YOUTH**

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The author examines the role of advertising alcohol and tobacco and notes the characteristics of such publicity campaigns. Issues associated with current efforts to further restrict or ban alcoholic beverage and tobacco advertising are explored. Different restrictions related to marketing, advertising and promotions suggest different requirements and prohibition practices. However, the problem is that modern advertising practices have become widely accessible, because they allow fast business exposure of such products. The aim of this research report is to show what the prohibitions and restrictions on advertising of alcohol and tobacco are and why society accepts them.

The following tasks are solved in order to achieve this goal:

- Research on alcohol and tobacco producers;
- Comment on proposals for banning the advertising of cigarettes and alcohol;
- Research on advertising of alcohol and cigarettes to children;
- Analysis of alcohol and tobacco advertising restrictions: are they constitutional?

The methods used for achieving this goal and resolving the tasks are: analysis of proposals to ban advertising, analysis of different types of target groups, situation analysis, comprehensive approach.

Keywords: restrictions, global promotions, alcohol and tobacco

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МОТИВАЦИЯ НА СТУДЕНТИТЕ ОТ ТРАКИЙСКИ УНИВЕРСИТЕТ ЗА УЧАСТИЕ В
ЧАСОВЕТЕ ПО ФИЗИЧЕСКО ВЪЗПИТАНИЕ
**MOTIVATION OF STUDENTS FROM TRAKIA UNIVERSITY FOR
PARTICIPATION IN PHYSICAL EDUCATION CLASSES**

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The aim of the present study is to examine the motivation of students from Trakia University to participate actively in physical education classes and sports. A survey as an express method of assessing students' motivation for sports activities was conducted. Different aspects of their sports interests are studied. It is established that students have positive attitude towards physical education classes and sports. Insufficient awareness of students with regard to all the benefits of practicing physical exercises and sports is registered. Because of the high demand during the educational process, students do not have enough free time for additional sports activities. Based on the obtained results, the following recommendations are proposed: to create conditions for inclusion of all students in additional sports; students to obtain theoretical knowledge by students on the use, effects and benefits of practicing physical exercises and sports; students to acquire knowledge and skills for individual sports activities, and to improve and upgrade the facilities of the university.

Keywords: survey, circuit training, interests

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ИЗСЛЕДВАНЕ ИЗДРЪЖЛИВОСТТА НА СТУДЕНТКИ
STUDY OF FEMALE STUDENTS RESILIENCE

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Resilience as a primary physical characteristic is determined by the fact that it allows characterization of the health of the younger generation. It determines the efficient operation of vital human body systems: cardiovascular, respiratory, circulatory system, musculoskeletal system and the aerobic metabolism of the organism. The aim of this study is to determine the level of physical performance of female students from Trakia University. Testing is applied as

an assessment method of the level of endurance of 67 female students from the Faculty of Economics, Faculty of Agriculture and the Faculty of Veterinary Medicine, Trakia University. Two tests are selected – the Cooper and Beep tests. It is established that a very large relative part of the female students are characterized with unsatisfactory level of physical stamina development. Targeted and perennial work for the development of physical stamina, as well as a need for the intensification of the students to develop this characteristic during physical education classes are recommended. Convincing them that the level of physical endurance is directly related to health and the level of efficiency is significant.

Keywords: Cooper test, Beep test

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СЪСТОЯНИЕ, ТЕНДЕНЦИИ И ПЕРСПЕКТИВИ ЗА РАЗВИТИЕ НА ЕКСТРЕМНИЯ
ТУРИЗЪМ В БЪЛГАРИЯ (ПО ПРИМЕРА НА ВЕРИГАТА ОФРОУД СЪСТЕЗАНИЯ
„BULGARIA TROPHY CHALLENGE 2017")
**STATE, TRENDS AND PERSPECTIVES FOR THE DEVELOPMENT OF
EXTREME TOURISM IN BULGARIA (BY THE EXAMPLE OF THE OFFROAD
"BULGARIA TROPHY CHALLENGE 2017")**

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The intense lifestyle at the beginning of the 21st century implies a development of new alternative forms of tourism, related to relaxation, maintenance of good vital signs and recovery of physical and mental strengths. Seekers of strong sensations are active consumers of specific tourist services, this is why the extreme forms of tourism are actively entering and are on offer on the Bulgarian tourist market.

The aim of this research is to study the attitude among the participants and the observers of one of the most extreme sports in Bulgaria –the off-road. The research aims to show how much the conditions of the events satisfy the tourists, what are their preferences for improving and diversifying their vacation.

The research methods used are the following: statistical, historical, comparative analysis, regional analysis, survey.

The assessment of this type of tourism is rather positive and based generally on the possibility of combining active recreation with sports, where there are strong sensations and high adrenaline; the possibility of combining extreme forms of tourism with the so called event tourism, which allows the participants to be involved in a particular community; going beyond the traditional everyday life, based on a strongly urbanized lifestyle with high levels of stress and tension.

Keywords: tourism, extreme tourism, extreme sports, offroad competitions

ПРОМОТИВНО-ПРОФИЛАКТИЧНИ ДЕЙНОСТИ ЗА МАЙЧИНОТО И ДЕТСКОТО
ЗДРАВЕ: ОСОБЕНОСТИ И ПРЕДИЗВИКАТЕЛСТВА
**HEALTH PROMOTION AND PREVENTION ACTIVITIES IN IN THE FIELD OF
CHILD AND MATERNAL HEALTH: FEATURES AND CHALLENGES**

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Child and maternal health are the priority for every developed society. The purpose of this study is to analyze organizational, economic and ethical challenges in the field of child and maternal health, at the level of primary care in the Republic of Bulgaria. Here are presented the characteristics of the health promotion and prevention activities in R. Bulgaria. They are discussed on the basis of the Principles of the Public Economics: 1. The Principle of Fairness, 2. The Principle of Economic efficiency; 3. The Principle of Impartiality. The seriousness of the discussion inevitably sets the approach to the basic Ethical principles in Medicine and Public Health: 1. The Principle of Respect for Autonomy; 2. The Principle of Beneficence; 3. The Principle of Non-maleficence; 4. The principle of Justice. Questions have been raised about the implementation of effective and accessible best practices for integrated promotion and prevention activities, which give opportunity for full coverage of mothers and children, regardless of their health insurance status, place of residence, education, income, ethnic affiliation and other characteristics.

Keywords: Public economy, Health promotion, Prevention, Primary care, Child and Maternal health, Principles in Medicine and Economics

БЪЛГАРСКОТО ЧИТАЛИЩЕ КАТО ЦЕНТЪР В ПОДКРЕПА НА МЕСТНОТО
ПРЕДПРИЕМАЧЕСТВО
**THE BULGARIAN CHITALISHTE AS A CENTER IN SUPPORT OF THE LOCAL
ENTREPRENEURSHIP**

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Goal: The report presents current trends for stimulating the local communities' entrepreneurship, based on the resources and development potential of the traditional

Bulgarian community center Chitalishte. Method: The report is based on its own empirical materials, which shows the Chitalishte as a: factor for social capital, channel for building entrepreneurial attitude, incentive for new economic activities. The systemic and scientific approaches and the theory of self-organization are applied. The natural environment of different communities is studied as well as the external targeted impact on the community processes. The report presents the contemporary Chitalishte as a community center, influencing positively on the entrepreneurial motivation and stimulating the individuals' autonomy. Results: The main functions of the Chitalishte are described as: Communication – a meeting point and place to share experience; Information - a treasury of the local memory for traditional productions, livelihoods and practices; Openness and accessibility; mediation between the local community and globalization. Thus, it manages to create entrepreneurial attitudes in the field of tourism, craftsmanship, agriculture, social entrepreneurship, tangible and intangible cultural heritage. Conclusions: The Chitalishte today has the potential to fill in niches in the field of communication, information, training, motivation and innovation in support of local business.

Keywords: Community, communication, information, motivation, mediation, livelihood, traditions