



“St. Kliment Ohridski”  
University / Faculty of  
Economics and BA



University of Cologne  
Faculty of Management, and  
Economics and Social Sciences



Agency for Economic Analysis  
and Forecasting

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## 10<sup>th</sup> INTERNATIONAL CONFERENCE

*5-7 October, Boyana Residence, Sofia, Bulgaria*

*Policy of Economic and Social Development towards a Knowledge Based Society in Europe*

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**Organized by the Faculty of Economics and Business Administration at Sofia University, the Faculty of Management, Economics and Social Sciences at the University of Cologne and the Agency for Economic Analysis and Forecasting**

### PROGRAMME

**4 October – Arrival of participants**

**5 October – Conference hall – Boyana Residence**

**9:00-9:30 – Registration of participants – Transportation to Boyana residence provided**

**9:30–10:00 Opening: George Chobanov / Horst Schellhaass/ Peter Chobanov  
Greetings by other institutions**

#### ***A. INSTITUTIONS FOR ECONOMIC GROWTH IN EUROPE***

**Chairperson – Gernot Gutmann**

**10:00 – 10:30 Keynote speech**

**Kiichiro Yagi: ORIGINS OF THE NEO-SCHUMPETERIAN ECONOMICS: CROSSING AND SEPARATION OF INNOVATION AND INVENTION STUDIES**

**10:30 – 12:30 Short contributions (presentation 15 min, discussion 5 min)**

**Georgy Ganev: INFORMAL INSTITUTIONS, PARTIAL ENFORCEMENT, AND IMPERSONAL EXCHANGE: OBSERVATIONS FROM BULGARIAN STREETS.**

Diana Andreia Hristache, Roxana Lucia Ungureanu: INSTITUTIONALISM AND SOCIAL RESPONSIBILITY IN THE EUROPEAN AREA.

Kubis A., Titze M., Ragnitz J.: SPILLOVER EFFECTS OF SPATIAL GROWTH POLES – A RECONCILIATION OF CONFLICTING POLICY TARGETS (Patterns of structural change – an empirical analysis of German NUTS 3-regions)

Nevena Stancheva EU INTERNAL-REGIONAL TRADE POLICIES.

Ainhoa Herrarte, Felipe Sáez: AN EVALUATION OF ALMP: THE CASE OF SPAIN

Sabin Dobrogeanu: EMPIRICAL TESTING OF OCA CRITERIA FOR CENTRAL AND EAST EUROPEAN COUNTRIES

**13:00 – 14:00 Lunch**

## **B. THE EFFICIENCY OF TRANSACTION COSTS**

**Chairperson –Lothar Mueller-Hagedorn**

**14:00 – 14:30 Keynote speech**

Jean – Pierre Gern: MEASUREMENT OF THE EFFICIENCY OF TRANSACTION COSTS

**14:30 – 15:00 Keynote speech**

Max Albert, Georgi Chobanov, Henrik Egbert, Vanessa Mertins, Teodor Sedlarski:  
LEGITIMACY AND CHOICE OF PROCEDURES: EXPERIMENTAL EVIDENCE FROM BULGARIA

**15:00-17:00 Short contributions (presentation 15 min, discussion 5 min)**

Laurențiu Gabriel Frâncu: THE EFFECTS OF BUREAUCRACY, CASE STUDY ON ROMANIA'S BUREAUCRATIC SYSTEM.

Serban-Oprescu George Laurentiu, Piroasca Grigore-Ioan: COST OF SEARCH AS A TRANSACTION COST

Federico Sallusti: NETWORKS: NATURE, OBJECT, FORMS OF GOVERNANCE AND LEARNING TYPOLOGIES OF THE INTER-FIRM RELATIONSHIPS

George Mengov, Henrik Egbert, Stefan Pulov, Kalin Georgiev: THE ROLE OF DISAPPOINTMENT AND SATISFACTION IN CONSUMER DECISIONS

Liana Nuțu, Nicolae Nedelcu: E-BUSINESS – PERSPECTIVES AND CHALLENGES IN GLOBAL COMPETITION

Narcis Eduard, Mitu: THE QUANTIFICATION OF THE PERFORMANCES OF PUBLIC INSTITUTIONS - THEORETICAL CONCEPTS

**17:00-17:30 Coffee break**

### **C. MARKETS AND EDUCATIONAL SYSTEMS IN EUROPE**

**Chairperson – Hermann Albeck**

**17:30-18:00 Keynote speech:**

Horst Schellhaaß: SUPERSTARS AS WINNERS OF THE COMMON MARKET

**18:00-18:30 Keynote speech:**

George Chobanov: THE DYNAMIC INTERACTION OF TWO MARKETS

**18:30-19:50 Short contributions (presentation 15 min, discussion 5 min)**

Ralitsa Simeonova-Ganeva, Natalia Panayotova: HUMAN CAPITAL AND THE LABOUR MARKET IN TRANSITION: THE CASE OF BULGARIA

Grigore Ioan Piroșcă, Stefania Cistina Curea, George Laurențiu Serban-Opreșcu: THE TREAT OF GLOBALIZATION OVER THE EDUCATIONAL SYSTEM

N. Makovskay: THE INTERNAL LABOUR MARKET AND the DEVELOPMENT of HUMAN CAPITAL

Gabriel Staicu : EDUCATION. AN INSTITUTIONAL APPROACH.

**20:00 Reception at Boyana residence**

**Transportation back to hotels provided**

**6 October – Saturday**

**Boyana residence – Transportation from hotels to conference venue provided**

### **D. ECONOMICS OF KNOWLEDGE BASED SOCIETY**

**Chairperson – Detelin Elenkov**

**9:00-9:30 Keynote speech**

Nikolay Nenovsky, Petar Chobanov, Gergana Michaylova, Darina Koleva: THE EFFICIENCY OF THE BULGARIAN BANKING SYSTEM

**9:30-10:30 Short contributions (presentation 15 min, discussion 5 min)**

Zoltan ZAKOTA: TELECENTRE NETWORKS IN A KNOWLEDGE BASED ECONOMY

Anastassia Bankova: MANAGEMENT, KNOWLEDGE, AND COMPETITIVENESS OF ENTERPRISES

Andy Ștefănescu: KNOWLEDGE MANAGEMENT APPLICATION

**10:30-11:00 Coffee break**

**11:00 – 13:00 Short contributions (presentation 15 min, discussion 5 min)**

Xiangang Guo: WHY CHINA? ON CHINA DEEP-SEATED ECONOMIC PROBLEMS

Laura Ștefănescu, Andy Ștefănescu: THE NEED OF KNOWLEDGE MANAGEMENT STRATEGY FOR THE SUCCESSFULLY IMPLEMENTATION OF REENGINEERING PROJECTS

Hornoiu Remus Ion: KNOWLEDGE TRANSFER IN TOURISM SERVICES

Ana Bobircă: INTEGRATING CEE COUNTRIES IN THE GLOBAL DIVISION OF LABOR: THE CHALLENGE OF THE KNOWLEDGE ECONOMY

Camelia Burja, Vasile Burja: REALITIES AND PERSPECTIVES OF ROMANIAN KNOWLEDGE BASED ECONOMY IN THE CONTEXT OF EU INTEGRATION

Elise Brezis, Galit Eizman: IS AN INCREASE IN TERTIARY-EDUCATION ENROLMENT NECESSARY FOR A KNOWLEDGE-BASED SOCIETY?

Laura GIURCĂ VASILESCU, Ana POPA, Nicolae SICHIGEA: INNOVATION AND KNOWLEDGE BASED SOCIETY: ROMANIAN INSTITUTIONAL CONTEXT AND POLICY MIX

**13:00 – 14:00 Lunch**

**Two parallel sessions E and F**

**Parallel session E:**

**E. ECONOMIC AND SOCIAL PROBLEMS OF EU ENLARGEMENT**

**Chairperson –Juergen Ploehn**

**14:00-14:30 Keynote speech**

Spiridon Paraskewopoulos: IST DIE TUERKEI REIF FUER EINE VOLLMITGLIEDSCHAFT IN DER EUROPAEISCHEN UNION?

**14:30-16:30 Short contributions (presentation 15 min, discussion 5 min)**

Martin Mendelski: CAN OTTOMAN BUREAUCRATIC AND INSTITUTIONAL LEGACY EXPLAIN THE DIVERGENT INSTITUTIONAL PERFORMANCE OF POST-COMMUNIST TRANSITION COUNTRIES?

Claudia Elena Paicu: SECRET WEAPONS IN ADVERTISING. CASE STUDY ON THE ADVERTISING CAMPAIGN OF DACIA

Roxana Lucia Ungureanu, Diana Andreia Hristache: GLOBAL COMMUNICATION AND THE EUROPEAN UNION

Matei Mirela, Iacovoiu Viorela: INTERDEPENDENCE BETWEEN REAL ESTATE MARKET AND CAPITAL MARKET - ROMANIAN PERSPECTIVE

Ana-Maria Zamfir: INSURANCE MARKETS WITH ADVERSE SELECTION - EVOLUTIONARY ANALYSIS. CASE STUDY ON ROMANIAN INSURANCE MARKETS

Anastasia Paris: THE EVOLUTION OF GROSS DOMESTIC PRODUCT OF ALL SECTORS OF GREEK ECONOMY SINCE 1963

**16:30 – 17:00 Coffee break**

**17:00-18:40 Short contributions (presentation 15 min, discussion 5 min)**

Guergana Stanoeva: WHAT DO OPTIMAL CURRENCY AREA CRITERIA TELL US ABOUT THE READINESS OF CENTRAL AND EAST EUROPEAN COUNTRIES TO JOIN THE EUROZONE?

Kaloyan Ganev: MEASURING THE PARAMETERS OF REAL CONVERGENCE FOR THE BULGARIAN ECONOMY

Nikolay Nenovsky, Giovanni Pavanelli, Kalina Dimitrova: EXCHANGE RATE CONTROL IN ITALY AND BULGARIA IN THE INTERWAR PERIOD. HISTORY AND PERSPECTIVES.

Martin Ivanov, Kalina Dimitrova, Ralitzha Ganeva: EFFECTIVE EXCHANGE RATES IN BULGARIA 1897-1939;

Antoaneta Simova. POSSIBLE IMPACT OF EU MEMBERSHIP ON BULGARIAN AGRICULTURE

Polya Todorova HOW TO MEASURE THE TRADE POTENTIALS ON THE BALKANS? THE GRAVITY MODEL.

**Parallel session F:**

## **F. INSTITUTIONS, INNOVATION AND PRODUCTIVITY**

**Chairperson – Nansen Behar**

**14:00 – 14:30 Keynote speech**

Detelin S. Elenkov: FEMALE LEADERSHIP, ETHICAL LEADERSHIP, AND INNOVATION: THE MODERATING ROLE OF MULTIPLE INTELLIGENCES

**14:30-16:30 Short contributions (presentation 15 min, discussion 5 min)**

Zhelyu Vladimirov: IMPACT OF THE FOOD SAFETY STANDARDS IMPLEMENTATION ON THE SMALL BUSINESS

Desislava Yordanova, Maria-Antonia Tarrazon: DETERMINANTS OF ENTREPRENEURIAL INTENTIONS AMONG BULGARIAN UNIVERSITY STUDENTS: AN EXPLORATORY STUDY

Gheorghe Bică, Mădălina Constantinescu: DIMENSIONS AND IMPACTS OF KNOWLEDGE MANAGEMENT UPON THE LABOUR PRODUCTIVITY AND INNOVATION IN A KNOWLEDGE BASED ECONOMY

Iacovoiu Viorela, Matei Mirela: THE IMPACT OF FOREIGN DIRECT INVESTMENTS UPON THE PRODUCTIVITY OF CEE ECONOMIES

Dragulanescu Irina Virginia: ASPECTS OF INNOVATION IN SERVICES

Ana Popa, Laura Giurcă Vasilescu: THE URBAN DEVELOPMENT IN ROMANIA – LOCAL SELF-GOVERNMENT AND FINANCING POSSIBILITIES

**16:30 – 17:00 Coffee break**

**17:00-18:40 Short contributions (presentation 15 min, discussion 5 min)**

Cicero I. Limborea EUROZONE – A SENSIBLE ABSORPTION OF RISK CAPITAL?

Iosif Schwertner, Krassimira Schwertner: SECURITY OF DATABASES AND DATA

Tzvetan Ignatov and Anna Nikolova EVALUATION THE MOMENTS OF THE WISHART DISTRIBUTION

Milena Komitska: BARRIERS, CRITICAL SUCCESS FACTORS AND MOTIVATORS OF SOFTWARE PROCESS IMPROVEMENT (SPI) IMPLEMENTATION AT THREE BULGARIAN SOFTWARE DEVELOPMENT COMPANIES

Sonia Mileva QUALITY CONCERNS FOR BULGARIAN TOURISM INDUSTRY

Sofia Gessiou: TOURISM MARKETING AND PRODUCTION OF COMPLEMENTARY INCOME: A CASE STUDY IN HOSPITALITY INDUSTRY

Dimitar Stefanov: MICRO-DRIVERS OF GROWTH

Bancho Banov: FACTORS AND INSTITUTIONS FOR ECONOMIC GROWTH IN EUROPE AFTER THE WORLD WAR.

**18:40-19:00**

**Conference round up**

**19:30 – GALA DINNER in a restaurant in Sofia  
Transportation to hotels not provided**