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# WORLD FORUM FOR A SUSTAINABLE SOCIETY

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

Social Sustainability through  
Competitiveness with  
Qualitative Growth

**17 - 18 October 2014**  
Sofia University • Bulgaria  
[www.clubofsophia.org](http://www.clubofsophia.org)

### PROGRAMME



**17 October**

Friday

**Aula Magna – Sofia University****08:00 – 09:00** Registration**09:00 – 09:30** **Opening Ceremony Chair: George Chobanov**  
**Prof. Jean – Jack Cegarra, Attaché of the Republic of France in Bulgaria for Science and Higher Education****Keynote Speech by: Joachim Schwalbach:**  
Creating Sustainable Shared Value**09:30 – 12:30** **Research Panel on Sustainability**  
**Chaired by: Joachim Schwalbach**09:30 – 10:00 **Frank Schulz – Nieswandt:** Social Inclusion, social space & social capital10:00 – 10:30 **Colin Gray:** Business Growth, ICT and Sustainability in the Small Firm Sector..10:30 – 11:00 **George Chobanov:** Randomness Uncertainty and Ergodicity in Nature and Society: from Laplace via Keynes and Knight to North.11:00 – 11:15 **Faridah Djellal:** Innovation in Services, Social Innovation.**11:15 – 11:30** **Coffee Break**11:30 – 12:00 **Dina Barbian:** Our common WASTE – solutions for a sustainable society12:00 – 12:15 **Didar Erdinç:** Coping with the Global Financial Crisis: Demystifying the Role of Foreign Banks in the Bulgarian Banking Sector, 2001 – 201212:15 – 12:30 **Michael Sauer:** Sustainable Welfare Regimes in Europe? The Case of Care Drain!**12:30 – 14:00** **Lunch Break****14:00 – 16:00** **Executive Panel on: Instruments for Sustainable Structures****Chaired by: Nilolay Minkov**14:00 – 14:30 **Dieter Flämig:** The public – private Climate – Protection – Pension – a strong Instrument for a fundamental Change (project – report)14:30 – 15:00 **Raimund Hosch:** Sustainability needs Communication – Ideas for efficient international Platforms and Activities15:00 – 16:00 **Björn Schmidt:** Green growth in hypercompetitive markets – problems, solutions, strategies.**16:00 – 16:15** **Coffee Break****16:15 – 19:15** **Research Panel on Governance for Sustainability (New Conference room)**  
**Chaired by: Juergen Ploehn**16:15 – 16:45 **Miroslav Mateev:** FDI in Central and Eastern European Countries As an Instrument for Sustainable Economic Development: A Comparative Analysis16:45 – 17:00 **Aleksandar Vasilev:** The welfare effect of proportional taxation in an RBC model with an informal sector: the case of Bulgaria's 2008 at tax reform.17:00 – 17:15 **Tsvetan Davidkov, Desislava Yordanova.** Success factors in Bulgarian enterprises17:15 – 17:30 **Carmine D'Arconte:** How to implement successfully a CRM system to increase companies' performance and profit?17:30 – 17:45 **Maria Vidolova:** Methods and models for assessment and analysis of credit risk in banking activities17:45 – 18:00 **Gergana Ilieva Mihaylova:** Technical efficiency of Bulgarian banking system**17 October**

Friday

before and after EU membership.

18:00 – 18:15 **Krassimira Schwertner:** Information Technology as Tool for Sharing Economy18:15 – 18:30 **Albena Antonova:** How value co-creation models influence customer utility and satisfaction – the role of technologies on adoption of more sustainable business models18:30 – 18:45 **Pavel Stoynov:** Development of Health Tourism in Bulgaria18:45 – 19:00 **S. Petranov, I. Hristova:** Sustainable economic development through sustainable economic policy19:00 – 19:15 **Peter Ivanov:** Management of Bulgarian higher education institutions in the context of a new competitive environment – changes and challenges19:15 – 19:30 **Eleonora Stancheva-Todorova, Iliyana Ankova:** Functioning of Bulgarian Companies' Accounting Systems under Conditions of Uncertainty.19:30 – 19:45 **Sonia Mileva, Naalyan Gendzheva:** Enhancing competitiveness and added value of a tourist product.19:45 – 20:00 **Bancho Banov:** Some Buyer Behavior Strategies in Capitalism and in Socialism: Pay What You Want Versus Buy As There Is**20:00** **Cocktail party****18 October**

Saturday

**New Conference Hall – Sofia University****9:00 – 12:30** **Research Panel on Sustainability**  
**Chaired by: Gerrit Tamm**09:00 – 09:15 **Teodor Sedlarski:** Socio-psychological Factors for Sustainable Institutions: Status, Choice and Wellbeing09:15 – 09:30 **Miroslava Christova:** Competitive and Innovative Behavior of Firms: Evidence from Bulgaria09:30 – 10:00 **Johannes Schubert, Vladimir Stantchev:** Towards a Criteria Catalogue for Corporate Social Responsibility10:00 – 10:30 **Pavlin Bonev, Henrik Egbert, Thomas Neumann:** Examining Entrepreneurial Potential10:30 – 10:45 **Nadya Velinova:** New in the hedge accounting and risk management10:45 – 11:00 **Adrian Marinchev:** Cost accounting in Higher Education11:00 – 11:15 **Olena Kharchyshyna:** Prospects and Challenges of CRS Implementation in SMEs.11:15 – 11:30 **Todor Yalamov:** Shapers and drivers of new management tools implementation: the case of scenario planning in Bulgaria11:30 – 12:00 **Diana Tisheva:** Teaching Self-Service BI in a Master Program of Business Administration**12:00 – 14:00** **Lunch Break****14:00 – 19:00** **Doctoral Academy in Competitiveness: Strategy and Added Value**  
**Session organized and chaired by Prof. Dr. Rumen Georgiev****19:00 – 20:00** **Conference roundup and a glass of wine****Poster Session****Doctoral Workshop**

The doctoral workshop has a special session at the World Forum. It took place for the first time in 2012. This year's workshop will particularly address interdisciplinary research in the fields of sustainability in a globalized context. We are inviting PhD candidates from social sciences, law, business sciences and economics as well as from natural sciences and engineering to engage in a dialogue on solutions for global challenges of sustainability. Proposals may address the scientific topics in the main streams of the World Forum but do not necessarily have to be limited to these. Rather they should investigate subjects representing cutting edge fields of research.

The workshop offers PhD candidates a unique possibility to present and discuss their research projects in an inspiring academic community of both fellow PhD students and experienced researchers. A friendly and supportive atmosphere will allow students to improve their academic skills and abilities as well as to connect with international PhD colleagues and faculty members.

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