



“St Kliment Ohridski”

Faculty of Economics  
Business Administration



University of Cologne

Faculty of Management,  
Economics and Social Sciences

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**13<sup>th</sup> INTERNATIONAL CONFERENCE**

*8-9 October 2010, Sofia, Bulgaria*

*Social Welfare Enhancement in EU*

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**PROGRAMME**

**7 October – Arrival of participants**

**8 October – Conference hall – Arena di Serdica Hotel**

(Address: 2 Budapest Str. Website: <http://www.arenadiserdica.com/en/location-information/>)

**9:30-10:00 – Registration of participants**

**10:00–10:30 Opening ceremony: Gernot Gutmann** ( On behalf of Koeln University)

**Zhelyu Vladimirov** (On behalf of St Kliment Ohridski University of Sofia)

The opening session is chaired by **George Chobanov**

***I. CORPORATE SOCIAL AND ENVIRONMENTAL RESPONSIBILITY IN EU***

***Chairperson – Gernot Gutmann***

***10:30 – 11:00 Keynote speech***

**Dieter Flaemig:** SUSTAINABILITY – EUROPE’S CHANCE TO REWIN GLOBAL STRENGTH

***11:00 – 12:00 Short contributions (presentation 10 min, discussion 5 min)***

**Christophe Hug:** Decentral waste water treatment - approaches for a low budget strategy for Bulgaria.

**Hans-Jörg Dorny**, Smart Grid: the central nervous system for modern power supply - an overview:

**Thomas Pilz and Dipl.-Ing. Paul Kleppe**: Energy production by hydrothermal carbonisation as a future business

Lunch break 12:00 – 14:00

***Afternoon session***

***Chair: Detelin Elenkov***

***Short contributions (presentation 10 min, discussion 5 min)***

**Christoph Fritsch**: Ad Addressability and Personalized Content in IPTV Markets

**Maria Vidolova**: Testing and comparing measures for ‘value at risk’

**Boyan Lomev, Ivan Ivanov and Magdalena Yankova**: Forecasting of Bad and Overdue Credits in Bulgarian Bank System by ARIMA Models

**Stancheva, Eleonora, Ankova, Iliyana**: Impact of International Financial Reporting Standards on Accounting Development

**Marcellin Mègbé Yovogan** : Management Performance: What Role for Non-Financial Indicators?

***15:30 – 16:00 Coffee break***

**Anastassia Bankova**: Sustainable Development and Social Responsibility of the Business – Problems in Bulgaria

**Danijela JELENIC**: The corporate and social responsibility in Serbia - the current state and perspectives of development

***Pavel Stoynov: Social and Environmental Policy of EU – an Overview***

**Stancheva, Eleonora, Ankova, Iliyana, Yaneva, Dafina** Accounting Treatment of Forests in Republic of Bulgaria

**9 October – Saturday - Conference hall – Arena di Serdica Hotel**

**Morning session**

**9:00**

***II. THE IMPACT OF HUMAN CAPITAL FORMATION ON SOCIAL WELFARE***

***Chairperson: J.P Gern.***

***Keynote speech***

9:00 – 9:30

**Georgi Chobanov, Nikolay Dobrev, Teodor Sedlarski:** The Economic Darwinism and the Legal Framework for Human Capital Development Policy

*Keynote speech*

9:30 – 10:00

**Todor Popov:** On the Origin, Change and Establishment of Rules

*Short contributions (presentation 10 min, discussion 5 min)*

**Jean-Pierre Gern:** A Key Condition for Enhancing Social Welfare : Reconsidering the Axioms, on Which the Teaching of Economics is Based

*Coffee break 10:30 – 11:00*

*Short contributions (presentation 10 min, discussion 5 min)*

**Michael Sauer:** Welfare in South-Eastern Europe - Setting the Scene for Research on Long-term Care

**Mariella Andonova Nenova-Amar:** Was there Overconfidence in the Merits of EU Accession

**Tsvetan P. Davidkov, Desislava I. Yordanova:** The Effect of Entrepreneurial Orientation on Performance in Bulgarian Enterprises: an Empirical Investigation

**Dimitar Stefanov:** Fiscal Consolidation and Welfare Reform

**Anatoliy Yakovlev:** Fundamentalization and Humanization of Higher Education as a Factor of the Effective Training of Specialists of the 21st Century

**Kaloyan Kolev:** Operational Program “Human Resources Development” and its effect on the social welfare

Lunch break 12:30 – 14:00

*Saturday afternoon*

### **III. INCOME DISTRIBUTION**

*Chairperson : Hermann Albeck*

*Keynote speech 14:00 – 14:30*

**Corbett Gauden:** Income Distribution and Economic Growth: The American Perspective

*Short contributions (presentation 10 min, discussion 5 min)*

**Tom F. Badgett, Detelin S. Elenkov, Charles W. Lamb:** A New Look at A Model for Inventory Control of Perishable Products

**Detelin S. Elenkov:** International Transfer of Knowledge: Results of an International Online Program Offered by Angelo State University

*Coffee break:* 15:30 – 16:00

*Short contributions (presentation 10 min, discussion 5 min)*

**Yuri P. Pavlov :** Normative Utility and Prescriptive Analytical Presentation: A Stochastic Approximation Approach

**Elena Stavrova:** Ethics Paradigm in Conditions of Global Financial Crisis

**Prof. L.M. Mari, Dott.ssa F. Picciaia:** Doing social” in Italy: a new reporting way for social enterprises

**Ioseb Masurashvili:** The EU Experience in the Management of Social Sphere in Georgia

**Grishin, Vladislav:** The modernization and innovative activity under global recession conditions

**Bancho Banov:** Foreign Debt of Republic of Moldova – Problems and Possible Solutions

Conference round up.