



“St Kliment Ohridski”
Faculty Economics and BA



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



Angelo State University
College of Business, Texas

14th INTERNATIONAL CONFERENCE

7 – 8 October 2011, Sofia, Bulgaria

Social Values and Competitiveness Development in EU

PROGRAMME

6 October – Arrival of participants

7 October – Friday - Conference hall – Arena di Serdica Hotel

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

9:00 – 10:00 **Registration of participants with coffee**

10:00 – 10:30 **Opening ceremony**

Welcome by representatives of co-organizing institutions:

George Chobanov (Dean, Faculty of Economics and BA)

Gernot Gutmann (On behalf of Koeln University)

Corbett Gaulden (Dean, College of Business, Angelo State University)

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

10:30 – 12:00 **SECTION 1 - ECONOMIC CLUSTERS AND SUSTAINABLE
COMPETITIVENESS IN THE EU**

*Chairperson: **Gernot Gutmann***

10:30 – 11:00 **Keynote speech**

George Chobanov: Cluster Portfolio Policy in a Transaction Cost
Economy

11:00 – 12:00

Short contributions (presentation 10 min, discussion 5 min)

Zhelyu Vladimirov, Ralitsa Simeonova-Ganeva, Kaloyan Ganev: Factors for Competitiveness and Sustainability of the SMEs under the Global Crisis: the Case of Bulgaria

Margarita Perova: Competitiveness Recovery of the Enterprises on the Basis of their Economic Activities Simulation Modelling

Anastassia Bankova, Ivanka Mihaylova: Clusters, Conflicts, Management

Discussion

12:00 – 13:00

Lunch

13:00 – 17:15

SECTION 2 - SOCIAL AND ECONOMIC STRATEGIES FOR A SUSTAINABLE SOCIETY. BUSINESS STRATEGIES FOR A SUSTAINABLE GROWTH.

Chairperson: Detelin Elenkov

13:00 – 15:00

Keynote speeches

13:00 – 13:30

Dieter Flaemig: Social and Economic Strategies for a Sustainable Society

13:30 – 14:00

Joachim Schwalbach: Globalization and Entrepreneurial Responsibility

14:00 – 14:20

Markus Haastert: "The Zeri-Method"

14:20 – 14:40

Andreas Scholz-Fleischmann: The Infrastructure Economy as a Nucleus for more Sustainability

14:40 – 15:00

Discussion

15:00 – 15:30

Coffee break

15:30 – 17:15

Short contributions (presentation 10 min, discussion 5 min)

Albena Antonova: Service Science Approach for Developing Sustainable Business Models

Dimitar Vassilev, Kaloyan Ganev, Petar Chobanov, Ralitsa Simeonova-Ganeva, Stefan Tsvetkov: Estimating EU Policies Effects: Macroeconomic Modeling for Bulgaria

Luca Bartocci, Francesca Picaia: Beyond State and Market: Towards a Participatory Governance in the Public Utilities?

Peter Tashev: Increasing the effectiveness and efficiency of large companies by using professional facility management services

Atanas Georgiev: Independence of the Energy Regulatory Agencies

Stefka Iankova: Main Factors of Success and Failure of Mergers and Acquisitions.

Krassmira Schwertner: The Virtual Business Organization

18:30 *Organized Transport to the Bulgarian Folklore Style Dinner*

19:30 **Bulgarian Folklore Style Dinner**

8 October – Saturday - Conference hall – Arena di Serdica Hotel

9:00 – 10:15 **SECTION 3 – THE EFFECT OF COMPETITIVENESS DEVELOPMENT ON SOCIAL VALUES**

Chairperson: **Ralph Anderegg**

9:00 – 9:30 **Keynote speech**

Jean-Pierre Gern: Is Competitiveness Development Self-destructive through its Impact on Social Structures and Values

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

Femi Odebiy: Integrating Values in Higher Education Teaching: A Case Study of LCC International University.

Radostina Bakardjieva: Corporate social responsibility - new challenges and solutions

M. Bojadzhiev, A. Tomovska-Misoska, M. Stefanovska, Z. Nikolovska
Vox Organizationis – theoretical basis and methodological considerations in the development of an instrument for organizational culture

10:15 – 10:45 **Coffee break**

10:45 – 12:15 **SECTION 4: INSTITUTIONAL FACTORS FOR SOCIAL CAPITAL ENHANCEMENT**

Chairperson: **Ralph Anderegg**

10:45 – 11:15 **Keynote speech**

Henrik Egbert: What is wrong with contemporary economics textbooks? The case of the Production Possibility Frontier

11:15 – 12:15 *Short contributions (presentation 10 min, discussion 5 min)*

Christian Scheiner, Christian Baccarella, Stephan Hohnadl, Kai-Ingo Voigt: Embedded Systems in the Metropolitan Region Nuremberg – A Cluster Development Analysis

Ralitsa Simeonova-Ganeva, Nataliya Panayotova, Kaloyan Ganev: What happens to PhDs?: Labour market outcomes in a transitional economy

Vihra Naydenova: Influence of social factors on quality of life and well-being of East European educational migrants in Germany

Alexander Nikolov, Kaloyan Kolev: Programme instruments for strengthening the scientific sector in Bulgaria

12:15– 13:30

Lunch

13:30 – 15:30

SECTION 5: SOCIAL AND POLITICAL INFLUENCES ON THE ECONOMIC AND FINANCIAL CRISIS IN EUROPE

Chairperson: Tom Badgett

13:30 – 14:00

Keynote speech

Nikolay Dobrev: Causes, consequences and solutions to the most recent global economic and financial crisis

14:00 – 14:30

Keynote speech

Corbett Gauden: Fiscal Mischief and Fiscal Constraint in the European Crisis

14:30 – 15:30

Short contributions (presentation 10 min, discussion 5 min)

Roumen Vesselinov: Bulgarian Business Cycle and the Economic Crisis

Iskra Christova-Balkanska: Over indebtedness in Bulgaria – Are there any evidence of the deepening of this phenomena in the post crisis economic development of Bulgaria?

Bancho Banov: Some aspects of the revenues in the State Budget of Republic of Bulgaria and GDP development in the pre-crisis period 1999-2005

Maria Vidolova: Risk management in banking – Evolution of the applicable standards

15:30 – 16:00

Conference roundup and a glass of wine