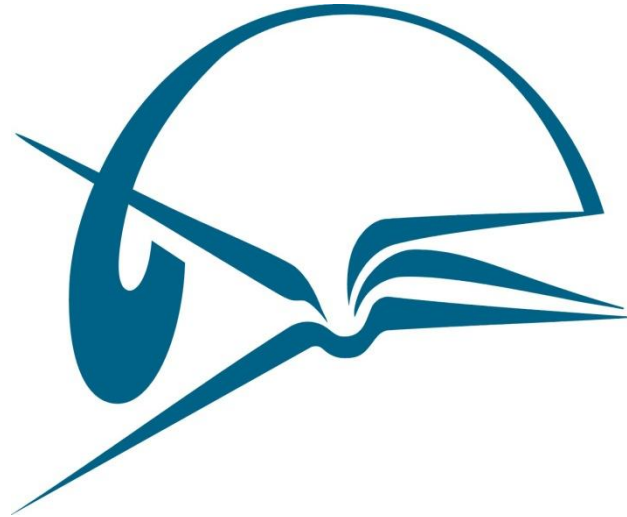


**“Prof. Dr Assen Zlatarov” UNIVERSITY  
BURGAS**

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**International Conference**

***EDUCATION, SCIENCE, ECONOMICS AND TECHNOLOGIES***

**PROGRAMME**

20<sup>th</sup> - 21<sup>th</sup> June, 2019  
BURGAS

# PROGRAMME

| <b>Четвъртък</b> |   | <b>Thursday</b>   |
|------------------|---|---|
| 8.30 - 10.00     | Регистрация във Факултет по медицински науки  | Registration at the Faculty of Medical Sciences, Ground Floor Lobby                                   |
| 10.00 - 10.15    | Приветствие от ръководството на Университет „Проф. д-р Асен Златаров”   | Welcome Addresses   |
| 10.15 – 11.00    | Пленарни доклади  | Plenary Speeches  |
|                  | <b>УПРАВЛЕНИЕ НА ПРОМЕНИТЕ И ОБУЧЕНИЕ В ДИГИТАЛНАТА ЕПОХА</b><br>Проф. Роберт Димитровски, Проф. Венелин Терзиев, | <b>CHANGE MANAGEMENT AND DIGITAL AGE TRAINING</b><br>Prof. Robert Dimitrovski, Prof. Venelin Terziev, |
|                  | <b>ОБЩЕСТВЕНОТО РАЗВИТИЕ И НАУКАТА КАТО НАУКА, КОЯТО СПОСОБСТВА ДА ВЪРВИМ НАПРЕД</b><br>Проф. Венелин Терзиев     | <b>THE PUBLIC DEVELOPMENT AND SCIENCE WE NEED IN ORDER TO PROGRESS</b><br>Prof. Venelin Terziev       |
|                  | <b>ЗДРАВНИТЕ ГРИЖИ В СЪВРЕМИЕТО</b><br>доц. Албена Андонова   | <b>HEALTH CARE IN MODERN TIMES</b><br>Assoc . Prof. Albena Andonova                                   |
| 11.30 - 13.00    | Заседания по секции   | Section Meetings  |
| 13.00 - 14.00    | Кафе пауза / обяд   | Coffee Time / Lunch   |
| 14.00 - 18.00    | Заседания по секции   | Section Meetings  |
| 19.00            | Коктейл<br>Ресторант “La vie” (хотел „Парк”)  | Welcome Cocktail<br>Restaurant “La vie” ( Hotel Park)   |
| <b>Петък</b>     |   | <b>Friday</b>   |
| 10.00 - 13.00    | Заседания по секции   | Section Meetings  |
| 13.00 - 14.00    | Кафе пауза / обяд   | Coffee Time / Lunch   |
| 14.00 - 18.00    | Заседания по секции   | Section Meetings  |

## SECTIONS:

|                       |  |   |                                 |
|-----------------------|--|---|---------------------------------|
| Секция 1<br>Section 1 | Мениджмънт, маркетинг, туризъм<br>Икономика, финанси, счетоводство | Management, Marketing, Tourism<br>Economics, Finance, Accountancy | Зала 220 ФОН<br>Hall 220 FSS*** |
| Секция 2<br>Section 2 | Педагогика и качество на образованието                             | Pedagogy and Quality of Education                                 | Зала 232 ФОН<br>Hall 232 FSS*** |
| Секция 3<br>Section 3 | Хуманитарни и социални и науки                                     | Humanities and Social Sciences                                    | Зала 221 ФОН<br>Hall 221 FSS*** |
| Секция 4<br>Section 4 | Здравни грижи  | Health Care   | Зала 323 ФМН<br>Hall 323 FMS*   |
| Секция 5<br>Section 5 | Технически и природни науки  | Technical and Natural Sciences                                    | Зала 201 НК<br>Hall 201 FNS**   |

\*Hall 323 FMS - **University campus, Building of the Faculty of Medical Sciences**

\*\*Hall 201 FNS - **University campus, Building of the Faculty of Natural Sciences**

\*\*\*Hall 220, 221, 232 FSS - **Building of the Faculty of Social Sciences**

# Секция / Section 1

**Мениджмънт, маркетинг, туризъм,  
икономика, финанси, счетоводство**

**Management, Marketing, Tourism,  
Economics, Finance, Accountancy**

**Четвъртък / Thursday**

**20.06.2019**

**Зала 220 ФОН / Hall 220 FSS**

**Председател / Chairman:** *Assoc. Prof. Dr. Zlatina Karadzhova*

**Регламент / Time regulations:** *Представяне на докладите / Paper presentation – 10 min*  
*Дискусия и въпроси / Discussion and questions – 5 min*

**11.30 – 18.00**

## **Презентации / Paper presentation**

- 1. IMPORTANCE OF MARKET PARTICIPATION FROM THE COMPETITIVENESS OF SERBIA**  
Radica Jovanović, Zdravka Petković, Olivera Karić Nedeljković
- 2. SOCIAL USEFULNESS AS CRITERION OF MANAGING FOR FINANCIAL AND ECONOMIC PROCESSES**  
Ganna Likhonosova
- 3. DEVELOPMENT OF PERSONALITY IN UKRAINIAN SOCIETY: INEQUALITY, TENSION AND CONFLICT**  
Tetyana Calinescu
- 4. THE IMAGE OF RURAL AREAS IN A DECENTRALIZED**  
Ulyana Petrynyak.
- 5. FRAUDS AND IRREGULARITIES IN SPENDING MONEY FROM THE EU - PROBLEMS AND CHALLENGES**  
Presiyan Vasilev
- 6. ИЗСЛЕДВАНЕ ТЕРИТОРИАЛНОТО РАЗПРЕДЕЛЕНИЕ НА МЕДИЦИНСКИ СПЕЦИАЛИСТИ, БОЛНИЧНИ ЛЕГЛА И ДОХОДИТЕ НА НАСЕЛЕНИЕТО В БЪЛГАРИЯ**  
Румяна Стоянова
- 7. ECONOMIC ANALYSIS OF THE FIFTH MULTIPROPHY HOSPITAL FOR ACTIVE TREATMENT - SOFIA**  
Nikolay Popov, Tihomira Zlatanova
- 8. DYNAMICS IN THE VALUES OF ECONOMIC INDICATORS OF METROPOLITAN MUNICIPAL HOSPITALS IN MARKET CONDITIONS**  
Veselin Milev, Romyana Yaneva
- 9. A RESEARCH ON THE DEVELOPMENT OF PERCEIVED SERVICE QUALITY SCALE FOR COFFEESHOPS (COFFEEPERF)**  
İbrahim Giritlioğlu, Harun Reşit Gündoğan
- 10. SELF-REPORTED FOOD HYGIENE KNOWLEDGE AND PRACTICES OF EMPLOYEES WORKING AT LOCAL MARAS ICE CREAM MANUFACTURERS IN KAHRAMANMARAŞ, TURKEY**  
İbrahim Giritlioğlu, Onur Kızılcık
- 11. CULTURAL THEMATIC TOURISM: THE CITIES OF GREAT COMPOSERS**  
Seda H. Bostancı
- 12. THE MARKETING INNOVATIVE ASPECTS OF FORMATION HIGHER EDUCATION QUALITY AND SCIENCE IN UKRAINE**  
Svitlana Y. Khaminich, Serhii Y. Kasian
- 13. OPPORTUNITIES OF HEALTH TOURISM FOR PREVENTION AND TREATMENT OF DISEASES THROUGH PELOID THERAPY**  
Zlatina Karadzhova, Zhulieta Bozhilova
- 14. UKRAINE ON THE WORLD MARKET OF POULTRY MEAT: TRENDS AND PERSPECTIVES”**  
Svitlana Sendetska
- 15. MARKETING APPROACH IN the Management of THE RESORT TOWN**  
Olga Vasilievna Belan
- 16. PERSONALITY AS BRAND OF THE MODERN MARKET**  
Neli Nikolova
- 17. COMMUNICATION IN THE MODERN ORGANIZATION THROUGH THE PRISM OF MANIPULATION**  
Neli Nikolova
- 18. HEALTH TOURISM - ALTERNATIVE FOR THE DEVELOPMENT OF THE MASS TOURISM IN BURGAS REGION**  
Zlatina Karadzhova
- 19. IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY IN SMALL AND MEDIUM SIZED ENTERPRISES: OPPORTUNITIES AND CHALLENGES**  
Iliy Kereziev

## Постери / poster session

- **ENERGY (NO) EFFICIENCY AND ECOLOGICAL PROBLEMS FROM SOCIAL-ECONOMIC CHARACTERISTICS FOR SOLUTION ON CORRIDORS OF BALKAN**  
Edisa Brničanin, Miloš Stojanović, Sonja Becić
- **ANALYSIS OF THE IMPACT OF DEMOGRAPHIC CHARACTERISTICS OF STUDENTS FROM THE NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE ON THEIR ENTREPRENEURIAL INTENTIONS**  
Nadya Davidenko, Adile Dimitrova
- **ANALYSIS OF THE IMPACT OF BEHAVIORAL FACTORS ON ENTREPRENEURIAL INTENTIONS OF STUDENTS FROM THE NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE**  
Nadya Davidenko, Adile Dimitrova
- **ANALYSIS OF THE IMPACT OF ENVIRONMENTAL FACTORS ON ENTREPRENEURIAL INTENTIONS OF STUDENTS FROM THE NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES OF UKRAINE**  
Nadya Davidenko, Adile Dimitrova
- **ECOLOGICAL AND ECONOMIC CHARACTERISTIC OF THE ECONOMIC ACTIVITY**  
Velika Bineva
- **ECONOMIC EFFECT RESEARCH IN MATHEMATICAL MODEL APPROBATION IN THE CRISIS MANAGEMENT**  
Stoyanka Petkova Petkova-Georgieva
- **ECONOMIC AND FINANCIAL ANALYSIS DEVELOPMENT IN THE CONTROLLING SYSTEM**  
Stoyanka Petkova Petkova-Georgieva
- **SUBSEQUENT EVALUATION OF GOODWILL - OVERVIEW OF EXISTING ACCOUNTING LEGISLATION**  
Atanas Atanasov
- **FISCAL CONSOLIDATION OF THE NEW MEMBER STATES OF THE EU**  
Dobrinka Stoyanova, Stefan Raychev, Blaga Madzhurova
- **ANALYSIS OF THE TAX LEGISLATION APPLICABLE IN TAXING THE INCOMES OF THE FARMERS AS NATURAL PERSONS**  
Vania Georgieva, Nadezhda Blagoieva
- **FACTORS FROM ACTIVITIES OF THE ORGANIZATIONS LEADING TO INSOLVENCY AND CRISIS**  
Daniela Yordanova
- **SUB-SAHARAN AFRICA: A RECOURSE AND MARKETS BATTLEFIELD OR THE NEW ECONOMIC TIGER?**  
Eduard Marinov
- **INCREASING THE INNOVATION POTENTIAL OF BUSINESS ORGANIZATIONS, THROUGH THE STIMULATION OF GENERATION OF IDEAS BY EMPLOYEES**  
Petya Biolcheva
- **THE RELATION "BULGARIA'S COMPETITIVENESS LEVEL ↔ DEVELOPING OF BULGARIA"**  
Sabrina Kalinkova
- **METHODOLOGICAL ASPECTS OF THE DETERMINATION OF THE OPTIMUM SCOPE OF LOGISTIC PROCESSES OUTSOURCING**  
Adile Dimitrova
- **PRACTICAL ASPECTS OF THE DETERMINATION OF THE OPTIMUM SCOPE OF LOGISTIC PROCESSES OUTSOURCING**  
Adile Dimitrova
- **ANALYSIS OF THE MEANS FROM THE EUROPEAN STRUCTURAL AND INVESTMENT FUNDS UTILIZED BY THE BULGARIAN MUNICIPALITIES DURING THE PERIOD 2007-2018 PER REGIONS AND MUNICIPALITIES**  
Nikolay Milev, Lyuba Zheleva
- **DEVELOPMENT OF THE COHESION POLICY OF THE EUROPEAN UNION. IMPLEMENTATION OF THE POLICY IN BULGARIA DURING THE PERIOD 2014-2020**  
Nikolay Milev, Lyuba Zheleva
- **MANAGEMENT AND SUPPLY ASSESSMENT A VETERINARY MEDICINAL PRODUCTS IN EUROPE AND UKRAINE**  
Nataliya Levkivska, Nataliya Voytovych
- **ANALYSIS OF THE COMPETITIVENESS OF THE COURIER SERVICES IN BULGARIA**  
Anna Otsetova
- **PEER-TO-PEER ACCOMMODATION AS A MODERN ALTERNATIVE TO HOTEL ACCOMMODATION**  
Elena Ilieva
- **BALANCED SCORECARD: FLEXIBLE INSTRUMENT FOR STIMULATION OF CHANGES OF THE NATIONAL MILITARY AND EDUCATIONAL SYSTEM**  
Venelin Terziev, Marin Georgiev
- **NECESSITY FROM REDUCING TRAINING IN REGIONAL DEVELOPMENT AS A NATIONAL PRIORITY**  
Nikola Tanakov, Kamen Petrov
- **THE BULGARIAN ISLANDS IN THE BLACK SEA AND OPPORTUNITIES FOR DEVELOPMENT OF SPECIALIST TOURISM TYPES**  
Katya Ilieva
- **FEATURES OF PROJECTS MANAGEMENT IN THE TELECOMMUNICATION SERVICES**  
Gergana Dimcheva
- **DESTINATION PR IN EXPERIENCE ECONOMY**  
Hristina Hristova
- **TELECOMMUNICATION SERVICES IN THE CONTEXT OF A DIGITAL ECONOMICS**  
Irena Dimitrova

- **METHODOLOGICAL APPROACH TO MEASURE THE PROFITABILITY OF ENTERPRISES IN TELECOMMUNICATIONS**  
Irena Dimitrova
- **COMPARISON OF BEHAVIORAL FACTORS IMPACT ON ENTREPRENEURIAL INTENTIONS OF BUSINESS STUDENTS AT UNIVERSITIES IN BULGARIA AND POLAND**  
Ivan Dimitrov, Adile Dimitrova
- **COMPARISON OF ENVIRONMENTAL FACTORS IMPACT ON ENTREPRENEURIAL INTENTIONS OF BUSINESS STUDENTS AT UNIVERSITIES IN BULGARIA AND POLAND**  
Ivan Dimitrov, Adile Dimitrova
- **INTEGRATING THE OBJECTIVES OF THE CIRCULAR ECONOMY IN THE STRATEGIC REGIONAL PLANNING PROCESS**  
Elka Vasileva
- **INDEX OF DIGITAL TECHNOLOGIES IN ECONOMY AND SOCIETY – NATURE AND INDICATORS**  
Anna Otsetova, Silviya Gocheva, Kalin Gochev
- **DIGITALIZATION OF BUSINESS - PREREQUISITE FOR MODIFICATION OF BUSINESS MODELS IN ENTERPRISES**  
Vanya Ivanova
- **OPERATIONAL PRODUCTION PLANNING IN THE RESTAURANT BUSINESS**  
Rozalin Yanev
- **REQUIREMENTS AND REKOMENDATIONES TO CREATE A COMPETITIVE ONE HOTEL ACCOMMODATION**  
**Rozalin Yanev**
- **PROJECT MANAGEMENT**  
Stoyan Tranev
- **THE LATE MEDIEVAL ORTHODOX CHURCH OF THE DORMITION OF OUR MOST HOLY LADY THEOTOKOS AND EVER-VIRGIN MARY IN SOZOPOL**  
Zachariy Dechev
- **THE ORTHODOX CHURCH OF THE HOLY GLORIOUS GREAT MARTYR, VICTORY-BEARER AND WONDER-WORK GEORGE AND THE OPPORTUNITIES FOR THE DEVELOPMENT OF RELIGIOUS TOURISM IN THE BLACK SEA AREA 23AT THE DESTINATION OF SOZOPOL**  
Zachariy Dechev
- **STRATEGIC ASPECTS AND KEY FACTORS FOR EFFECTIVE CHANGE MANAGEMENT IN THE HEALTH CARE ORGANISATION**  
Albena Yanakieva
- **PSYCHOLOGICAL FACTORS SHAPING ATTITUDES FOR THE SELECTION OF TOURISM PRODUCT**  
Sonya Stefanova
- **GREEN MARKETING IN BUSINESS ORGANIZATIONS: ASPECTS OF PRICING STRATEGIES**  
Teodora Machkanova
- **STUDY THE MAIN BEHAVIORAL FACTORS IMPACT ON ENTREPRENEURIAL INTENTIONS OF BUSINESS STUDENTS IN PROF. AS. ZLATAROV UNIVERSITY - BURGAS**  
Adile Dimitrova
- **STUDY THE ENVIRONMENTAL FACTORS IMPACT ON ENTREPRENEURSHIP INTENTIONS OF BUSINESS STUDENTS IN PROF. AS. ZLATAROV UNIVERSITY - BURGAS**  
Adile Dimitrova
- **BUSINESS PLANNING OF UNIVERSITY SCIENTIFIC PUBLISHING HOUSE TO THE MEDICAL UNIVERSITY - PLOVDIV**  
Kristina Kilova, Denis Milkov, Todor Stoev
- **HOTEL HOUSEKEEPING MANAGEMENT**  
Dimcho Todorov
- **ADVERTISING COMMUNICATION, PERSUASIVE INFLUENCE AND VALUE SYSTEM OF YOUNG PEOPLE IN BULGARIA**  
Lyubomira Spasova
- **ADVERTISING INFLUENCE AND CONSUMER ATTITUDES - REASONS FOR CHANGE OF ATTITUDES**  
Lyubomira Spasova
- **LEGAL REGIME OF DUNE FORMATIONS IN BULGARIA**  
Konstantin Grigorov
- **MARKETING ASSESSMENT AND ANALYSIS OF THE INFORMATION AND ATTITUDES OF STUDENTS IN UNIVERSITY PROF. DR ASSEN ZLATAROV, BURGAS, ABOUT ERASMUS + EUROPEAN PROGRAM FOR EDUCATION, TRAINING, YOUTH AND SPORT**  
Mariya Dimitrova, Christina Michaleva
- **MARKETING ASSESSMENT AND ANALYSIS OF THE INFORMATION AND ATTITUDES OF STUDENTS ENTITLED IN ERASMUS + EUROPEAN PROGRAM FOR EDUCATION, TRAINING, YOUTH AND SPORT**  
Mariya Dimitrova, Christina Michaleva

## Секция / Section 2

### Педагогика и качество на образованието

### *Pedagogy and Quality of Education*

Четвъртък / Thursday

20.06.2019

Зала 232 ФОН / Hall 232 FSS

Председател / Chairman: Assoc. Prof. Dr. Elena Dicheva

Регламент / Time regulations: Представяне на докладите / Paper presentation – 10 min  
Дискусия и въпроси / Discussion and questions – 5 min

11:30 – 18:00

16.00 – 17.00 Майсторски клас: "Изработване на талисман в традиционната беларуска национална култура под формата на кукла - мотанка" / Workshop "Making a talisman in the traditional Belarusian national culture in the form of a doll - motanka

#### Презентации / Paper presentation

1. **A CULTURE OF THE SLAVIC PEOPLE IS IN REGIONAL EDUCATIONAL SYSTEM OF TRANSNISTRIA**  
Nicolai Dimcenco
2. **ON IMPLEMENTING COMPETENCE-BASED APPROACH IN PREPARATION OF UNIVERSITY ACADEMIC COURSE WORKING PROGRAMS**  
Bozhidara Kriviradeva, Torina E. G.
3. **SATISFACTION FROM PROFESSIONAL LABOR IN ORGANIZATIONS FOR SOCIAL WORK**  
Bozhidara Kriviradeva
4. **POSSIBILITIES OF CONSULTING IN SUPPORTING RESEARCH ACTIVITIES OF FUTURE TEACHERS OF SERVICE LABOR AND FINE ARTS**  
Zoya Kviatko, Zoya Lukashenia
5. **DEVELOPING FUTURE TEACHERS' READINESS TO WORK IN INCLUSIVE EDUCATION ENVIRONMENTS**  
Hanna Rudneva, Natallia Sianiuta
6. **DISTANCE TRAINING AS INNOVATION AND OBJECTIVE NEED FOR MODERN HIGHER EDUCATION**  
Marinela Grudeva, Nadezhda Kostyunina
7. **NEW CHALLENGES FOR THE PUPPET THEATRE – AUDIENCE, TECHNOLOGY AND EDUCATION**  
Evgeniya Roeva
8. **EDUCATIONAL DRAMA AND THEATER FOR CREATIVE CONFLICT SOLUTION IN THE CLASSIC ROOM**  
Mariya Nikolova
9. **BUILDING INFORMATION SKILLS IN STUDENTS, SPECIALITY "MIDWIFE"**  
Angelina Kirkova-Bogdanova
10. **FORMING HIGHER ORDER THINKING SKILLS IN STUDENTS BY TRAINING FOR ACQUISITION OF SCIENTIFIC COMPETENCES**  
Petya Semova, Rozalina Nedyalkova, Stanka Hadzhikoleva
11. **PEDAGOGICAL EDUCATION IN BULGARIA – TENDENCES AND PERSPECTIVES**  
Nadezhda Kaloyanova
12. **OPPORTUNITIES FOR SELF-AUTHORIZATION OF TRAINING TEACHERS IN NATURAL SCIENCES IN THE CONDITIONS OF PRACTICAL STUDIES-TRADITIONS AND INNOVATIONS**  
Hristivelina Kostadinova Zhecheva
13. **THE LEARNER'S ROLE IN A DRAMA ENGLISH LANGUAGE LESSON**  
Stanimira Taneva-Shopova
14. **EDUCATIONAL PHILOSOPHY PREFERRED BY FUTURE TEACHERS**  
Tinka Ivanova
15. **LEADING MOTIVES FOR THE CHOICE OF A BACHELOR'S PROGRAM IN THE FIELD OF INFORMATION AND COMMUNICATION TECHNOLOGIES**  
Tereza Stefanova
16. **POSITIVE COMMUNICATION IN SOCIAL WORK**  
Bilyana Velikova-Tsonkova, Maria Dishkova

17. **PHOTOGRAPHIC TECHNIQUES AND GRAPHIC MATERIALS IN FASHION ILLUSTRATION IN THE BEGINNING OF THE XX CENTURY**  
Yana Vasileva
18. **COMPETENCY-BASED PROFILE OF THE 21<sup>ST</sup> CENTURY TEACHER**  
Viara Gyurova
19. **THE LITERARY WORK AND THE APPLICATION OF THE INTEGRATIVE CONNECTIONS IN THE STUDENTS' METHODOLOGICAL WORK – FUTURE PRIMARY TEACHERS**  
Kameliya Koycheva, Milena Tsankova
20. **THE ELEMENTS OF MUSICAL EXPRESSION – A BASIC FACTOR IN MUSIC EDUCATION IN PRIMARY SCHOOL**  
Smilena Smilkova

#### **Постери / poster session**

- **WORLD PRACTICES INTEGRATING RELIGIOUS VALUES INTO THE SECULAR EDUCATION SYSTEM**  
Tatyana Kostyukova
- **FORMATION OF POLICULTURAL IDENTITY OF EDUCATIONAL MIGRANTS IN A MULTICULTURAL ENVIRONMENT**  
Tatyana Kostyukova
- **LEADING IDEOLOGIES OF THE US SCHOOL EDUCATION**  
Tsveta Kamenopolska
- **LEGISLATIVE BASIS OF THE US SCHOOL EDUCATION**  
Tsveta Kamenopolska
- **METHODS FOR ACTIVE INTERACTION BETWEEN LECTURER AND STUDENTS IN THE PROCESS OF TRAINING**  
Iskra Petkova
- **DIFFICULTIES IN THE SOCIAL WORK IN FAMILY TYPE ACCOMMODATION CENTERS FOR CHILDREN WITHOUT DISABILITIES**  
Teodorina Milusheva
- **AUTONOMY AND MANAGEMENT IN SCHOOL ORGANIZATIONS**  
Rumyana Gyoreva
- **THE PROTECTION AND PRESERVATION OF CULTURAL AND HISTORICAL HERITAGE AS A PROBLEM OF CONTEMPORARY PEDAGOGIC THEORY AND PRACTICE**  
Daniela Racheva
- **ACADEMIC STAFF CAREER DEVELOPMENT – STUDY AND ANALYSIS NEEDS APPROACH**  
Vanya Bozhilova
- **EDUCATIONAL CONTENT FOR METALS OF PERIODS 4<sup>TH</sup> -6<sup>TH</sup> OF THE PERIODIC TABLE – A FACTOR FOR ENRICHMENT STUDENTS' ECOLOGICAL CULTURE**  
Antoaneta Angelacheva
- **ASSESSMENT OF TRAINING NEEDS FOR MEDICAL SURGERY, SPECIFIC CARE FOR CHILDREN WITH DISABILITIES**  
Diana Ivanova
- **THE ROLE OF SUSTRINE TECHNIQUE IN THE SURRENDER CARE TRAINING PROCESS**  
Diana Ivanova

# Секция / Section 3

## Хуманитарни и социални науки

### Humanities and Social Sciences

Четвъртък / Thursday

20.06.2019

Зала 221 ФОН / Hall 221 FSS

Председател / Chairman: Assoc. Prof. Dr. Nikolay Atanasov

Регламент / Time regulations: Представяне на докладите / Paper presentation – 10 min

Дискусия и въпроси / Discussion and questions – 5 min

11:30 – 18:00

#### Презентации / Paper presentation

1. **THE SOCIOLOGICAL ASSESSMENT AND MARKETING ENSURING EFFECTIVE FUNCTIONING OF HIGHER EDUCATION INSTITUTIONS IN UKRAINE AND POLAND**  
Serhii Y. Kasian, Larysa O. Kolisnyk
2. **TOLERANCE TOWARDS CHILDREN WITH PARENTS OVER 40 YEARS OF AGE**  
Maria Dishkova
3. **EDUCATION AND AGE SENSITIVITY OF PERSONALITY**  
Aneta Rasheva, Lilia Perusanova-Pavlova, Teodorina Milusheva
4. **CONCEPTUAL IDEAS FOR UPBRINGING IN THE THEORIES OF PERSONALITY**  
Aneta Rasheva, Lilia Perusanova-Pavlova, Teodorina Milusheva
5. **„THE TAMING OF THE SHREW“... WHERE SCIENCE AND POETRY MEET EACH OTHER. THE SCIENTIFIC THINKING AS A CREATIVE PROCESS**  
Evgeniya Vasileva
6. **THE INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE PROFESSIONAL ACTIVITY OF SOCIAL PEDAGOGY**  
Elena Dicheva
7. **QUALIFICATION AND CONTINUING PROFESSIONAL EDUCATION OF PHYSICIANS –KEY TO PROVISION OF QUALITY AND SAFE MEDICAL CARE**  
Elisaveta Petrova- Geretto, Zlatitsa Petrova
8. **NEW PROBLEMS AND CHALLENGES FOR COMPETENCES AND SKILLS**  
Nikolay Atanasov
9. **PSYCHOLOGICAL CHARACTERISTICS OF ANXIETY AND HELPLESSNESS IN ADOLESCENCE**  
Nelly Koleva
10. **STUDENTS' ATTITUDE AND LEVEL OF AWARENESS OF ALTERNATIVE MEDICINE PRACTICES**  
Elena Ivanova
11. **THE ROLE OF ALTERNATIVE MEDICINE DURING TRAINING AND PROFESSIONAL PRACTICE OF HEALTH CARE PROFESSIONALS**  
Elena Ivanova
12. **THE INFLUENCE LONELINESS AND SOCIAL ISOLATION FOR HEALTH**  
Donka Nikolova, Stanislava Pavlova
13. **THE ROLE OF OCCUPATIONAL AND ART THERAPY ON THE COMPLEX REHABILITATION OF ELDERLY PEOPLE**  
Donka Nikolova
14. **THE QUESTION FOR THE RUSSIAN ARBITRATION OF THE “DISPUTED” AREA IN MACEDONIA DURING THE BALKAN WAR**  
Petar Parushev
15. **CONTEMPORARY PROBLEMS OF MEDICAL GEOGRAPHY IN BULGARIA**  
Neli Veselinova

#### Постери / poster session

- **THE PRIORITIES OF THE POLITICAL THEATER FROM BRECHT TO HAVEL**  
A. Baran DURAL
- **AN EVALUATION OF READERS' COMMENTS IN INTERNET NEWSPAPERS**  
A. Baran DURAL- Bahriye ESELER



- **DIGITALIZATION AS A FACTOR FOR SOCIALIZATION OF PEOPLE WITH LIMITED PHYSICAL AND MENTAL COMPETENCIES**  
Rumen Vasilev, Vesela Mareva, Nadya Vlaeva
- **STRESS IN THE WORKPLACE THROUGH THE EYES OF STUDENTS FROM THE MEDICAL COLLEGE OF VARNA**  
Tsvetelina Tarpomanova, Yana Tosheva
- **PROFESSIONAL COMMUNICATION OF THE PUBLIC HEALTH INSPECTOR WHEN CARRYING OUT OFFICIAL CONTROL**  
Yana Tosheva, Stanislava Pavlova, Marinela Grudeva
- **ADVERSE EVENTS, PHYSICIAN AND MEDICAL ERRORS, MEDICAL MALPRACTICES AND MEDICAL LIABILITY**  
Nigyar Dzhafer
- **TREATMENT OF BULGARIAN CITIZENS ABROAD FUNDED BY THE NATIONAL HEALTH INSURANCE FUND – STRUKTURE, TRENDS AND PROBLEMS**  
Nigyar Dzhafer
- **RELATION BETWEEN BASAL METABOLIC RATE AND BONE MINERAL DENSITY**  
Elena Kirilova, Nikola Kirilov
- **THE INFLUENCE OF THE OBESITY ON THE BONE MINERAL DENSITY OF THE LUMBAR SPINE**  
Elena Kirilova, Nikola Kirilov
- **ASSESSMENT OF RISK FACTORS FOR FALLS IN ADULTS WITH OSTEOPOROSIS**  
Iliya Popov, Evelin Ivanova, Mariya Zvezdeva, Zlatina Zheleva, Daniela Nikolova
- **OSTEOPOROSIS AND COMORBIDITY**  
Iliya Popov, Marina Tagavova, Georgi Stoyanov, Aneliya Sheikova, Martin Kratkov
- **SOCIAL ADAPTATION AND INDEPENDENT LIVING – RELATIONSHIP AND ASSESSMENT IN GERONTOLOGICAL SOCIAL WORK**  
Ginka Mehandzhiyska
- **COMPARATIVE ANALYSIS OF SURVEY INFORMATION SYSTEMS FOR IMPROVING THE QUALITY OF EDUCATION - LITERATURE REVIEW**  
Kristina Kilova
- **STUDY OF THE FREQUENCY OF PSYCHOACTIVE SUBSTANCE USE BY ADOLESCENTS**  
Irena Levkova
- **MARGINALIZING THE ROLE OF JUSTICE IN THE NEGOTIATION AGREEMENT?**  
Dayana Kilova
- **MULTIDETECTOR CT ANGIOGRAPHY IN SOCIALLY SIGNIFICANT DISEASES**  
Nevena Fileva
- **ACUTE DISEASES IN GENERAL PRACTICE**  
Sevdalina Alekova

# Секция / Section 4

## Здравни грижи

### Health Care

Четвъртък / Thursday

28.06.2018

Зала 323 ФМН / Hall 233 University campus, Faculty of Medical Sciences

Председател / Chairman: *Assoc. Prof. Dr. Galina Terzieva*

Регламент / Time regulations: *Представяне на докладите / Paper presentation – 10 min*  
*Дискусия и въпроси / Discussion and questions – 5 min*

11:30 – 18:00

#### Презентации / Paper presentation

1. **POSSIBILITIES FOR IMPROVING WORKING PROCESS ORGANISATION AT “KALEROYA” HOSPITAL FOR PROLONGED TREATMENT AND REHABILITATION- MILITARY MEDICAL ACADEMY, HISARYA BY PERFECTING TEAM ACTIVITIES**  
Alexander Alexandrov, VirsaviaVaseva
2. **MEDICAL REHABILITATION AND ERGOTHERAPY IN A PATIENT AFTER THE C1-C2 FRACTURE IN THE EARLY POST-OPERATIVE PERIOD**  
Antoaneta Grozeva, Roman Kornienko, Svetla Mavrova
3. **WEB-BASED PLATFORMS FOR COGNITIVE TRAINING IN ADULTS**  
Antonia Yaneva, TeodoraDimcheva, Kristina Kilova, ZhivkoPeychev, Angelina Kirkova-Bogdanova
4. **PHYSICIANS ABOUT THE ROLE OF THE BULGARIAN MEDICAL ASSOCIATION (BMA) IN THE DEVELOPMENT OF HEALTHCARE POLICY**  
Galinka Pavlova
5. **TRANSITION FROM SOCIAL INSTITUTIONAL SERVICES TO DEINSTITUTIONALIZATION FOR THE PERSONS AGED 65 YEARS AND OVER - TRENDS IN BULGARIA AND IN THE EUROPEAN COUNTRIES**  
Galina Haralanova, Lora Georgieva
6. **PROBLEMS RELATED TO THE INSTITUTIONALIZATION OF PERSONS AGED 65 YEARS AND OVER**  
Galina Haralanova, Lora Georgieva
7. **NURSING CARE IN PATIENTS WITH TUMORS OF THE NURVOUS SYSTEM–CRANIAL-BRAIN TUMORS AND TUMORS OF THE SPINE AND THE PERIPHERIAL NURVES**  
Daniela Taneva, Angelina Kirkova-Bogdanova, VasilkaGyurova
8. **MOTHERS HEALTH CULTURE – CONDITION FOR IMMUNOPROPHYLAKTIC SAT THE SUCKING CHILD**  
Delyana Hadzhideleva, Iliana Sokolova, Margarita Stanoeva, Antoaneta Dimitrova
9. **EATING DISORDER PREVENTION PROGRAMMES**  
Desislava Bakova, Biyanka Tornyova, Radka Massaldjieva, Boris Tilov, Maria Semerdjieva
10. **DETAILS ON THE NECESSITY OF PSYCHOLOGICAL CONSULTING IMMEDIATELY AFTER INFORMING ON OCCURRED DEATH**  
Desislava Ruseva
11. **EXAMINATION OF THE ATTITUDES OF MEDICAL SPECIALISTS WORKING IN THE EMERGENCY MEDICAL ASSISTANCE FOR PARTICIPATION IN COURSES FOR GERIATRIC HEALTH CARE IN PRIMARY CARE**  
Deyana Todorova, Albena Andonova
12. **FACTORS OF THE WORKING ENVIRONMENT AS A FACTOR DAMAGE TO THE UPGRADING ANALYZER**  
Dimitar Mihaylov, Dimitra Thomas, Valentin Stoyanov, Magdalena Platikanova
13. **COMPUTED TOMOGRAPHY ANGIOGRAPHY FOR THE EVALUATION OF RENAL ARTERIAL BLOOD SUPPLY**  
Evgeniya Mihaylova, Magdalena Belyanova, Mariya Nedevska
14. **COMPUTERTOMOGRAPHIC ASSESSMENT OF INCIDENTALOMAS – CURRENT STATUS**  
Evgeniya Mihaylova, Magdalena Belyanova, Martin Krupev, Vassil Hadjidekov
15. **QUALIFICATION AND CONTINUING PROFESSIONAL EDUCATION OF PFYSICIANS – KEY TOPROVISION OF QUALITY AND SAFE MEDICAL CARE TO PATIENTS**  
Elisaveta Petrova- Geretto, Zlatitsa Petrova
16. **RESEARCH OF OCCUPATIONAL STRESS AND BURNOUT SYNDROME AMONG NURSES IN BULGARIA**  
Zlatina Lecheva
17. **ATTITUTES TOWARDS HEALTH PREVENTION AMONG THE ACADEMIC COMMUNITY**  
Katya Popova, Galina Terzieva
18. **ATTITUDE TO THE STUDENTS OF THE SPECIALTY MEDICAL NURSES TO THEIR PREPARATION FOR WORK WITH CHILDREN WITH DISABILITIES**  
Monika Obreykova
19. **METRICS FOR THE QUALITY OF HEALTHCARE IN PEOPLE WITH ONCOLOGICAL DISEASES**  
Petya Stefanova, Galina Terzieva

20. **EXPECTATIONS OF STUDENTS FROM PROFESSIONAL AREA 7.5. HEALTH CARE TO THE BASIC MENTORS IN CLINICAL PRACTICE**  
Rositzza Doynovska, Mariana Bacheva, Daniela Velichkova-Hadjieva
21. **THE RESPONSIBILITY OF STUDENTS IN THE ROLE OF TEACHERS**  
Silviya Kyuchukova
22. **THE PROFESSIONAL REALTIONS BETWEEN THE MENTOR AND THE TRAINEE NURSES- PRECONDITION FOR SUCSESFUL IMPLEMENTATION OF THE PRE-GRADUATION TRAINEESHIP**  
Snezhana Dragusheva, PenkaPetleshkova, Tanya Paskaleva, BiyankaTornyova
23. **THE MARKETING APPROACH FOR THE BENEFIT OF PATIENT SATISFACTION**  
Milena Vladimirova, Vladimir Gonchev
24. **PATIENT SATISFACTION –QUALITY PREDICTOR**  
Milena Vladimirova, Jeni Staykova

## Постери / Poster session

- **THE NEED FOR TRAINING HEALTHCARE SPECIALISTS ON THE TOPIC OF BURN INJURIES AND TRAUMAS IN CHILDHOOD AND ADOLESCENCE**  
Anushka Dimitrova
- **SELF-ASSESSMENT HEALTH STATUS AS RESULT INDICATOR FOR HEALTH CARE**  
Boryana Levterova
- **SPECIALIZED PHYSIOTHERAPY APPROACH FOR FUNCTIONAL RECOVERY AFTER FRACTURE IN THE PROXIMAL PART OF TIBIA AND FIBULA**  
Gergana Angelova-Popova, Nefise Sevdalli
- **REHABILITATION PROGRAM FOR EFFECTIVE IMPACTS ON PATIENT AFTER OPEN FRACTURE OF DISTAL RADIUS**  
Gergana Angelova-Popova, Petya Dimova
- **CARE IN THE HOME OF PATIENTS WITH PALLIATIVE CARE**  
Daniela Velichkova - Hadjieva, Mariana Bacheva, Rositzza Doynovska
- **THE PRESENCE OF THE MOTHER AS A MAJOR FACTOR INFLUENCE ON THE PROCESS PSYCHO-SOCIAL ADAPTATION IN THE SITUATION OF CHILDREN TO CRÈCHES**  
Daniela Velichkova-Hadjieva, Rositzza Doynovska, Mariana Bacheva
- **ATTITUDE AND MOTIVATION OF NURSING STAFF IN HOSPITALS TO IMPLEMENTATION OF METHODOLOGY FOR THEIR EVALUATION**  
Daniela Stankeva
- **MOTHERS HEALTH CULTURE – CONDITION FOR IMMUNOPROPHYLACTIC SAT THE SUCKING CHILD**  
Delyana Hadzhideleva, Iliana Sokolova, Margarita Stanoeva, Antoaneta Dimitrova
- **THE NEED FOR CARE AND ADAPTATION OF PATIENTS AFTER CARDIAC SURGERY**  
Diana Ivanova, Lilia Perusanova
- **CHARACTERISTICS OF THE RISK FACTORS OF PATIENTS WITH CORONARY ARTERY DISEASE**  
Diana Ivanova, Lilia Perusanova
- **REQUIREMENTS FOR THE IMPLEMENTATION OF THE FORMING FUNCTION OF THE CARE OF HEALTH CARE TRAINING**  
Elena Zheleva
- **APPLIANCE OF A PHYSIOTHERAPEUTIC METHOD IN SPA PROCEDURES AIMING TO REDUCE THE PAIN AND PREVENTION OF DEEPENING IT**  
Zlatina Stoqnova-Borisova, Valeria Stamova
- **NURSE QUALIFICATION AS CONDITION FOR QUALITY HEALTHCARE MANAGEMENT**  
Kamelia Bogdanova
- **LEARNING MOTIVATION IN STUDENTS WITH MEDICAL SPECIALTY**  
Kremena Miteva, Zdravka Atanasova, Betina Miteva
- **TIME MANAGEMENT OF STUDENTS FROM REGULATED PROFESSIONS**  
Mariana Bacheva, Rosica Doinovska
- **KNOWLEDGE AND PERCEPTION TOWARDS HPV AMONG MIDWIVES**  
Mariana Bacheva, Rosica Doinovska
- **NURSING EFFECTIVENESS OF IV CANNULATION**  
Mariana Bacheva, Rosica Doinovska
- **HISTORY AND DEVELOPMENT OF RETINOID THERAPY IN ONCOLOGY**  
Nadya Agova, Svetlana Georgieva, Silvia Stamova, Yana Koleva
- **MULTIPLE SCLEROSIS – SYMPTOMS, DIAGNOSIS AND TREATMENT**  
Nadya Agova, Svetlana Georgieva, Silvia Stamova
- **COMPARISON OF THE CHARACTERISTICS OF MOST USED DRUGS FOR GRAVES' DISEASE**  
Pavlina Koseva, Radka Tomova Georgieva – Nikolova, Svetlana Georgieva, Pavlina Gateva, Radka Hadjiolova, Mariana Nikolova, Svetla Asenova
- **THE NEED FOR BREASTFEEDING TRAINING DURING AND AFTER PREGNANCY**  
Pepa Bikova, Asya Demireva, Angelina Sokolova
- **ACUTE DISEASES IN GENERAL PRACTICE**  
Sevdalina Alekova
- **MODERN APPROACHES OF *HELICOBACTER PYLORI* TREATMENT**  
Silvia Stamova, Svetlana Feorgieva, Nadya Agova, Petar Stamov
- **PREDICTION OF HEPATIC METABOLIC ACTIVITY OF TAZAROTENE**  
Yana Koleva, Nadya Agova, Svetlana Georgieva

# Секция / Section 5

*Технически и природни науки*

*Technical and Natural Sciences*

**Четвъртък / Thursday**

**20.06.2019**

**Зала 201 НК / Hall 201 University campus, Faculty of Natural Sciences**

**Председател / Chairman:** *Assoc. Prof. Dr. Svetlana Zheleva*

**Регламент / Time regulations:** *Представяне на докладите / Paper presentation – 10 min*  
*Дискусия и въпроси / Discussion and questions – 5 min*

**11:30 – 18:00**

## **Презентации / Presentations**

- 1. INFLUENCE OF POWER DENSITY ONTO PROCESS OF LASER MARKING BY EVAPORATION ON SAMPLES OF STRUCTURAL STEEL**  
Nikolay Angelov
- 2. WEAR RESISTANCE OF BOROID COATINGS FORMED ON SEMI-PERMEABLE POWDER-METALLURGICAL MATERIALS FROM THE SYSTEM Fe-C-Cu**  
Ivan Vinev Neli Nikolova Ivan Mitev
- 3. DETERMINATION OF THE MASS TRANSFER COEFFICIENT BY RECTIFICATION IN LABORATORY COLUMN EQUIPPED WITH THREE SIEVE TRAYS**  
Adriana Georgieva, Zhivko Ivanov
- 4. COMPARISON OF BDS EN ISO / IEC 17025: 2006 WITH BDS EN ISO / IEC 17025: 2018. NEW STANDARD REQUIREMENTS**  
Galina Grigorova
- 5. THERMISTOR CRYOSCOPE METHOD FOR DETERMINATION OF FREEZING POINT IN RAW COW MILK**  
Galina Grigorova

## **Постери / Poster session**

- **INVESTIGATION OF THE ACCUMULATION OF HEAVY METALS IN PRODUCTS OF LAYING HENS**  
Salamakha I.Yu., Hordiiichuk L.N.
- **EFFECTS OF NEW NEUROTENSIN ANALOGUES ON PARKINSON'S DISEASE MODEL: BEHAVIORAL AND MORPHOLOGICAL ASPECTS**  
Andrey Popatanasov, Radoslav Klisurov, Maria Lazarova, Lyubka Tancheva, Reni Kalfin
- **SIMPLE SEQUENCE REPEATS IN THE GENOME OF CAPSICUM ANNUUM L.**  
Andrey Popatanasov, Nasya Tomlekova
- **APPLICATION OF HISTOGRAM ANALYSIS FOR INCREASING THE CONTRAST OF IMAGE PROCESSING**  
Teodora Petrova
- **JOINT LINEAR PROCESSING OF IMAGES TAKEN FROM RADAR WITH SYNTHESIZED APERTURE**  
Teodora Petrova
- **ELECTROPHILIC REACTIONS OF PHOSPHORYLATED 3-( $\alpha$ -HYDROXY)ALLENES**  
Hasan Hasanov, Arzu Eshref, Emel Ramadan, Mergyul Mustafa, Ismail Ismailov, Ivaylo Parushev, Ivaylo Ivanov, Valerij Christov
- **RESEARCH ON CYCLOISOMERIZATION REACTIONS OF 1,1-BIFUNCTIONALIZED ALLENES**  
Ismail Ismailov, Ivaylo Parushev, Hasan Hasanov, Mehtab Kechidzhi, Hatidzhe Urucheva, Silviya Guneva, Ivaylo Ivanov and Valerij Christov
- **SUPERVISORY CONTROL AND DATA ACQUISITION – SECURITY AND PROTECTION POLICIES**  
Ekaterina Otsetova-Dudin, Svetlana Siarova
- **DERIVATIVE Spectrophotometric METHOD FOR Determination OF PLATINUM(IV)**  
Chand Pasha, Krasimira Stancheva
- **ANODIC STRIPPING VOLTAMMETRIC DETERMINATION OF MANGANESE IN SOILS AND SEA SALT**  
Dencho Stanev, Krasimira Stancheva, Veska Shivacheva, Hristivelina Jecheva, Viktoria Trifonova
- **PROBLEMS AND IDEAS RELATED TO THE DEVELOPMENT AND IMPLEMENTATION OF PROJECTS FOR RENEWABLE ENERGY SOURCES**  
Galina Todorova
- **ANALYSES OF THE RISK FACTORS, INFLUENCING THE HEALTH AND SAFETY OF THE WORKING IN THE CLOTHING INDUSTRY**  
Plamena Atanasova, Sabina Nedkova

- **EXPERIMENTAL RESEARCH ON THE EFFECT OF LONGITUDINAL ELASTICITY OF A PNEUMATIC TIRE**  
Yuliyana Petrova
- **METHODOLOGY FOR CONDUCTING THE EXPERIMENT FOR LONGITUDINAL ELASTICITY OF A PNEUMATIC TIRE**  
Yuliyana Petrova
- **DETERMINATION OF THE MASS TRANSFER COEFFICIENT BY RECTIFICATION IN LABORATORY COLUMN EQUIPPED WITH THREE SIEVE TRAYS**  
Adriana Georgieva, Zhivko Ivanov
- **STUDY OF A THERMOELECTRIC COOLER POWERED BY SOLAR ENERGY**  
Ivaylo Belovski
- **PREDICTING THE PROPERTIES OF BIODIESEL FUELS FROM THEIR FATTY ACID METHYL ESTERS COMPOSITION**  
Zilya Mustafa, Dobromir Yordanov, Emilya Ivanova
- **DESULFURIZATION OF GAS OIL BLENDS**  
Yordanka Tasheva
- **AIR EMISSIONS FROM THE TRANSPORT AND MARKETING OF PETROLEUM LIQUIDS**  
Ivan Chobanov
- **INVESTIGATION OF POSSIBILITIES FOR DECREASING OF ODOUR EMISSIONS FROM BRATOVO LANDFILL BY COMBUSTION**  
Ivan Chobanov
- **CONTEMPORARY GLOBAL POSITIONING SYSTEMS**  
Ivelina Shopova, Svetlana Syarova
- **BUILDING OF INFORMATION TECHNOLOGY FORECASTING OF ERRORS OF THE COAL PLATE BASED ON DISCRIMINATION ANALYSIS**  
Nikolay Kiktev