

EUROPEAN
CURRICULUM VITAE
FORMAT



PERSONAL INFORMATION

Name **VASSILEVA, BISTRA KONSTANTINOVA**
Address **77 KNJAZ BORIS 1ST BOUL., 9002 VARNA, BULGARIA**
Telephone **+ 359 888 629 643**
E-mail bistravas@ue-varna.bg
Nationality Bulgarian

WORK EXPERIENCE

- Dates (from – to) **8th July 2023 – onwards**
 - Name and address of employer University of Economics-Varna, 77 Knjaz Boris 1st Boul.
University
 - Type of business or sector Vice-Rector on Research, Innovation, and Academic Staff Development
 - Occupation or position held
 - Main activities and responsibilities
 - Managing the research activities and scientific projects at the university level
 - Developing research strategies and plans. Responsible for their implementation. Reporting to the Ministry of Education
 - Monitor the university publishing sector
 - Responsible for the attestation process of the academic staff at university level
 - Responsible for PhD education
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- Dates (from – to) **9th July 2020 – onwards**
 - Name and address of employer University of Economics-Varna, 77 Knjaz Boris 1st Boul.
University
 - Type of business or sector Professor of Marketing (Global Branding), Department of Marketing
 - Occupation or position held
 - Main activities and responsibilitiesLecturing at bachelor's degree on the following subjects:
 - Marketing Communications
 - International Marketing (taught in Bulgarian and English language)
 - Corporate Communications Management
 - International Marketing Planning (taught in English language), Erasmus students
 - International Marketing Management (taught in English language)
 - Research Methods for Business (taught in English language)
 - Strategic Marketing and Management (taught in English language)Lecturing at master's degree on the following subjects:
 - Advertising Engineering and Design
 - Marketing Research
 - Marketing Communications
 - Brand Engineering
 - Digital Branding
 - Digital and Social Media

- Main activities and responsibilities
 - Dates (from – to)
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Lecturing on the following subjects at PhD level:

- Research Methodology
- Marketing Communications
- Marketing Research
- International Marketing

31 October 2022 – 23 May 2023

Ministry of Tourism

State administration

External Expert, Contract T-RD-29-119/31.10.2022

External expert on the functioning of the Organisation for the Management of the Varna Black Sea Tourist Region (OMVBSTR).

Performs tasks set by the OMVBSTR after coordination with the Ministry of Tourism.

Participates in the development and implementation of projects under the EU programmes, creating opportunities for the development of tourism in the VBSTR.

Participates in the provision of logistics, organisation and holding of events under the project in VBSTR.

20 November – 01 December 2024

University of Economics (EUBA) in Bratislava, Slovakia

University

Visiting Professor, EDUTransform project (BG05M2OP001-2.016-0002)

Intensive courses on Integrated Marketing Communications, Email Marketing, and Green Logistics

17 October – 20 October 2022

Brno University of Technology, Czech Republic

University

Guest lecturer, Erasmus+ Teaching Mobility

Short course on Marketing in the Metaverse

16 March – 18 March 2021

EM Strasbourg Business School, France

University

Visiting Professor, ViP Programme

Intensive course on Integrated Marketing Communications

13 May – 17 May 2019

University of Primorska, Koper, Slovenia

University

Guest lecturer, Erasmus+ Teaching Mobility

Short course on Digital Branding

08 June 2011 – 21 June 2019

University of Economics-Varna, 77 Knjaz Boris 1st Boul.

University

Vice Dean of the Faculty of Management

Responsible for the attestation process of the academic staff at the faculty level. Responsible for the operational management of all activities (Research and Scientific, Educational, International) of the Faculty of Management.

Preparing reports and summarising information about teaching, scientific and research activities of the departments within the Faculty of Management. Erasmus+ Faculty coordinator.

19 June – 28 June 2018

University of Maribor, Slovenia

University

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 - Main activities and responsibilities

Lecturer

Jean Monnet 2018 Summer School on Big Data EU Business Implications: preparation of teaching materials, lecturing, consulting students during their work on project development, evaluation of students' projects and their presentations.

7 May – 11 May 2018

University of Maribor, Slovenia

University

Guest lecturer, Erasmus+ Teaching Mobility

Short course on Digital Marketing and Social Media

01 December – 02 December 2017

Wroclaw University of Economics, Poland

University

Guest lecturer

Intensive course on Contemporary Communication in Marketing (16 hours) for EMBA Programme: disposability of course materials in learning platform, assessment

20 March – 24 March 2017

Nottingham Business School, NTU, Nottingham, UK

University

Guest lecturer

Intensive course on Responsible marketing initiatives: myth or reality (15 hours): disposability of course materials in learning platform, assessment

June 2013 – January 2023

Centre Innovation and Development (CID) at the University of Economics-Varna

University (Research Institute)

Director

Responsible for CID management, planning and implementation of research projects and business consulting activities. Development and implementation of Master programmes which are offered as a business simulator.

From March 2016 to December 2018 CID was appointed as a coordination office of the European Consumer Debt Network (ECDN)

2009 - 2015

University of Economics-Varna, 77 Knjaz Boris 1st Boul.

University

Representative of the Management Board for Quality

Internal Auditor for the QMS ISO 9001: 2008

Developing, implementing, and supporting QMS ISO 9001: 2008.

Upgrading the Handbook of Quality and all documents on quality.

Preparing and presenting reports for the management board of the university.

Circulating QMS documentation.

Organisation of the meetings of the Consultative Committee on Quality.

Staff training on quality issues.

Preparing an audit schedule, conducting internal audits and reporting.

1st July 2006 – 9th July 2020

- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

University of Economics-Varna, 77 Knjaz Boris 1st Boul.
 University
 Associate Professor of Marketing (Marketing Research), Department of Marketing
 Lecturing at bachelor's degree on the following subjects:

- Basic Marketing
- Marketing Research
- Marketing Communications
- Quality Management (until 2015)
- Marketing Management
- International Marketing (taught in Bulgarian and English language)
- Interactive Marketing
- International Marketing Research (taught in English language, from 2015 to 2018)
- International Marketing Planning (taught in English language since 2018)

Lecturing at master's degree on the following subjects:

- Advertising Engineering and Design
- Integrated Marketing Communications (until 2016)
- Corporate Marketing Communications
- Marketing Research
- Brand Engineering
- Digital Branding
- Digital and Social Media

- Main activities and responsibilities

Lecturing on the following subjects at PhD level:

- Research Methodology
- Marketing Communications
- Marketing Research
- International Marketing

Responsible for the scientific and research activities of the Department of Marketing (2005-2011)
 Coordinator of international project participation (Erasmus+ Programme, FP7 Research Programme), National Contact Person for FP7 INCO at the University of Economics-Varna (2008-2010)

- Dates (from – to)

September 2009 – October 2019

- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

University "Prof.Dr. Assen Zlatarov", Bourgas
 University
 Associate Professor of Marketing
 Lecturing at bachelor's degree on the following subjects:

- Strategic Marketing
- Sales Management (until 2015)
- International Marketing
- Marketing Communications
- Marketing Research

Lecturing at master's degree on the following subjects:

- International Marketing
- Marketing Research

- Dates (from – to)

September 2009 – October 2014

- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

Technical University, Varna
 University
 Associate Professor of Marketing
 Lecturing at bachelor's degree on the following subjects (courses for foreign students in English language):

- Marketing Communications
- Social Marketing
- Research Methods

- Dates (from – to)

September 2004 – September 2016

- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- University of Economics-Varna, 77 Knjaz Boris 1st Boul.
 University
 Lecturer
 Lectures and classes with Erasmus students (taught in English language):
- Quality Management (Bachelor)
 - Marketing Communications (Bachelor)
 - Marketing Research (Master)
 - International Marketing (Bachelor and Master)
- 4th May 2000 – 1st July 2006**
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- University of Economics-Varna, 77 Knjaz Boris 1st Boul.
 University
 Chief Assistant Professor, Department of Marketing
 Lecturing at bachelor's degree on following subjects:
- Marketing Research
 - Quality Management
 - Direct Marketing
 - International Marketing
 - Product Management
- Lecturing at master's degree on following subjects:
- Advertising Engineering and Design
 - Interactive Marketing
- Responsible for the scientific and research activities of the Department of Marketing
 Coordinator of international project participation (Erasmus, Leonardo, etc.)
 Chairman of the Young Scientists Club at the University of Economics-Varna
- 25 January – 30 January 2015**
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- Karel de Grote Hogeschool, Antwerpen, Belgium
 University College
 Expert (Guest lecturer)
 Intensive course on Market Research Theory (24 hours): disposability of course materials in learning platform, assessment
- 14 July – 24 July 2014**
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- University of Economics-Varna
 University
 Organiser and lecturer
 Summer school "Brand engineering" for students from Russian Federation (taught in Russian language)
- 26 January – 31 January 2014**
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- Karel de Grote Hogeschool, Antwerpen, Belgium
 University College
 Expert (Guest lecturer), Contract Number: 1213019
 Intensive course on Market Research Theory (24 hours): disposability of course materials in learning platform, assessment
- 11 March – 15 March 2013**
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- University of Hertfordshire, London, UK
 Business School
 Guest lecturer
 Short course on CRM, Masterclass Series: CRM as an Integrated Part of QMS
- 15 October – 21 October 2012**
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Karel de Grote Hogeschool, Antwerpen, Belgium
 University College
 Expert (Guest lecturer), Contract Number: 1213019

- Main activities and responsibilities
 - Dates (from – to)
 - Name and address of employer
 - Type of business or sector
 - Occupation or position held
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 - Main activities and responsibilities
 - Dates (from – to)
 - Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Short course on International Marketing (24 hours), disposability of course materials in learning platform, assessment
- 24 July – 03 August 2012**
 University of Economics-Varna
 University
 Organiser and lecturer
 Summer school “Brand engineering” for students from Russian Federation (taught in Russian language)
- 11 – 17 August 2010**
 Varna Free University and CIFE, Nice, France
 University
 Lecturer
 Black Sea Summer School “Territorial Branding of Black Sea Region in Enlarging Europe”
- 23 May – 31 May 2010**
 Universitat Autònoma de Barcelona, Barcelona, Spain
 Institute
 Visiting Professor, Erasmus Teaching Mobility Programme
 Short course on Marketing Metrics, International Doctorate in Entrepreneurship and Management (IDEM)
- 28 June – 03 July 2009**
 Polytechnic Institute of Setúbal, Setúbal, Portugal
 Institute
 Visiting Professor, Lifelong Learning Programme – Erasmus Intensive Programme
 Short course on Cultural Diversity and Interdependence
- 20 November - 15 December 2007, 31 January – 27 February 2008, 23 November – 10 December 2008**
 The Academy of Management, Research Institute on Entrepreneurship (EEDRI), Lodz, Poland
 Research Institute, Project Title: EEDRIPART - Partnership for Fostering Entrepreneurship and SME Development
 Senior Researcher – Marie Curie fellowship holder, Marie Curie Transfer of Knowledge, action of the 6th Framework Programme for Research and Technical Development of the European Union, contract No 517156, MTKD –CT-2004-517156
- Marketing research on cluster development
 - Developing a marketing strategy for the agricluster based in Lodz
 - Coaching Ph.D. students
 - Developing research project proposals under FP7
- 20 – 30 April 2006**
 University of Economics, Bratislava, Slovak Republic
 University
 Visiting Professor, CEEPUS Programme
 Short course on Marketing Research with a case-study
- 9 – 16 April 2005**
 University of Applied Sciences, Worms, Germany
 University
 Visiting Professor, Erasmus Teaching Mobility Programme
 Short course on Regional Clusters and European Cluster Policy with a case-study
- 5 – 14 March 2003**

- Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
 - Name and address of employer
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 - Occupation or position held
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 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
 - Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- ESEC, Coimbra, Portugal
 University College of Tourism
 Visiting Professor, Erasmus Teaching Mobility Programme
 Short course on Marketing Research in Tourism with a case-study
- 17 July 1995 – 04 May 2000**
 University of Economics-Varna, 77 Knjaz Boris 1st Boul.
 University
 Senior Assistant Professor, Department of Marketing (Department of Management up to 1997)
 Teaching students (seminars and lectures) at bachelor's degree on the following subjects:
- Marketing Research
 - Advertising Management
 - International Marketing
 - Quality Management
 - Product Management
 - Direct Marketing
- January - February 2000**
 USTL-IAE, Lille, France
 University
 Visiting Professor
 Courses:
- International Marketing
 - Advertising and Sales Management
- Lectures and participation in the activities of IAE Marketing Research Centre
- 1998 - 2000**
 Management School - Open University, regional office Varna
 Distance learning
 Tutor
 Responsible for the module Managing Relationships with Customers and Clients
- 1995 – 2005**
 New Bulgarian University, regional office Varna, 11 Tsar Simeon Str.
 Distance learning
 Tutor
 Consulting and case-study assessment on following subjects:
- Consumer Behaviour
 - Advertising Management
 - International Marketing
 - Service Marketing
- 01 July 1992 – 17 July 1995**
 University of Economics-Varna, 77 Knjaz Boris 1st Boul.
 University
 Assistant Professor, Department of Management
 Teaching students – seminars – (bachelor's degree) on following subjects:
- Marketing
 - Marketing Research
 - Advertising Management
 - Agrimarketing

EDUCATION AND TRAINING

- Dates (from – to) 1999 - 2002

- Name and type of organization providing education and training University of Economics-Varna
- Principal subjects/occupational skills covered Ph.D. exams:
 - Macro and Microeconomics
 - Marketing
 Ph.D. in Marketing
 Thesis Title: Strategic Marketing Analyses for Export
 Ph.D. in Marketing, Code 05.02.26
- Title of qualification awarded
- Level in national classification (if appropriate)
- Dates (from – to) 28 April – 7 November 2023
- Name and type of organization providing education and training Digital Marketing Institute
- Principal subjects/occupational skills covered Completed certified course DMI Pro, Syllabus version 9, Graduate No. IE-DMI133984
- Title of qualification awarded CDMP, Certified Digital Marketing Professional
- Dates (from – to) 2 December 2020
- Name and type of organization providing education and training MatchWare Inc.
- Principal subjects/occupational skills covered Completed course in Using MindView for Academic Purposes: Higher Education and Further Education
- Title of qualification awarded Certificate
- Dates (from – to) 25 August – 10 September 2017
- Name and type of organization providing education and training BLCU, Confucius Institute Headquarters (Hanban), China
- Principal subjects/occupational skills covered Completed course in Chinese Language for teachers
- Title of qualification awarded Certificate
- Dates (from – to) May - October 1999
- Name and type of organization providing education and training Management School and Open University
- Principal subjects/occupational skills covered Completed course in Market Resources Management
- Title of qualification awarded Certificate issues by the Open University (UK)
- Dates (from – to) May - October 1998
- Name and type of organization providing education and training Management School and Open University
- Principal subjects/occupational skills covered Completed course in Managing Relationships with Customers and Clients
- Title of qualification awarded Certificate issues by the Open University (UK)
- Dates (from – to) January - March 1997
- Name and type of organization providing education and training IESE, Barcelona, Spain
- Principal subjects/occupational skills covered Completed the 5th Course of International Faculty Development Programme (IFDP)
- Title of qualification awarded Certificate

- Dates (from – to) October 1992
- Name and type of organization providing education and training University of Bradford and Varna Graduate Management School
- Principal subjects/occupational skills covered Completed Short Course in Strategic and Marketing Management
- Title of qualification awarded Certificate

- Dates (from – to) February - May 1992
- Name and type of organization providing education and training University of Economics-Varna and Peace Corps (USA)
- Principal subjects/occupational skills covered Completed Business English Language Course at Advanced Level
- Title of qualification awarded Certificate

- Dates (from – to) July - August 1991
- Name and type of organization providing education and training University of Delaware (USA) and the University of Economics-Varna
- Principal subjects/occupational skills covered Completed Certificate Programme in English Language at Achieved Advanced Level
- Title of qualification awarded Certificate

- Dates (from – to) 1989 - 1992
- Name and type of organization providing education and training University of Economics-Varna
- Principal subjects/occupational skills covered Ph.D. exams:
 - Philosophy
 - Science of Commodities

- Dates (from – to) 1984 - 1989
- Name and type of organization providing education and training University of Economics-Varna
- Principal subjects/occupational skills covered
 - Science of Commodities (state exam)
 - Economics and Management of Trade (state exam)
 - Economics (state exam)
- Title of qualification awarded MSc in Economics
Diploma Title: Quality Management in Retailing
- Level in national classification MSc in Economics

**PERSONAL SKILLS
AND COMPETENCES**

*Acquired in the course of life and career
but not necessarily covered by formal
certificates and diplomas.*

MOTHER TONGUE

BULGARIAN

OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

ENGLISH
EXCELLENT
EXCELLENT
EXCELLENT

- Reading skills
- Writing skills
- Verbal skills

RUSSIAN

EXCELLENT
EXCELLENT
EXCELLENT

- Reading skills
- Writing skills
- Verbal skills

SPANISH

BASIC
BASIC
BASIC

- Reading skills
- Writing skills
- Verbal skills

FRENCH

BASIC
BASIC
BASIC

SOCIAL SKILLS AND COMPETENCES

Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential (for example culture and sports), etc.

- Teamwork: I have worked as a member and leader of research teams, project teams and consulting teams both national and international. As a chairman of two NGOs: Centre Innovation and Development (established as E-marketing Association in 2000) and Black Sea Cluster Innovation and Development I am responsible for the main activities of both NGOs including business consulting, in-company training, different types of research, workshops, and conferences.
- Mediating skills
- Cross-cultural skills: I am experienced at working in a European dimension. I have gained knowledge and I have developed these skills during my participation in various international projects.

ORGANISATIONAL SKILLS AND COMPETENCES

Coordination and administration of people, projects and budgets; at work, in voluntary work (for example culture and sports) and at home, etc.

Certified CMC Consultant, Certificate No.31

CDMP, Certified Digital Marketing Professional

Member of Marie Curie Alumni Association, Bulgaria Chapter

Manager at Licea Bulgaria Ltd.

Founder of Brand Idea (BI) competition (in 2010). Since 2015 the competition is organised as BI #Hackathon (for pupils from high schools) and BI #Accelerator (for students from universities)

National Project Evaluator for CEEPUS networks since 2016

Independent Expert, National Innovation Fund, session 13, 2022

Participation in **international projects**:

- Project manager in Social Development Foundation, project participant; Project No. CZ/01/B/P/PP/134047 EURO CARE – Improving the Lifelong Training of the Social Care Staff in Europe, 2001 – 2003, Coordinator: Vuste Envis (Czech Republic).
- Active participant in topic panel 6 “Ontology” as a chairman of E-marketing Association, Project No. ccfm-4-151 CCForm – Consumer Complaint Form for Online Resolution Mechanisms, 5th Framework Programme IST, 2002 – 2004, Coordinator: FEDMA (Belgium).
- Participant in Thematic Group # 5 Involvement in Thematic Network Project No. 109872 – CP-1-2002-1-NO-ERASMUS-TN – CCN - Consumer Citizenship Network, 2003 – 2006, Coordinator: Hedmark University College (Norway).
- Representative of the University of Economics-Varna – coordinator for Bulgaria, Project No. 116818 – CP-1-2004-1-ES-Comenius-C3PP – E-CONS European Network for Consumer Education, 2004 – 2007, Coordinator: Escuela Europea de Consumidores (Spain).
- Partner (as a chairman of E-marketing Association) in Project “Energy regulation and consumers interest” No 17.020100/05(04)/408149, 2005 – 2007, coordinator Centro Tecnico Regionale di Ricerca sul Consumo Europeo, Bolzano, Italy.
- Participant in Task Group # 7 Developing Joint European Master in Consumer Citizenship in Thematic Network CCN2: Consumer Citizenship Network, 2006 – 2009, Coordinator: Hedmark University College (Norway).
- Partner (as a chairman of E-marketing Association) in Project “Standard Budgets – An instrument to fight and prevent overindebtedness and promote financial inclusion and well-being”, VP/2007/12 Mutual Learning on Social Inclusion and Social Protection, November 2007 – October 2009, Coordinator: ASB, Linz, Austria.

- National contact person for 7th Framework Programme, section “International co-operation and third countries”.
- Senior Researcher: Marie Curie Transfer of Knowledge, action of the 6th Framework Programme for Research and Technical Development of the European Union, basing on the contract n° 517156 (MTKD-CT-2004-517156), November 2007 – December 2008, The Academy of Management, EEDRI, Lodz, Poland.
- Visiting Professor: Project No: IP – 01078 – P – SETUBAL01: EPICA – Towards a Consumer Citizenship Education, Lifelong Learning Programme – Erasmus Intensive Programme, 21 June – 03 July 2009, Coordinator: Polytechnic Institute of Setubal, Setubal, Portugal
- Leader of Work Group # 1a Think Tank Consultations, Project PERL No 155927-LLP-1-2009-1-NO-ERASMUS-ENWA – Partnership for Education and Research about Responsible Living, LLP Erasmus Academic Networks, 2009 – 2012, Coordinator: Hedmark University College (Norway).
- Participant in WG #4 Curriculum Development, Project PERL2 The Partnership for Education and Research about Responsible Living, LLP Agreement Number 2012-3813/001-001, Project Number 526087-LLP-1-2012-1-NO-ERASMUS-ENW 2012-2015, LLP Erasmus Academic Networks, Coordinator: Hedmark University College (Norway).
- Expert: Project “Black Sea Network for Regional Development” (BlasNET) in the framework of Joint operational programme „Black Sea Region 2007-2013”, Contract No 1.1.3.65714.96-MIS-ETC 234–64832/30.08.2011 with the Ministry of Regional Development and Tourism, Romania.
- Key expert „Marketing in Tourism“: „Developing a virtual platform for promoting and presenting touristic potential of the partners in project „Joint touristic initiative” JTI – TARGET, Programme for European territorial cooperation “Greece–Bulgaria” 2007–2013, Contract №. B2.12.01 / 20.03.2012.
- Coordinator and researcher: GESITI Project/DTSD - CTI/MCT-Brazil: An Evaluation of the management of the Information Systems (IS) and Technologies (IT) in Hospitals in Bulgaria (GESITI/Hospitals), 2013-2015.
- National expert for Bulgaria: Pilot project – Developing a common methodology on Reference Budgets in Europe, contract No VC/2013/0554, Coordinator APPLICA and Herman Deleeck Centre for Social Policy, University of Antwerp, April 2014-2015.
- Researcher: Car Workshops: A Serious Game Approach to Managing Waste Considered Hazardous (CARWASH), Erasmus+, KA2 / Contract No 2014-1-ES01-KA202-004483, 2015-2016.
- Researcher: Community of Responsible Recreational Initiatives in Europe (CORRIE), Erasmus+, KA2 / Agreement n° 2015-1-BG01-KA202-014280, 2015-2018.
- Expert: Member of the National commission for project selection in CEEPUS Programme, 2015-16.
- Project coordinator: Shaping the future education in tourism (FET), Erasmus+, KA2 / Agreement n° 2016-1-MK01-KA203-021651, 2016-2018.
- Expert: Circular Economy Digital Training Toolbox to foster Innovative Green Entrepreneurs (Eng@ge), Erasmus+, KA2 / Agreement n° 2016-1-RO01-KA202-024493, 2016-2018.
- Researcher and Project coordinator: Adventure Tourism Innovation Partnerships (AVIP), Erasmus+, KA2 / Agreement n° 2017-1-UK01-KA203-036706, 2017-2019.
- Expert and member of the Board of the EU RB platform: EU Reference Budgets Platform, part of the H2020 project “InGRID-2 Integrating Research Infrastructure for European expertise on Inclusive Growth from data to policy”, 2017-2021.
- Project manager: Process-based Business Management module (PRODIMOD), KA220-HED Agreement n° 2021-1-EE01-KA220-HED-000023269, 2021-2024.
- Lecturer: Activity 10: Short-term specializations of teachers; project No BG05M2OP001-2.016-0002 "Modernization of higher EDUcation to achieve interdisciplinary and innovative learning in the context of digital TRANSFORMation" (EDUTransform).

Responsible for project implementation, project coordination, research and analysis, organisation of think-tanks, seminars, workshops, and conferences.

Participation in **national projects**:

- Partner in Project PHARE Labour Market Initiatives BG 0102.05.05.038 The Qualified Working Force in Tourism – Key Factor for its Recognition as a Leading Branch in the

Economy of Varna Region, November 2003 – March 2004, Coordinator: Varna Chamber of Commerce and Industry

- Project manager for Project No. BG 2003/004.937.11.03-01.25 Achieving SME Competitiveness Through Centre for Quality and Business Excellence (CQMEX), PHARE: Economic and Social Cohesion, January – December 2006, Coordinator: Varna Chamber of Commerce and Industry
- Consultant: Project No. BG2004/016-711.11.04/ESC/G/CGS-458 Research of the attitudes and habits of Bulgarian households for purchase and consumption of canned vegetables, December 2006 – May 2007
- Consultant and lecturer: Project under Priority 2 of Operational Programme “Human resources development”: “Improving labour productivity and adaptability of the employees of Petrol JSC”, contractor VBS Ltd, June 2008 – March 2009.
- Consultant and researcher: Project A08-12-21/30.07.2008 “Developing unified methodology – standards, criteria, and indicators for measurement of the status of transparency and accountability of regional and municipality administrations, financed by the National operational programme “Administrative capacity”, co-financed by EU through the European Social Fund.
- Consultant: Contract No: 3MS-02-57/01.06.2011: Development and implementation of QMS ISO 9001:2008 for Shopmetrics Europe Ltd. financed by the OP Competitiveness: BG161PO003-2.1.08.
- Coordinator: BG161PO003-2.4.01-0017 Cluster “Expert Hub for Applied Competences Varna” as a Competitiveness Driver financed by the OP Competitiveness BG161PO003-2.4.01-0017-C0001.
- Project coordinator: BG051PO001-3.1.07-0058 „Business modelling of syllabus and curricula in professional field 3.8 Economics at the University of Economics-Varna”. Procedure BG051PO001-3.1.07 „Harmonising curricula in higher education to the requirements of labour market” 2013-2015.

Participation in **university scientific projects:**

- Project coordinator: NP-54 Establishment of the Centre for Quality at the University of Economics-Varna, 2011-2013.
- Project coordinator: NPI-158 Dynamic model for quality assurance of academic education in virtual and blended environment, 2015-2017.
- Researcher: NPI-3 Innovation models in circular economy: challenges and opportunities for Bulgarian SMEs, 2016-2018.

TECHNICAL SKILLS

AND COMPETENCES

With computers, specific kinds of equipment, machinery, etc.

Competent with:

- MS Office
- SPSS
- MS Access
- ME-XL (Marketing Engineering for Excel)
- MS Visio
- xmgrace
- MindView
- LimeSurvey, Alchemer
- AWS
- WordPress

OTHER SKILLS

AND COMPETENCES

Competences not mentioned above.

CONSULTING ACTIVITIES:

- Chemistry: Polymeri JSC, Buildcommerce Ltd., Consortium Polymeri Build
- Wholesale: Mangusta Ltd., S.I.R. Dairy Products Ltd., OMV, Petrol JSC, Primagas JSC
- Retailing: Piccadilly chain of stores, Nedelja chain of pastry shops, K and B Group Ltd., Varna Mall
- Manufacturing: Eldom Invest Ltd., Dekaba Locking Systems JSC, Pavidera Ltd.
- Advertising Agencies and Media: Radio Bravo FM, Silex Advertising Agency, eM Studio Advertising and Creative
- Tourism: Black Sea Property Ltd., Hotel Modus, Aqua Hotels
- ICT: Ardes Computers & IT Solutions Ltd., Shopmetrics Europe Ltd., WBE Studio

- Food Industry: Tehra JSC, Korn JSC, Manolo Bakery Ltd., Tradel JSC
- Banking and Financial Services: SG Expressbank, Raiffeisen Bank, UniCredit Bulbank, Allianz, Agrion Finance
- Fast Food Restaurants: Happy Bar & Grill, Godzila, Dunkin Donats
- Public Administration: Municipality of Varna, Regional Administration Varna
- Startups in digital business

Member of the Bulgarian Association of Management Consulting Organisations (BAMCO), CMC, Member of BAMCO Certification and Training Commission (since 14th July 2021), Representative of BAMCO in ICMCI

MEMBER OF EDITORIAL BOARDS:

- International Journal of Management and Enterprise Development
- Economics & Law, South-West University "Neofit Rilski", Bulgaria
- FAIMA Business and Management Journal
- Human Systems Management
- Prosperitas

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Scopus: 57878817600

DRIVING LICENCE(S)

Yes, Category B

ADDITIONAL INFORMATION

REFERENCES:

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D.Sc., Dr.rer.nat. Ph.D. Nikolay K.Vitanov, Deputy Director of the Institute of Mechanics, Bulgarian Academy of Sciences: n.k.vitanov@gmail.com

Dieter Korczak, Ph.D., Past President at ESOMAR, korczak@gp-f.com, dieter.korczak@gp-f.com

ANNEXES

LIST OF PUBLICATIONS