



## Selvet Niyazieva

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**Date of birth:** 09/08/1981 | **Nationality:** Bulgarian | **Phone number:**

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**Address:** 77 Kniaz Boris I, Blvd., 9010, Varna, Bulgaria (Work)

### WORK EXPERIENCE

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02/12/2019 – CURRENT Varna, Bulgaria

**ASSISTANT PROFESSOR** UNIVERSITY OF ECONOMICS - VARNA

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The classes that teach are:

- Introduction to Marketing,
- B2B Marketing,
- Branding,
- Brand Management,
- Marketing Management,
- Online entrepreneurship
- Contemporary International Marketing Strategies
- Academic Researches

09/2015 – 01/12/2019 Varna

**PART-TIME ASSISTANT PROFESSOR** UNIVERSITY OF ECONOMICS - VARNA

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Marketing

18/11/2019 – CURRENT Varna, Bulgaria

**ADMINISTRATIVE ASSISTANT** UNIVERSITY OF ECONOMICS - VARNA

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07/2005 – 19/04/2019 Varna, Bulgaria

**SHIP AGENT AND SHIP BROKER** EAST SHIPPING LTD

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Purchase, sale and rental of ships.

Working with shipping related regulatory documents.

Knowledge of the Code of Merchant Shipping and International Freight Markets.

Free English - language communication with Trustee and Customers at negotiation and conclusion of transactions, exchange of offers and counter-offers.

Knowledge of regulatory documents related to ship servicing at port and port loads.

Finding information on the Internet for the current legislation in the country freight transport by sea.

Compliance with the requirements for the carriage of goods by sea.

Preparation of transport documents, organization of incoming and outgoing control, stay of the ship in the port.

Free English communication in the complex ship services.

08/2003 – 01/11/2004 Varna, Bulgaria

**RECEPTIONIST** CITY WHITE -MK TODOR KATEV - HOTEL ANTIK

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Performs the overall reception, registration and accommodation of clients.

Verification of the identity and registration details of hotel guests.

Controls the quality of the services offered to customers. Keep customer accounts for

services provided and completed on request. Investigating her complaints customer complaints about

hotel service and inform the manager in good time removing the weaknesses and violations. Prepares

reports for the release of rooms and schedule for cleaning and refueling. Cooperates with the police and

the authorities passport control and check-in(out) at the hotel. Monitor for proper operation security and

fire safety systems. Prepare advertising and marketing activities to ensure fuller use of the hotel's facilities. Performs other specifically assigned tasks related to the post.

01/01/2001 Gabrovo, Bulgaria

**GENERAL MANAGER ASSISTANT SIMEX LTD**

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01/05/2000 – 12/2000 Kazanlak

**CORRESPONDENT TRANSLATOR IN MARKETING DEPARTMENT CAPRONI AD**

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Correspondence with international clients.  
Organizing and tracking orders.  
Organization of goods dispatch  
Import Export.

02/12/2022 Varna, Bulgaria

**FOREIGN STUDENTS COORDINATOR UNIVERSITY OF ECONOMICS - VARNA**

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## ● **EDUCATION AND TRAINING**

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19/02/2017 – CURRENT Varna, Bulgaria

**PHD STUDENT AT MARKETING DEPARTMENT** University of Economics - Varna

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Marketing, Sustainable Marketing, Buyer Behaviour, Organizational buyer behaviour, Management theory,

09/2015 – 09/2016 Varna, Bulgaria

**MASTER OF SALES MANAGEMENT AND MERCHANDISING** University of Economics - Varna

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Sales management, Distribution practices and solutions, Managing customer relationships, Internet sales, Stimulate sales, Commercial Logistics and Merchandising, Information technology in sales and Sales behavior.

09/2002 – 09/2006 Varna, Bulgaria

**BACHELOR OF MARKETING** University of Economics - Varna

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Customer relationship management, branding, consumer behaviour, distribution management, market research, marketing management, international marketing, integrated marketing communications, interactive marketing, product analysis, marketing services and others.

05/2000 Kazanlak

**PROFILE BIOLOGY WITH INTENSIVE ENGLISH STUDY.** Nikola Obreshkov Profiled Nature-Mathematics High School

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## ● **LANGUAGE SKILLS**

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Mother tongue(s): **BULGARIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>TURKISH</b>	B2	B2	B1	B1	B2
<b>ENGLISH</b>	B2	B2	B2	B2	B2

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Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## ● ADDITIONAL INFORMATION

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### PUBLICATIONS

#### Publications

- Niyazieva, S. Possibilities for applying sustainable marketing in business Markets - Experience and Perspectives, Varna: Science and Economics, 2017
- Niyazieva, S. Conventional vs. Sustainable Marketing. Reports from a scientific conference "Regional Economy and Sustainable Development" - 2017, Varna: Science and Economics, 2017.
- Niyazieva, S. Happiness in Sustainable Marketing. Conference of Young Scientists 2018, University of Varna, Varna "Golden Sands", hotel "Astera", date: 11.06.2018
- Niyazieva, S. Methods and metrics for measuring happiness. News of the Union of Scientists - Varna, Ser. Economic Sciences,, 7 (3), 2018, 1, 59 - 70.
- Niyazieva, S. Sustainable development: A prerequisite for the emergence of sustainable shipping and its impact on B2B segmentation in maritime transport. Governance and Sustainable Development: XXI International Scientific Conference, Sofia: University of Forestry, 2019, (in press).
- Niyazieva, S. Happiness –Wind of Change for Shipping Companies, a New Way to Measure their Performance. Sustainable Development and Innovations in Marine Technologies : Proceedings of the 18th International Congress of the Maritime Association of the Mediterranean (IMAM 2019), September 9 - 11, 2019, Varna, Bulgaria, London : Taylor and Francis Group , 2019, 488 - 495. - (Marine Technology and Ocean Engineering Series ; Vol. 3).
- [Ниязиева, С., Устойчиво развитие: Предпоставка за появата на устойчиво корабоплаване и влиянието му върху B2B сегментирането в морския транспорт](#)Управление и устойчиво развитие. Сер. Общество. Човек. Природа = Management and Sustainable Development. Ser. Society. Man. Nature [Управление и устойчиво развитие : XXI Международна научна конференция, 22 - 24 март 2019], София : ЛТУ, 77, 2019, 4, 82 - 87.
- [Niyazieva, S., Zhechev, V., Could Happiness Be an Assessment Tool in Sustainable Tourism Management?](#)Advances in Hospitality and Tourism Research (AHTR) : An International Journal of Akdeniz University Tourism Faculty, Antalya, Turkey : Akdeniz University Publ. House, 8, 2020, 2, 338 - 370. / DOI [10.30519/ahtr.749680](#) / [Web of Science](#)
- [Лукина, А., Жечев, В., Ниязиева, С., Новые вызовы и перспективы для маркетологов в компаниях](#)Совместное создание ценности в вузе в цифровую эпоху: развитие предметных областей: роли преподавателей и обучающихся : VIII Плехановский форум преподавателей : Всероссийская конференция, 12 дек. 2019, Москва : РЭУ им. Г. В. Плеханова, 2020, 172 - 179.
- [Timokhina, G., Stukalova, A., Grineva, O., Niyazieva, S., Designing a Cross-Cultural Study of the Economic Behavior of Consumers of Different Generations in the Problematic Field of Sustainable Development](#)Annals of Marketing-MBA, Moscow : Department of Marketing RSconsult, 2020, 1, 22 - 30.

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#### Publications – 2019

1. Ниязиева, С., Устойчиво развитие, щастие и устойчив бизнес - има ли връзка между тях? Икономическа наука, образование и реална икономика: развитие и взаимодействия в дигиталната епоха : Сборник с доклади от Юбилейна международна научна конференция в чест на 100-год. от основаването на ИУ - Варна : Т. 2, Варна : Наука и икономика, 2, 2020, 823 - 839.
2. Станимиров, Е., Жечев, В., Иванов, С., Георгиева, М., Ниязиева, С., Насоки за измерване на щастieto при онлайн обучение. Стратегическо планиране и маркетинг в дигиталния свят : Международна научна конференция, 26 ноември 2021, УНСС, София : Изд. комплекс УНСС, 2022, 415-457., ISSN(печатно) 2815-3812, ISSN(онлайн) 2815-3820 / [Линк](#)

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### CONFERENCES AND SEMINARS

17/06/2022 – 18/06/2022 – Varna, Bulgaria

**5th Jubilee International Scientific Conference Remarketing the Reality 25th anniversary of the establishment of the Department of Marketing, University of Economics – Varna**

26/11/2021 – University of National and World Economy - Sofia, Bulgaria

**First International Scientific Conference "Strategic Planning and Marketing in Digital World"**

11/05/2020 – 12/05/2020 – Varna

**Jubilee International Scientific Conference dedicated to the 100th anniversary of the University of Economics – Varna** Jubilee International Scientific Conference dedicated to the 100th anniversary of the University of Economics – Varna,

The conference "ECONOMIC SCIENCE, EDUCATION AND THE REAL ECONOMY: DEVELOPMENT AND INTERACTIONS IN THE DIGITAL AGE"

[Link https://conference.ue-varna.bg/uev/en/home/](https://conference.ue-varna.bg/uev/en/home/)

09/09/2019 – 11/09/2019 – Varna, Bulgaria

### **18th International Congress of the Maritime Association of the Mediterranean (IMAM 2019)**

22/03/2019 – 24/03/2019 – Yundola, Bulgaria

### **XXI International Scientific Conference "Management and Sustainable Development**

**Seminars** Symposium of Problems of Modern Marketing - 14.04.2018, BFU, Burgas

29/06/2017 – 30/06/2017 – Varna, Bulgaria

### **Marketing - Experience and Perspectives : Conference Proceedings : Intern. Sci. Conf**

26/11/2021

### **International Scientific Conference, 26 november 2021, UNWE, Sofia**

## **ORGANISATIONAL SKILLS**

**Organisational skills** Teamwork, leadership, organizing skills. I am able to organize the work process, motivate, listen and understand my colleagues. Making decisions at a critical moment, taking responsibility. Competencies and experience in team management [Deputy Chairman of Club Marketing at the University of Economics - Varna for two school years]; Member of the Board of Trustees in Kindergarten 14 Drujba- Varna- Organization and coordination of conducting events and events, negotiating with contractors in order to protect the interest of both represented parties

## **COMMUNICATION AND INTERPERSONAL SKILLS**

**Communication and interpersonal skills** Excellent communication skills. Ability to work in multi-cultural setting, self-motivation, persistence, proactive and forward thinking, negotiation skills. Quick adaptability to new working conditions. Presentation skills for working with different types of audiences and effective business and academic communication acquired as a mediator in maritime transport and part-time assistant at the University of Varna. Easy adaptation in an international environment, based on experience gained in my work as a shipping agent.

## **JOB-RELATED SKILLS**

### **Job-related skills**

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Discipline, readiness to be precise, precise compliance with instructions and requirements. Responsibility, self-control and skills to deal with critical situations.

## **COURSES**

### **Courses**

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- 20-24.03.2017 - Processing of lists, statistical and business data through MS Excel
- 04-05.05.2017 - Master and PhD thesis organization and requirements - and research in general (part I and part II) - Assoc. Prof. Dr. Senad Busatlic International University of Sarajevo
- 25.10.2017 - Online Resource Management Course, Oxford University Publishing House Press - Geys Fidler
- 26.02-02.03.2018 - "Educational documentation, scientific publications and study literature"
- 23.04.2018-26.04.2018 - "Information Competence, Research Skills, and tools for working with electronic scientific resources. Management of research data. Using bibliographic managers "
- 28-29.09.2018 Participation in the CESEENet Workshop 2018 in Economics, Management and Finance at University of Economics - VARNA
- Participation in NBS Thinking, leading and managing strategically Module 15- 20.09.2019
- "Intellectual property management with main aspects: copyright protection; protection of scientific developments; protection of electronic educational materials; measures against plagiarism, etc. 6-12.12.2019

## **CERTIFICATIONS**

### **Certifications**

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- Practical Training: "Factors of Success in International Business"
- Master Business Classes in Management and Entrepreneurship

## **ERASMUS + STAFF MOBILITY**

**Erasmus + Staff mobility program Bahcesehir University Istanbul 09.12-16.12.2018**

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18/10/2021 – 21/10/2021

**Erasmus + Staff mobility program Cankiri Karatekin University**

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11/04/2022 – 15/04/2022

**Erasmus + Staff mobility program Dokuz Eylul Universitesi Izmir**

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11/12/2022 – 15/12/2022

**Erasmus+ Staff mobility program Başkent University Ankara**

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## **PROJECTS**

28/02/2019 – 28/12/2022

**"Sustainable Consumption in the Urban Environment - Regional Differences"** The project "Sustainable Consumption in the Urban Environment - Regional Disparities" is funded through the "Research Funding Competition - 2019" of the Research Fund (RFF).

Project implementation period.

Achieving the Sustainable Development Goals (SDGs) in urban governance depends directly on a detailed knowledge of urban consumption. The research directly addresses the societal challenge of "Improving quality of life - food, health, biodiversity, environmental protection, urban environment and transport, etc." as per the National Strategy for Research Development in the RB 2017-2030. The overall philosophy of consumption management under the UN Sustainable Development Goals is aimed at improving the quality of life of present and future generations.

22/02/2022 – 28/02/2024

**DEELforHOST "Digital Employer Engagement and Learning for Hospitality and Tourism under Pandemic and Other Crisis Situations"** Write herProject name: "Digital Employer Engagement and Learning for Hospitality and Tourism under Pandemic"

Acronym: DEELforHOST

Project Number: 2021-1-EL01-KA220-HED-000032159

Implementation period: 28.02.2022 - 28.02.2024

Duration: 24 months

Programme: ERASMUS +

Key activity: Cooperation partnerships in higher education

Strand: Higher education

Horizontal priority: Tackling digital transformation through the development of digital readiness, resilience and capacity

Lead Partner:

University of Piraeus Research Centre in Greece

Partners:

University of Economics - Varna

Higher Hotel Institute in Cyprus

Universitat de les Illes Balears in Spain,

University of Cyprus in Cyprus

Vidzemes Turisma Asociacija, in Latvia

European Association of Erasmus Coordinators in Cyprus