



PERSONAL INFORMATION

Vanya Krалева, PhD

- 📍 9010 Varna (Bulgaria)
- ☎ (+359) 882 164 781
- ✉ vanya.krалева@ue-varna.bg

WORK EXPERIENCE

- 2016–Present **Senior Assistant Professor**
University of Economics - Varna, Varna (Bulgaria)
Teaching in the fields of:
- International Marketing Management
 - International Marketing
 - Marketing Research
 - Business-to-Business Marketing
 - Non-Profit Marketing
- 2015–2017 **Head of International Relations Office**
2009–2012 University of Economics - Varna, Varna (Bulgaria)
- Internationalisation of the university
 - Management of a network of international partners
 - Management of programmes for international mobility
 - Research and development of joint degree educational programmes
- 2007–2009 **Foreign students admission officer**
University of Economics - Varna, Varna (Bulgaria)
- Admission of foreign students
 - Administration of student activities
- 2005–2005 **International Relations (Internship)**
Le Sphinx Développement, Annecy (France)
- International partner search
 - Elaboration of promotional materials
 - Support of the marketing team

Involvement in projects

“The Relation Activism-Sustainable Consumption” (NPI 17/2018) – head of the scientific research project, expected outcomes: systematical literature review and empirical research (Bulgaria-Serbia-Romania) on the factors of sustainable behavior and civil activism

“Innovative Partnership Network for Sustainable Cooperation Between University and Business” (BG051PO001-7.0.07-0036) – coordinator, analyst, events organization specialist, design of a platform for university-business cooperation

“Development of a System for Competence Improvement of Academic Staff at University of Economics – Varna” (BG051PO001-3.1.09-0018) – organization and control of qualification courses for academic staff

EDUCATION AND TRAINING

2012–2015	PhD in Marketing University of Economics - Varna, Varna (Bulgaria) Defended thesis on the topic "Marketing Aspects of Relationship Management in the Non-Profit Sector" Main scientific outcomes: <ul style="list-style-type: none"> • There is elaborated and tested a model of the relations in the non-profit sector which includes contextual relationships (nano- and mega-) and relationships directly related to the mission of the organization. There is developed a model for strategic relationship management in the context of the non-profit sector. • The non-profit sector in Bulgaria is critically analysed to highlight the factors for the formation of specific relationships between NGOs and their stakeholders. A methodology for analyzing these relationships is proposed and tested. • There are provided guidelines for increasing the trust, the attachment, the reciprocity, the satisfaction, the quality, and the strength of the relationships that NGOs maintain with their key stakeholders in order to achieve better legitimacy and access to resources. 	EQF level 8
2012-2013	CEEPUS mobility at University of Maribor, Maribor (Slovenia)	
2008–2009	Master in Sales Management and Merchandising University of Economics - Varna, Varna (Bulgaria)	EQF level 7
2003–2007	Bachelor in Tourism Management University of Economics - Varna, Varna (Bulgaria)	EQF level 6
2004–2005	Erasmus mobility at University of Savoy, Annecy (France)	

PERSONAL SKILLS

Mother tongue(s) Bulgarian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	B2	B2	B2	B2	B2
German	B1	B1	B1	B1	B1
Russian	B1	B1	B1	B1	B1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Independent user

Digital competences - Self-assessment grid

SCIENTIFIC PUBLICATIONS

Selected publications in English

Kraleva, V., Dimitrova, I. Legal Competence and Consumer Behaviour. *Economic Studies*. Sofia: Economic Research Institute at the Bulgarian Academy of Sciences, 3, 2018, 27, 22 - 36.

Kraleva, V., Dimitrova, I. Protecting The E-Customer: Legal Awareness and Consumer Behaviour of Bulgarian Youngsters. *New Challenges of Economic and Business Development - 2018: Productivity and Economic Growth: 10th International Scientific Conference: Proceedings*, May 10 - 12, 2018, Riga, University of Latvia, Riga: University of Latvia, 2018, 348 - 357.

Ivanov, S., Kraleva, V. Media Habits and Commitment to Sustainable Development. *Conference Proceedings from the Fourth International Scientific-Business Conference: Integrated Politics of Research and Innovation, LIMEN 2018*, Belgrade: All in One Print Center, 2018, 579-583

Kraleva, V., Ivanov, S. Towards a General Model of Sustainable Involvement. *New Challenges of Economic and Business Development - 2018 : Productivity and Economic Growth : 10th International Scientific Conference : Proceedings*, May 10 - 12, 2018, Riga, University of Latvia, Riga : University of Latvia, 2018, 358 - 366.

Maric, R., Kraleva, V. Loyalty Programs in the Function of Customer Relationship Strategy. *The Annals of the Faculty of Economics in Subotica*, Subotica: University of Novi Sad, 38, 2017, 53, 251-264.

Kraleva, V. Understanding Voluntary Simplifiers in Bulgaria. *Marketing and Business Development Journal*, Bucharest:ASE, III, 2017, 1, 90-96.

Kraleva, V. Application of the Concepts of Relationship Marketing and Stakeholder Management to the Non-Profit Sector. // *Economy and Politics in the Post-Crisis World (Proceedings of international conference dedicated to the 25th anniversary of the speciality International Economic Relations held at University of Economics - Varna, 16-17 October 2015)*, 2015.

Kraleva, V. Profile of the non-profit sector in Bulgaria. // *Proceedings from the International Conference "Ukraine-Bulgaria-EU: Current State and Perspectives"*, p. 24-28, 2014.

Kraleva, V. Structural Considerations in Defining the Non-profit Sector Boundaries // *Izvestia*, Issue 3, University of Economics - Varna, p. 106-114, 2013.

Tonkova, E., Hristova, S., Kalinova, N., Kraleva, V. & Ignatova, I. Possibilities For Improving The Qualification And Career Development Of The Lecturers At University Of Economics–Varna // *Izvestia*, Issue 4, University of Economics - Varna, p. 48-64, 2012.