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| Personal information |

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| Name |  | **Serafimova,** Desislava B. |
| Address |  | 77, Knyaz Boris I Blvd, 9002, Varna, Bulgaria |
| Telephone |  | +359 887 415 848; +359 882 164 696  |
| E-mail |  | serafimova\_d@ue-varna.bg |
| Nationality |  | Bulgarian |

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| Work experience |

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| June 2023 – onwards May 2010 – onwards |  | Head of Management and Administration Department, Varna University of Economics, BulgariaAssociate Professor of Management, Ph.D., Varna University of Economics, Bulgaria |
|  May 2015 – 2023 |  | Vice-Head of Management and Administration Department, Varna University of Economics, Bulgaria |
| June 1996 – May 2010  |  | Assistant Professor of Management, Varna University of Economics, Bulgaria |
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| **•** Name and address of employer |  | Varna University of Economics, 77, Knyaz Boris I Blvd, 9002, Varna, Bulgaria |
| **•** Type of business or sector |  | Higher Education |
| **•** Occupation or position held |  | Associate Professor, PhD. Lecturer |
| **•** Main activities and responsibilities |  | Delivering lectures in Bulgarian and English on Fundamentals of Management, Strategic Management, Corporate Social Responsibility, Corporate governance, Business modelling.Developing case studies for seminar classes, preparing tests for students’ exams.Working out new courses, curricula, and syllabi in the Management department. Participating in research projects. Publishing books, monographs and articles of Management topics. Participating in Scientific conferences in Management topics.ERASMUS+ Teaching Mobility at the Polytechnic University of Bragança, Portugal (2024), A. Boussouf University of Mila, Algeria (2023), ESAG University Porto, Portugal (2022), University of Almeria, Spain (mentor in an online research project, 2022), Turan University in Almaty, Kazakhstan (2021), Armenian State University of Economics, Yerevan, Armenia (2019), International University of Sarajevo, Bosnia and Herzegovina (2017), Uludag University, Bursa, Turkey (2014)Providing guidelines to PhD students as an Academic supervisor in Bulgarian and Kazakh universities. |
| **External expert at Universities in India**  |  |  |
| January 2018 – March 2019, February 2024 |  |  |
| **•** Name and address of employer |  | KL University, Tadepalli Mandal, Vaddeswaram-522502, Guntur Dt., A.P. India |
| **•** Type of business or sector |  | Higher Education |
| **•** Occupation or position held |  | Associate Professor, Ph.D. Guest Lecturer and External evaluator of PhD thesis  |
| **•** Main activities and responsibilities |  | Delivering lectures as a guest lecturer in Strategic management and Corporate Governance.Participation as a foreign evaluator for adjudication to KL University Scholar’s PhD thesis. |
| December 2019 – 2023 |  |  |
| **•** Name and address of employer |  | Gujarat Technological University (GTU), Chandkheda, Ahmedabad – 382424, Gujarat, India |
| **•** Type of business or sector |  | Higher Education |
| **•** Occupation or position held |  | Associate Professor, PhD., External expert for PhD thesis evaluation |
| **•** Main activities and responsibilities |  | Participation as an Expert Professor to review the Doctoral Candidates of the PhD Programme in Management at the Annual Research Week being organized by GTU. |
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| Education and training |

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| • **2002 – 2006** |  | PhD candidate  |
| • Name and type of organisation providing education and training |  | Varna University of Economics, Bulgaria.  |
| • Principal subjects/occupational skills covered |  | Dissertation title: Activity-Based Management Application in Competitive Positioning of Dental Healthcare Organizations |
| • Title of qualification awarded |  | PhD in Management (2006) |

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| • **02. 2003 – 03. 2003 г** |  | Staff Mobility for training |
| • Name and type of organisation providing education and training |  | Business Dynamix Limited trading as The Business Mentoring Academy – London, UK, (Leonardo da Vinci programme) |
| • Principal subjects/occupational skills covered |  | Management Training Project “E-business for Small and Medium Enterprises”  |
| • Title of qualification awarded |  | Certificate (2003) |

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| • **1991 – 1996** |  | Bachelor and Master of Management  |
| • Name and type of organisation providing education and training |  | Varna University of Economics, Bulgaria |
| • Principal subjects/occupational skills covered |  | Fundamentals of Management, Strategic Management, Project Management, Operations management, HRM, Marketing, Organizational behavior, Business Ethics, Accounting, Finance, Statistics, etc. |
| • Title of qualification awarded |  | MA in Management (1996) |

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| Personal skills and competences |
| Mother tongue |  | Bulgarian |

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| Other languages |  | English, Russian |

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| Teaching and Researching skills and competences |  | Communication and presentation skills, including delivering lectures in international and multicultural classrooms.Practical experience in Management consultancy and In-company training.A proven ability to do research work with over 60 publications in Strategic management, Organization theory, Corporate Social Responsibility, Corporate sustainability, Management of business and public organizations in the digital environment. |

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| Organizational skills and competences |  | More than 25 years of experience of designing new courses, curricula and syllabi in Management subjects.Sound knowledge of working with University administrative documents.Planning and organizing training sessions for teaching assistant professors. |

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| Details of Work experience |

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| Teaching experience (Full lectures) |  | *General management (Fundamentals of Management, Principles of Management):* Taught in Bulgarian and English. Course level: Bachelor. Hours of instruction: 45 for Bulgarian and for Incoming Erasmus+ students.*Strategic Management:* Taught in English. Course level: Bachelor. Hours of instruction: 30 for students at KL University, Vaddeswaram, Andhra Pradesh, India.*Corporate Social Responsibility:* Taught in Bulgarian and English. Course level: Master. Hours of instruction: 45 for Bulgarian students and 45 for Incoming Erasmus+ students.*Corporate governance:* Taught in Bulgarian. Course level: Bachelor. Hours of instruction: 30. Taught in English for master students at KL University, Vaddeswaram, Andhra Pradesh, India.*Business models for digital transformation:* Taught in Bulgarian. Course level: Bachelor. Hours of instruction: 30 for Bulgarian students.*Business Ethics:* Taught in Bulgarian and English. Course level: Bachelor. Hours of instruction: 30 for Bulgarian students and 30 for Incoming Erasmus+ students.*Management of Sustainable Development:* Taught in English. Course level: Bachelor. Hours of instruction: 28 for students at University of Economics in Katowice, Poland |

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| Staff Mobility andTeaching abroad experience  |  | 2024 – Visiting Lecturer on Management of Sustainable development at University of Economics in Katowice, Poland.2024 – Visiting Lecturer on Strategic Management and Corporate Governance at KL University, Hyderabad campus and Vijayawada campus, Vaddeswaram, A.P., India2024 – ERASMUS+ Staff Mobility for Teaching at the Polytechnic University of Bragança, Portugal. 2023 – ERASMUS+ Staff Mobility for Teaching at the Abdelhafid Boussouf University Center of Mila, Algeria.2023 – Visiting Lecturer in the Global Responsibility Week 2023 at Nottingham Business School, UK. 2022 – ERASMUS+ Staff Mobility for Teaching at the ESAG University, Porto, Portugal2022 – ERASMUS+ Mentoring and Teaching (online) in the Erasmus+ Short Blended Intensive Program in "Sustainable biotechnology entrepreneurship and human food", managed by the University of Almeria, Spain.2022 – Guest Lecturer at Mumbai Business School and at Smt. Chandibai Himathmal Mansukhani College, Mumbai, India2021 – ERASMUS+ Staff Mobility for Teaching at the Turan University, Almaty, Kazakhstan2019 – Foreign expert for reviewing the Doctoral Candidates in Management at the 2019 GTU Research Week at the Gujarat Technological University (GTU), Ahmedabad, India. 2019 – ERASMUS+ Staff Mobility for Teaching at the Armenian State University of Economics,Yerevan, Armenia. Teaching program: Good Socially Responsible Practices in Human Resource Management.2019 – Visiting Lecturer on Strategic Management at KL University, Vaddeswaram, A.P., India2018 – Visiting Lecturer on Strategic Management at KL University, Vaddeswaram, Andhra Pradesh, India 2017 – ERASMUS+ Staff Mobility for Teaching at the International University of Sarajevo, Bosnia and Hercegovina.2014 – ERASMUS+ Staff Mobility for Teaching at the Uludag University – Bursa, Turkey. |

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| Research experience |  | 2024 – 2027 – Project of the Association of Industrial Capital in Bulgaria on the topic "A complex approach to providing motivated qualified human resources: Rating and tools to increase the attractiveness of key professions for a successful dual transition".2020 – 2024 – Project КP-06-Н45/1 “Digitalization and Digital Competencies – Trends and Innovative Practices in Higher Education and the Labor Market”, funded by the Bulgarian National Science Fund.2021 – 2022 – The impact of digital transformation on attitudes of generation Z to work (A joint project conducted by research scholars from Varna University of Economics and Khon Khaen University, Thailand). Participation as a research lecturer, including activities of online lecturing at Khon Khaen University.2018-2019 – CSR in Bulgaria: historical origins and contemporary practices (Involving master students of Management as co-researchers in the project).2012–2014 – “Time: Conclusions and results regarding the social life in Varna” (A joint project conducted by scholars and students from Varna University of Economics and the municipality of Varna). Participation as a head of research group on Philanthropy in Varna area.2010 – Competitive Environment of Healthcare Organizations in Varna Region project (Involving PhD students of Varna University of Economics as co-researchers).2009 – Research of the Bulgarian socially responsible business practices project. Supported by a grant of the National fund for scientific research of the Bulgarian ministry of education and science. 2005 – Development of competitive education in Project management. (A joint project conducted by research scholars from Varna University of Economics and Sofia University of National and World Economy. Supported by a grant of the National fund for scientific research of the Bulgarian ministry of education and science).2003 – Management Training Project “E-business for Small and Medium Enterprises”, London, UK (The EU's Leonardo da Vinci Mobility grant № BG/02/А/F/ЕХ – 132052/12.09.2002). (A joint project conducted by scholars from Varna University of Economics and representatives of the NGO “Varna business agency”). Conducted specialization in London and then participated as a trained expert in training courses for small and medium business representatives in Varna area organized by Varna business agency. |

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| Management consultancy and in-company training experience |  | 2024 – Expert in the National Institute of Justice project to develop a self-learning resource titled "Communication skills, organizational and personal development in the judicial system," implemented with the financial support of the "Justice" program, Norwegian Financial Mechanism.2017-2023 – Consultancy and In-company training in LEKS GROUP Ltd. (furnishing company in Botevgrad) on Organizing the business and team management.2019 – In-company training in TUI Bulgaria (Varna branch) on Corporate Social Responsibility.2018 – In-company training in Devnya municipality on Team management.2016-2020 – In-company training in Eurolife Bulgaria on Team management. 2005 – In-company training in Bulgarian Post Company on Activity-Based management. 2004 – In-company training in Foros Real Estate Company, Varna on Team management. 2003 – Lecturer in Management courses for young entrepreneurs, organized by the Varna Business Agency under the Leonardo da Vinci programme. |

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| Grants and Fellowships |  | 2024 – Erasmus teaching staff mobility grant. Polytechnic University of Bragança, Portugal. 2023 – Erasmus teaching staff mobility grant. Abdelhafid Boussouf University Center of Mila, Algeria2022 – Erasmus teaching staff mobility grant. ESAG University, Porto, Portugal2021 – Erasmus teaching staff mobility grant. Turan University, Almaty, Kazakhstan2021 – Khon Kaen University Personal Development Fund scholarship. Khon Kaen University, Thailand2020 – Bulgarian National Science Fund of the Bulgarian Ministry of Education and Science grant2019 – Erasmus teaching staff mobility grant. Armenian State University of Economics, Armenia 2017 – Erasmus teaching staff mobility grant. International University of Sarajevo, Bosnia and Herzegovina2014 – Erasmus teaching staff mobility grant. Uludag University, Bursa, Turkey 2009 – National Fund for Scientific Research of the Bulgarian Ministry of Education and Science grant2005 – National Fund for Scientific Research of the Bulgarian Ministry of Education and Science grant2003 – The European Union's Leonardo da Vinci Mobility grant for transnational mobility project. |

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| Membership |  | * A reviewer in Journal of Innovation & Knowledge (Scopus idexed)
* Editorial Board of Economics and Computer Sciences Journal. Knowledge and business - Varna editor.
* Editorial board of the Economics & Law Journal publish by Economics Scientific Observatory at the Faculty of Economics at South-West University “Neofit Rilski” (<http://el.swu.bg/ikonomika/>)
* A reviewer in International Journal of Agriculture Innovation, Technology and Globalisation (IJAITG), By Inderscience publishers, Geneva, Taiwan.
* A reviewer in the Sustainable Social Development Journal, Asia Pacific Academy of Science Pte., Ltd., Singapore.
* Union of Scientists in Bulgaria (Varna region)
 |
| References |  | **Associate professor Pensri Jaroenwanit, PhD**. Dean of Faculty of Business administration and Accountancy. Acting President Khon Kaen University. Khon Kaen, Thailand: penjar@kku.ac.th **Associate professor** **Mariya Rohova-Yordanova, PhD**. Head of the Department of Economics and Management of Health. Medical University of Varna: maria.rohova@mu-varna.bg  |

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| Publications: |  |  |

###### Monographs, Books and Book chapters:

1. Bogdanova, M. (ed.), Banabakova, V., Vassilev, Y., **Serafimova, D.**, Parashkevova-Velikova, E., Mihailova-Atanasova, V., Dakhilov, B. (2024). Digitization and digital competences in the public sector and Public Administration specialists training. Knowledge and Business Monographic Library, book 26, Knowledge and Business Publishing House, Varna, ISBN 978-619-210-078-0. (In Bulgarian).
2. Serafimova, D. (2023) Management. [Textbook]. Varna: Science and Economics Publishing House. (In Bulgarian)
3. Zafirova, T. **Serafimova, D.** et all. (2016) International Management. 2nd ed. Varna: Science and Economics Publishing House. Chapters: Ch.5 The Organizational structures in International Business. (in Bulgarian)
4. Serafimova, D. (2015) Theory of Management. 3rd ed. Varna: Steno Publishing House (in Bulgarian)
5. Serafimova, D. (2015) Theory of Management. Student Manual – E-book version for Distance education. Varna: Science and Economics Publishing House (in Bulgarian)
6. Zafirova, T. **Serafimova, D.** et all. (2012) International Management. 1st ed. Varna: Steno Publishing House. Chapters: Ch.5 The Organizational structures in International Business. (in Bulgarian).
7. Serafimova, D., Todorov, I. (2011). Research of the Bulgarian Socially Responsible Business Practices. (A monograph supported by a National Fund for Scientific Research Grant of the Bulgarian Ministry of Education and Science). Varna: Gea-Print Publishing House. (in Bulgarian)
8. Zafirova, T, **Serafimova,** **D**, & Mitev, B. (2010). [A monograph]. Strategic aspects of developing medical institutions in the municipality of Varna in a competitive environment. Varna: Science and Economics Publishing House, (in Bulgarian)
9. Stancheva, A. **Serafimova, D.** et al. l. (2010) Theory of Management. Varna: Science and Economics Publishing House, Chapters: Ch. 12 Leadership and Ch. 15 CSR and Business Ethics. (in Bulgarian)
10. Serafimova, D. (2009). The Social Responsibility of business and its assessment. [A monograph]. Varna: Gea-Print Publishing House (in Bulgarian)
11. Serafimova, D. (2010) Theory of Management. 2nd ed. Varna: Steno Publishing House (in Bulgarian)
12. Serafimova, D. (2007) Fundamentals of Management. 1st ed. Varna: Steno Publishing House (in Bulgarian)
13. Serafimova, D. (2006) Enhancing the Company Competitiveness through Activity-Based Management. [A study].Varna: Yearbook of University of Economics – Varna, Bulgaria, 2006, 78, pp. 144 – 200 (in Bulgarian)
14. Zafirova, T. **Serafimova, D.** (2005). Strategic Management. Varna: Science and Economics Publishing House. pp. 157–166 (in Bulgarian)
15. Lichev, I., **Serafimova, D.** et all. (2005) Operations Management. Varna: Science and Economics Publishing House. Chapters: Ch. 2, Ch.5 and Ch. 7 (in Bulgarian)
16. Lichev, I., **Serafimova, D.** (2001) Operations Management. Students Manual for Seminars. Varna: Science and Economics Publishing House. Chapters: Ch. 2, Ch.5 and Ch. 7 (in Bulgarian)
17. Stancheva, A. **Serafimova, D.** (1998) Fundamentals of Management – texts, tests and cases. Varna: Tedina Publishing House

**Journal articles and Conference papers:**

1. Serafimova, D., Jaroenwanit, P., Phuensane, P. (2024). Digital Age Pedagogy: How European and Asian Business School Students Perceive Competence-Oriented Education. Changing Societies & Personalities, 8(4), 1006–1033. Ural University Press, <https://doi.org/10.15826/csp.2024.8.4.310>, ISSN:2587-6104, E-ISSN:2587-8964, [Scopus link](https://www.scopus.com/record/display.uri?eid=2-s2.0-85216077732&origin=recordpage), [Web of Science link](https://www.webofscience.com/wos/woscc/full-record/WOS%3A001408457500010).
2. Andreeva, A., **Serafimova, D.**, Dimitrova, D. (2024). An Ecosystem of Trust in Using Artificial Intelligence in Higher Education. TheIIER [International Institute of Engineers and Researchers] International Conference, Tashkent, Uzbekistan, 8-9 April 2024 : Proceedings, Bhubaneswar, India: Institute for Technology and Research (ITRESEARCH), 2024, 1-5., ISBN(онлайн) 978-93-90150-32-8.
3. Serafimova, D. (2023). Gender equality plans in Bulgarian higher education institutions. Strategies for Policy in Science and Education, vol. 31, issue 1. Sofia, Az-buki National Publishing House, pp. 61 – 72 (in Bulgarian) / DOI [https://doi.org/10.53656/str2023-1-3-gen](https://doi.org/https%3A/doi.org/10.53656/str2023-1-3-gen) / [Web of Science](https://www.webofscience.com/wos/woscc/full-record/WOS%3A000940300500003),  [**Web of Science**](https://www.webofscience.com/wos/woscc/full-record/WOS%3A000755770400001?SID=EUW1ED0B0E61RIx3SXTBnNRcPCGxd)**.**
4. Serafimova, D., Andreeva, A. (2023). Approaches for Integrating Sustainability in Business Schools – Challenges and Opportunities in the Digital Age. THE JOURNAL OF DEVELOPMENT STUDIES, Institute for Development Studies, Tbilisi, 4(1(4), 27–37. <https://doi.org/10.52340/jds.2023.04.04.03>, ISSN: 2667-9922, E ISSN 2720-8672.
5. Artyukhov, A., Bilan, S., Volk, I., Lyeonov, S., Serafimova, D. (2023). SPACE-RL Innovation Transfer Model “Science Business”. European Journal of Interdisciplinary Studies, Bucharest : Bucharest University of Economic Studies, 15, 2023, 1(6), 1-15., ISSN(онлайн) 2067-3795 / <https://doi.org/10.24818/ejis.2023.01>, [**Scopus**](https://www.scopus.com/record/display.uri?eid=2-s2.0-85161016459&origin=AuthorNamesList&txGid=e2a0e273edd627431b83027c71966570&isValidNewDocSearchRedirection=false)
6. Andreeva, A., Serafimova, D. (2023). Innovative Higher Education in Bulgaria in Conditions of Electronic Transformation - Best Practices of the University of Economics - Varna. SOCIOINT 2023 - 10th International Conference on Education and Education of Social Sciences, Istanbul, Turkey, 19-21 June 2023 : Abstracts & Proceedings, Istanbul : Ocerint Publ., 2023, 19-28., ISBN(онлайн) 978-605-72065-2-7 / DOI [10.46529/socioint.202303](https://doi.org/10.46529/socioint.202303).
7. Shkarupa, O., Vlasenko, D., Makedon, H., Bilan, S., Serafimova, D. (2022). Economy of knowledge and transfer of innovations: Ukraine's progress through the lens of European development trends. Knowledge and Performance Management, LLC CPC Business Perspectives, 6, 2022, 1, 100-113., ISSN(онлайн) 25435507 / DOI [10.21511/kpm.06(1).2022.09](https://doi.org/10.21511/kpm.06%281%29.2022.09)/ **[Scopus](https://www.scopus.com/record/display.uri?eid=2-s2.0-85146881691&origin=resultslist&sort=plf-f)**
8. Serafimova, D., Andreeva, A., Banabakova, V. (2022). Digitalization of Business and Public Organizations - Communication Problems with IT Companies and Possible Solutions. Education, Research and Business Technologies. Smart Innovation, Systems and Technologies, Springer Nature Singapore / DOI https://doi.org/10.1007/978-981-16-8866-9\_29, 276, 2022, 347–359. / **[Scopus](https://www.scopus.com/record/display.uri?eid=2-s2.0-85128937296&origin=resultslist)**
9. Andreeva, A., Serafimova, D. (2022). Mediation in Higher Education – Aspects of Application in Conditions of Digital Transformation. International Conference Proceedings "Business Management, Education, Economics & Law" (BMEEL-22). May 3-5, 2022, Rome (Italy). ISBN – 978-989-9121-03-4. Published by Pilares D'Elegância, Lda., pp. 24-29. <https://doi.org/10.17758/DIRPUB11.H0522502>
10. Andreeva, A., Serafimova, D. (2022). Proceedings in mediation and before an ethics committee in higher education // Mediation in different social spheres: pp. 34-47. <https://mpra.ub.uni-muenchen.de/id/eprint/115149>.
11. Yelshibayev R.K., Dzhussupova A.M., Abdildinova N.E., Serafimova D. (2022). Features of the organization of the joint-stock entrepreneurship.  Bulletin of "Turan" University. 2022;(2):136-142. (In Kazakh)
12. Serafimova, D. (2021). Interdisciplinary Educational Models for Creating CSR and Sustainability Culture in European Business Schools. 2021 Sustainable Leadership and Academic Excellence International Conference (SLAE), 9 - 11 November 2021, Manama, Bahrain, New York : Institute of Electrical and Electronics Engineers, https://doi.org/doi: 10.1109/SLAE54202.2021.9788104, 2021, 1-7., ISBN (печатно) 978-166540714-4 / DOI [10.1109/SLAE54202.2021.9788104](https://doi.org/10.1109/SLAE54202.2021.9788104) / **[Scopus](https://www.scopus.com/record/display.uri?eid=2-s2.0-85132023091&origin=resultslist&sort=plf-f&src=s&st1=serafimova&st2=d&nlo=1&nlr=20&nls=count-f&sid=bcc536961bfe3a22e28763961b63a329&sot=anl&sdt=aut&sl=42&s=AU-ID%28%22Serafimova%2c+Desislava%22+57646554500%29&relpos=1&citeCnt=0&searchTerm=)**
13. Serafimova, D., Andreeva, A. (2021). Transformation in the Management Models of Higher Education Institutions in Bulgaria – Challenges and Opportunities in the Digital Age. Strategies for Policy in Science and Education, vol. 29, issue 6. Sofia, Az-buki National Publishing House, pp. 543 – 556 (in Bulgarian). ISSN (онлайн) 1314-8575 / [**Web of Science**](https://www.webofscience.com/wos/woscc/full-record/WOS%3A000755770400001?SID=EUW1ED0B0E61RIx3SXTBnNRcPCGxd)
14. Serafimova, D., Andreeva, A. (2021). Digital Transformation of the Judicial System and the Need of Developing Competency Models. Izvestiya. Journal of the University of Economics - Varna, 67 (4), с. 9 – 27
15. Serafimova, D. (2021). Corporate social responsibility – trends and innovative practices in the labour market and the higher education sector. Izvestiya. Journal of the University of Economics – Varna. 65 (1), с. 9 – 27
16. Banabakova, V., Serafimova, D. (2021) The concept of corporate social responsibility as a basis for socially oriented business logistics. Proceedings of the scientific conference „Logistics and Public Systems" February 25-27, 2021, Veliko Tarnovo, Publishing House of Vasil Levski National High School, pp. 1116-1125 (ISSN 2738-8042) 15 (In Bulgarian).
17. Serafimova, D. (2018). Socially Responsible Diversity Management Practices in the Context of Organizational Innovations for Achieving Corporate Sustainability. *Proceedings of the International and National Conference on Business Administration and Accountancy* (INCBAA 2018). February 22-23, Khon Kaen, Thailand: Khon Kaen University, 1, 2018, 30 - 43
18. Serafimova, D. (2017). CSR and Sustainable Development – Two Concepts with Different Beginnings and a Common Future. ***Journal of Emerging Trends in Marketing and Management –*** *Vol I, No.1/2017, p.77–87. Conference proceedings.* Bucharest University of Economic Studies Publishing House, Romania. [Online] Available from:<http://www.etimm.ase.ro/?p=153> [Accessed: 28/11/2017]
19. Serafimova, D. (2017). CSR Disclosure in Large Bulgarian Companies. ***International Conference on Marketing and Business Development Journal – Vol III, No. 1/2017****,* pp. 97-106. *Conference proceedings.* Bucharest University of Economic Studies Publishing House, Romania. [Online] Available from: [*www.mbd.ase.ro/journal*](http://www.mbd.ase.ro/journal) [Accessed: 10/10/2017]
20. Serafimova, D. (2016). CSR Assessment Model. ***Journal of Emerging Trends in Marketing and Management –*** *Vol I, No. 1/2016,* p. 100-110. *Conference proceedings.* Bucharest University of Economic Studies Publishing House, Romania. [Online] Available from: [*http://www.etimm.ase.ro/?p=87*](http://www.etimm.ase.ro/?p=87) [Accessed: 18/01/2017]
21. Serafimova, D. (2015). Instruments of CSR International Organizations for Sustainable Regional Development of Bulgaria and Turkey. *Third International Regional Development Conference (Bingol University, Turkey). Conference proceedings. [Online] 3 (2015). p. 976-990*. Available from: [http://www.bolgeselkalkinmakonferansi.org](http://www.bolgeselkalkinmakonferansi.org/%20%20) [Accessed: 06/10/2016]
22. Serafimova, D. et all. (2014) [Edited by Todorov, I.] Report on the results of the project “Time 2012-2014” research work. *Varna: Project “Time: 2012–2014: Conclusions and results regarding the social life in Varna” (Supported by University of Economics – Varna, Bulgaria and Varna Municipality)*, 2014, pp. 76 – 81. (in Bulgarian)
23. Serafimova, D. (2012) Environmental aspects of Socially Responsible Business Practices and their role for Raising Competitiveness. *Proceedings of the* *University of Economics – Varna, Bulgaria,* *2012, Vol. 3, pp. 11 – 22* (in Bulgarian)
24. Serafimova, D., Mitkova, B. (2012). Corporate Social Responsibility – a Means for Enhancing Reputation and Trust in Business Organizations. *Management & Sustainable Development: Society, Man & Nature Series. Proceedings of the* *University of Forestry. Sofia: 2012,* Year XIV, 35, 2012, Vol. 4, pp. 46 – 51 (in Bulgarian)
25. Serafimova, D., Kirov, K. (2012) Assessing the socially responsible practices of tobacco manufacturers. *Proceedings of the 9th Scientific Conference on Management and Entrepreneurship. Plovdiv: Branch of the Technical University if Sofia.* 2012, pp. 108-114. (in Bulgarian)
26. Koev, J. & Vatchkov, S (Editors), **Serafimova**, **D.** et all. (2010) A short encyclopedia of Corporate Governance. Varna: Steno Publishing House. [Serafimova, D.: articles: 060, 077, 091, 101, 121, 211]. (in Bulgarian)
27. Serafimova, D. (2010) An Evolution of the initiatives for spreading Corporate social responsibility in Bulgaria. *Business Directions. Proceedings of the Burgas Free University. Burgas:* 2010, Vol. 1-2 (12), pp. 119 – 135. (in Bulgarian)
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