

EUROPEAN  
CURRICULUM VITAE  
FORMAT



**PERSONAL INFORMATION**

Name **SERAFIMOVA, Desislava B.**  
Address **77, Knyaz Boris I Blvd, 9002, Varna, Bulgaria**  
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E-mail **serafimova\_d@ue-varna.bg**  
Nationality **Bulgarian**

**WORK EXPERIENCE**

**May 2010 – present**

Associate Professor, PhD. Department of Management and Administration, University of Economics – Varna, Bulgaria

May 2015 – present

Vice-Head of the Department of Management and Administration, University of Economics – Varna, Bulgaria

**June 1996 – May 2010**

Assistant Professor in Department of Management and Administration, University of Economics – Varna, Bulgaria

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

University of Economics – Varna, 77, Knyaz Boris I Blvd, 9002, Varna, Bulgaria  
Higher Education

Associate Professor, PhD. Lecturer

Delivered lectures on Fundamentals of Management, Corporate Social Responsibility, Strategic Management, Business Ethics, Operations management.

Developed case studies for seminar classes, prepared tests for students' exams.

Worked out new courses, curricula and syllabi in Management department.

Participated in a number of research projects.

Published books, monographs and articles of Management topics.

Participated in Scientific conferences in Management topics.

Participation in ERASMUS+ Staff mobility for teaching as a guest lecturer in Uludag University (Bursa, Turkey); International University of Sarajevo (Bosnia and Herzegovina); Armenian State University of Economics (Yerevan, Armenia).

Delivered lectures as a guest lecturer at KL University, Vijayawada, India (2018 and 2019).

Provide guidelines to PhD students as an Academic supervisor.

Participation as a foreign university faculty member/evaluator for adjudication to University Scholar's PhD thesis in Indian universities (KL University, Vijayawada and Acharya Nagarjuna University, India).

**EDUCATION AND TRAINING**

**• 2002 – 2006**

- Name and type of organisation providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded

PhD candidate

University of Economics – Varna, Bulgaria.

Dissertation title: "Activity-Based Management Application in Competitive Positioning of Dental Healthcare Organizations"

PhD in Management (2006)

**• 02. 2003 – 03. 2003 r**

- Name and type of organisation providing education and training

Staff Mobility for training

Business Dynamix Limited trading as The Business Mentoring Academy – London, UK, (Leonardo da Vinci programme)

<ul style="list-style-type: none"> <li>• Principal subjects/occupational skills covered</li> <li>• Title of qualification awarded</li> </ul>	<p>Management Training Project “E-business for Small and Medium Enterprises”</p> <p>Certificate (2003)</p>
<ul style="list-style-type: none"> <li>• <b>1991 – 1996</b></li> <li>• Name and type of organisation providing education and training</li> <li>• Principal subjects/occupational skills covered</li> <li>• Title of qualification awarded</li> </ul>	<p>Bachelor and Master of Management</p> <p>University of Economics – Varna, Bulgaria</p> <p>Fundamentals of Management, Strategic Management, Project Management, Operations management, HRM, Marketing, Organizational behavior, Business Ethics, Accounting, Finance, Statistics, etc.</p> <p>MA in Management (1996)</p>
<b>PERSONAL SKILLS AND COMPETENCES</b>	
MOTHER TONGUE	Bulgarian
OTHER LANGUAGES	English, Russian
TEACHING AND RESEARCHING SKILLS AND COMPETENCES	<p>Communication and presentation skills, including delivering lectures in international, multicultural classrooms.</p> <p>Practical experience of delivering lectures and training Business organizations’ staff in Management topics.</p> <p>A proven ability to do research work with over 50 publications in the area of Management, Organization theory, Corporate Social Responsibility, Business Ethics, Strategic management.</p>
ORGANISATIONAL SKILLS AND COMPETENCES	<p>More than 20 years of experience of designing new courses, curricula and syllabi in Management subjects.</p> <p>Sound knowledge of working with University administrative documents.</p> <p>Planning and organizing training sessions for teaching assistant professors.</p>
TECHNICAL SKILLS AND COMPETENCES	Computer skills Microsoft office (Word, Excel, Power Point, Access, MS Project, etc.).
PROJECTS AND STAFF MOBILITY PROGRAMMES	<p>2018–2019 – Visiting Lecturer in Strategic Management at KL University, Vijayawada, Andhra Pradesh, India</p> <p>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.</p> <p>2017 – ERASMUS+ Staff Mobility for Teaching at the International University of Sarajevo, Bosnia and Hercegovina. Teaching program: The role of Corporate Social Responsibility in Business Management – historical and contemporary perspectives.</p> <p>2014 – ERASMUS+ Staff Mobility for Teaching at the Uludag University – Bursa, Turkey. Teaching program: Social responsibility as a part of the contemporary Business Ethics.</p> <p>2012–2014 – Project “Time: Conclusions and results regarding the social life in Varna” (University of Economics – Varna, Bulgaria, supported by Varna Municipality)</p> <p>2010 – Project “Evaluating and reporting of Corporate Social Responsibility (financed by subsidy of Bulgarian Ministry of Education and Science)</p> <p>2009 – Project “Competitive Environment of Healthcare Organizations in Varna Region” (University of Economics – Varna, Bulgaria).</p> <p>2006 – Project “Development of Competitive education in Project Management”. (Bulgarian Ministry of Education and Science and University of National and World Economy – Sofia, Bulgaria)</p> <p>2003 – Leonardo da Vinci programme, Management Training Project “E-business for Small and Medium Enterprises”, London, UK (№ BG/02/A/F/EX – 132052/12.09.2002).</p>

## REFERENCES

PROFESSOR TZVETA ZAFIROVA, PHD, UNIVERSITY OF ECONOMICS – VARNA, BULGARIA: E-mail: [tzveta\\_zafirova@ue-varna.bg](mailto:tzveta_zafirova@ue-varna.bg)  
PROFESSOR MATILDA ALEKSANDROVA, PHD, UNIVERSITY OF NATIONAL AND WORLD ECONOMY – SOFIA, BULGARIA. E-mail: [matilda@unwe.bg](mailto:matilda@unwe.bg)

## PUBLICATIONS:

### Monographs, Books and Book chapters:

1. Zafirova, T. **Serafimova, D.** et all. (2016) International Management. 2<sup>nd</sup> ed. Varna: Science and Economics Publishing House. Chapters: Ch.5 The Organizational structures in International Business. (in Bulgarian)
2. Serafimova, D. (2015) Theory of Management. 3<sup>rd</sup> ed. Varna: Steno Publishing House (in Bulgarian)
3. Serafimova, D. (2015) Theory of Management. Student Manual – Ebook version for Distance education. Varna: Science and Economics Publishing House (in Bulgarian)
4. Zafirova, T. **Serafimova, D.** et all. (2012) International Management. 1<sup>st</sup> ed. Varna: Steno Publishing House. Chapters: Ch.5 The Organizational structures in International Business. (in Bulgarian).
5. Serafimova, D., Todorov, I. (2011). Research of the Bulgarian Socially Responsible Business Practices. (A monograph supported by a Grant of the National Fund for Scientific Research of the Bulgarian Ministry of Education and Science). Varna: Gea-Print Publishing House. (in Bulgarian)
6. Zafirova, T, **Serafimova, D.** & Mitev, B. (2010). [A monograph]. Strategic aspects of the development of medical institutions in the municipality of Varna in a competitive environment. Varna: Science and Economics Publishing House, (in Bulgarian)
7. Stancheva, A. **Serafimova, D.** et all. (2010) Theory of Management. Varna: Science and Economics Publishing House, Chapters: Ch. 12 Leadership and Ch. 15 CSR and Business Ethics. (in Bulgarian)
8. Serafimova, D. (2009). The Social Responsibility of business and its assessment. [A monograph]. Varna: Gea-Print Publishing House (in Bulgarian)
9. Serafimova, D. (2010) Theory of Management. 2<sup>nd</sup> ed. Varna: Steno Publishing House (in Bulgarian)
10. Serafimova, D. (2007) Fundamentals of Management. 1<sup>st</sup> ed. Varna: Steno Publishing House (in Bulgarian)
11. 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)
12. Zafirova, T. **Serafimova, D.** (2005). Strategic Management. Varna: Science and Economics Publishing House. pp. 157–166 (in Bulgarian)
13. 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)
14. 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)
15. Stancheva, A. **Serafimova, D.** (1998) Fundamentals of Management – texts, tests and cases. Varna: Tedina Publishing House

### Journal articles and Conference papers:

16. 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
17. 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]
18. 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]
19. 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> [Accessed: 18/01/2017]
20. 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> [Accessed: 06/10/2016]
21. 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)
22. 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)
23. 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)

24. Serafimova, D., Kirov, K. (2012) Assessing the socially responsible practices of tobacco manufacturers. *Proceedings of the 9<sup>th</sup> Scientific Conference on Management and Entrepreneurship. Plovdiv: Branch of the Technical University if Sofia.* 2012, pp. 108-114. (in Bulgarian)
25. 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)
26. 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)
27. Serafimova, D. (2008) Business Social Responsibility: Sustainability Reporting. *Proceedings of the University of Economics – Varna, Bulgaria, 2008, vol. 4, pp. 47–61.* (in Bulgarian)
28. Serafimova, D. (2008) Historical preconditions for the emergence of CSR. *Management & Sustainable Development: Society, Man & Nature Series. Proceedings of the University of Forestry. Sofia: 2008, vol. 21, issue. 3-4, pp. 12-18* (in Bulgarian)
29. Serafimova, D. (2008) The necessity of uniform criteria for reporting Corporate Social Responsibility *Scientific works of Ruse University “A. Kantchev”. 2008, vol. 47, Series 6.1: Economics and Management, pp. 53-57.* (in Bulgarian)
30. Serafimova, D., Ivanova, R., Dimitrov, K. (2008) Compiling Production Schedule – Problems and Improvement Guidelines. *Proceedings of the 5<sup>th</sup> Scientific Conference on Management and Entrepreneurship. Plovdiv: Branch of the Technical University if Sofia.* 2018, pp. 5761. (in Bulgarian)
31. Serafimova, D., Ivanova, R. (2008) Problems of operational planning in contemporary manufacturing enterprises. *Proceedings of the Scientific Conference on Bulgaria in EU. Sofia: Economy University Publishing House, 2008, pp. 56-59.* (in Bulgarian)
32. Serafimova, D. (2007) Evolution of Corporate Social Responsibility Initiatives. *Scientific works of Ruse University “A. Kantchev”. 2007, pp. 23–27.* (in Bulgarian)
33. Serafimova, D. (2007) Tools for spreading of Good Socially responsible managerial practices. *Management & Sustainable Development: Society, Man & Nature Series. Proceedings of the University of Forestry. Sofia: 2007:16, vol.1, pp. 300-307.* (in Bulgarian)
34. Serafimova, D. (2007) Social Responsibilities of Management and Business Success. *Proceedings of the Scientific Conference on Management of the Organizations Development.* Varna: University of Economics Publishing House, 2007, pp. 292-300. (in Bulgarian)
35. Zafirova, T., **Serafimova, D.** (2007) Impact of the external environment on the health needs of specialized outpatient care. *Proceedings of the Scientific Conference on Contemporary Management Practices. Burgas: Burgas Free University. 2007, vol. 2, pp. 172–188.* (in Bulgarian)
36. Serafimova, D., K. Dimitrov (2007). Method for operations management in discrete manufacturing companies. *Industrial management. Proceedings of the Technical University. Sofia: 2007: vol. 8, pp. 10–17.* (in Bulgarian)
37. Serafimova, D. (2006) Personnel training in introducing foreign management practices. *Management & Sustainable Development: Society, Man & Nature Series. Proceedings of the University of Forestry. Sofia: 2006:15, vol. 3-4, pp. 461– 467.* (in Bulgarian)
38. Serafimova, D. (2005) Contemporary methods for activity planning in Bulgarian Healthcare Organizations. *Economic Themes “Integration processes in Europe”. Nish, Serbia and Montenegro. Year XLIII, book II, Volume 1-2. 2005, pp. 471–478*
39. Serafimova, D. (2005) Contemporary concepts for competitive positioning of Bulgarian organizations in the context of European integration. *Proceedings of the Scientific Conference on European perspectives on national economy.* Varna University of Economics, 2005, pp. 690–699. (in Bulgarian)
40. Serafimova, D. (2005) Activity-based management in the competitive positioning of dental organizations. Dissertation for the award of educational and scientific PhD degree. Varna, 2005 (in Bulgarian)
41. Serafimova, D. (2005) Providing the necessary information in Bulgarian healthcare services planning. *Scientific works of Ruse University “A. Kantchev”. 2005, pp. 128–132.* (in Bulgarian)
42. Serafimova, D. (2005) Sources of competitive advantages assessment in Bulgarian Dental sector. *Proceedings of the University of Economics – Varna, Bulgaria. 2005, vol.1, pp. 56–71.* (in Bulgarian)
43. Serafimova, D. (2005) Sustainable development as a factor of improvement the competitive positions of organizations. *Management & Sustainable Development: Society, Man & Nature Series. Proceedings of the University of Forestry. Sofia: 2005:12, vol. 1-2, pp. 288–290.* (in Bulgarian)
44. Serafimova, D. (2004) Activity-Based Management application in competitive positioning of the Bulgarian dental organizations. *Proceedings of the University of Economics – Varna, Bulgaria, 2004, vol.1, pp. 81–92.* (in Bulgarian)
45. Serafimova, D. (2004) Modern problems of competitive positioning of enterprises. *Proceedings of the Scientific Conference on Modern problems in the theory and practice of enterprise management.* Varna: Technical University, 2004, pp. 82–87. (in Bulgarian)
46. Serafimova, D. (2004) Problems and trends in the development of the dental services market. *Proceedings of the Scientific Conference on Contemporary management practices. Burgas: Burgas Free University, 2004, vol. 2, pp.186–201.* (in Bulgarian)
47. Serafimova, D. (2003) Strategic approach for Cost management in healthcare organizations. *Social medicine. Proceedings of the National Centre for healthcare information. Sofia: 2003, vol. 2, pp. 38–39.* (in Bulgarian)
48. Serafimova, D. (2000) The problems of cost management in decision making process. *Proceedings of the Scientific Conference on Economy and Development of Society.* Varna University of Economics, 2000, vol.3, pp. 244–248. (in Bulgarian)
49. Stanceva, A., **Serafimova, D.** (2000) A Gaming Approach to Product Management Training. *Proceedings of the University of Economics – Varna, Bulgaria, 200, vol. 4, pp. 22–32.* (in Bulgarian)
50. Serafimova, D. (1999) The Activity-based costing model and management decision-making process. *Proceedings of the Scientific Conference on 21st Century and the Challenges to Management.* Varna University of Economics, 1999, pp. 240–248. (in Bulgarian)
51. Lichev, I., **Serafimova, D.** (1997) Developing cost standards for medicines. *Proceedings of the University of Economics – Varna, Bulgaria. 1997, vol. 2, pp. 15–23.* (in Bulgarian)
52. Nedeva, S., **Serafimova, D.** (1996) International processing transactions – a means of revitalizing production in transition. *Proceedings of the Scientific Conference on Transition Management. Svishtov: Business Academy “D. A. Tzenov”, 1996, vol. 2, pp. 50–53.* (in Bulgarian)