



**КАТЕДРА „ИНДУСТРИАЛЕН БИЗНЕС И ЛОГИСТИКА“
DEPARTMENT OF INDUSTRIAL BUSINESS AND LOGISTICS**

РАЗПРЕДЕЛЕНИЕ НА НАУЧНИ РЪКОВОДИТЕЛИ – 2026/2027

СПЕЦИАЛНОСТ: „БИЗНЕС И МЕНИДЖМЪНТ (с преподаване на английски език)“,

ОКС „бакалавър“, редовна форма на обучение

THESIS SUPERVISORS – 2026/2027

PROGRAM: BUSINESS AND MANAGEMENT - in English

Degree: Bachelor

Type of education: Full-time



№	ИМЕ, ПРЕЗИМЕ, ФАМИЛИЯ NAME	ФАКУЛТЕТЕН НОМЕР FACULTY NUMBER	ТЕМА НА ДИПЛОМНАТА РАБОТА THESIS PRELIMINARY TITLE	НАУЧЕН РЪКОВОДИТЕЛ THESIS SUPERVISOR
1.	ANDONIA ANDREANOVA KOSTOVA	126072	The role of national culture in product scope and product differentiation of FinTech companies	CHIEF ASSIST. PROF. PETAR PETROV, PHD
2.	DZHANER METINOV MEHMEDOV	126478	Pricing and assortment strategies under conditions of inflation.	ASSOC. PROF. YORDAN IVANOV, PHD
3.	NENO PETKOV	123077	Ethical Aspects Of Targeted Advertising	ASSOC. PROF. PETYA DANKOVA, PHD
4.	GERGANA RUMENOVA GANCHEVA	126052	Improving Human Resource Management Practices in “Euro-Varna LTD”	ASSOC. PROF. PETYA DANKOVA, PHD

5.	DAYANA DOBRINOVA DENEVA	126024	Employee wellbeing and motivation at Genius Sports	CHIEF ASSIST. PROF. PETAR PETROV, PHD
6.	TEODOR IVANOV	126520	Influence of ai generated media on consumer decision making	PROF. MIHAL STOYANOV, PHD
7.	IVAN YORDANOV IVANOV	126480	Socioeconomic risks of AI implementation on the job market	ASSIST. PROF. SVETLIN MINEV
8.	ALEKSANDAR EVGENIEV ENEV	126947	The effect of Perceived and Actual Product Quality on BMW's Brand Identity in the Bulgarian Market	CHIEF ASSIST. PROF. MONIKA MIHAYLOVA, PHD