



Abstracts

of scientific publications

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I. Monograph

№ 1.1. Dimitrova, V. (2024). Bargaining Power Evolution of Retail and Wholesale Enterprises (on the Example of Trade in Consumer Goods). Varna: Prof. Tsani Kalyandzhiev Monograph Library, University of Economics - Varna 99, ISBN 978-954-21-1181-8, COBISS.BG-ID – 67509256

The monograph presents the results of a theoretical and empirical study of the enterprises' contract power in trade with consumer goods and its evolution in the conditions of digitalization. The bargaining power of trade enterprises with suppliers and customers determines the income distribution in the supply chain of consumer goods. It is thus seen as a major source of competitive advantage and a means of increasing competitiveness. It is one of the main factors in assessing the competitive structure of a given economic sector and its attractiveness for investments.

The assessment of the bargaining power of trade enterprises has a cognitive value both at the level of bilateral commercial relations and for trade as a transactional sector. The author takes the study of the bargaining power of an aggregated set of enterprises, represented by their institutional role, as one possible approach. It can be applied as a first stage in analyzing contractual power before studying its perception by market participants and its assessment at the level of bilateral trade relations. Knowledge of the processes of evolution of the contractual power of commercial enterprises is a prerequisite for developing and adopting appropriate measures to regulate the supply chain of consumer products.



The *research subject* in the present study is the evolution of the contract power of trade enterprises, focusing on their power as buyers over suppliers-producers. The *object* of research is the relationships in commercial transactions between the participants in the supply chain of consumer products. The *purpose* of the monograph is to study the evolution of the contract power of retail and wholesale enterprises through a theoretical summary and empirical analysis of the relationships between the participants in the supply chain of consumer products, to derive the prospects for its development and the challenges to economic policy in the conditions of digital transformation.

The author takes the institutional role of trade enterprises as a useful approximation to the concept of dependence in assessing contract power. When the trade enterprises perform their role in the supply chain effectively and efficiently, they are distinctively valuable to their partners, which are more dependent on them. The monograph advocates the *thesis* that digitization does not lead to the elimination of trade intermediaries. The trade enterprises will continue to develop in the conditions of digitalization through the transformation of business models for the exchange of consumer products. Methods of theoretical and empirical analysis are applied in the research – historical and logical, comparative analysis of theoretical concepts about the essence of contract power, descriptive statistical analysis, and content analysis of normative and legal documents. The development used data from the National Statistical Institute, Eurostat, independent market data providers such as Euromonitor, etc.

The monograph consists of an introduction, a main text structured in three chapters and a conclusion. In the *first chapter*, an analysis of the economic theory is made, dedicated to the relationships between the market agents along the vertical with a focus on the place of the transaction in the institutional theory. The nature and relationship between market and bargaining power concepts is clarified. The place of relationships between exchange participants as an object of research in marketing theory and strategic planning is explored. The methodological problems in the assessment of the enterprise's contract power are investigated, and the methodology of the research is presented and justified – stages, methods, and indicators for a comparative structural analysis of vertically related economic sectors.

The *second chapter* is devoted to the study of economic practice and policy in the area of the bargaining power of trade enterprises through a historical analysis of studies in the field of its evolution and the concept of abuse of power in economic policy. With the help of a comparative structural analysis, through the proposed system of indicators, the transformations in the bargaining and market power of trade as an



economic sector, a set of enterprises specialized in the purchasing for the purpose of reselling, during the period 2000-2021, were studied. The analysis results prove that the institutional role of trade is preserved and developed. The results are in the context of a relationship between market and bargaining power.

In the *third chapter*, the author brings out perspectives in developing the contract power of trade enterprises and outlines challenges for economic policy to protect against unfair commercial practices in the supply chain of consumer products in the conditions of digital transformation. Convergence and integration of functions in the supply chain of consumer products are seen as sources of competitive advantages that increase the role of trade enterprises, their bargaining power, and efficiency. The research supports the view that digitization does not lead to the elimination of trade intermediaries but to the transformation of business models in the supply chain of consumer products.

The conclusion presents the main summary of the study of the contract power evolution of wholesalers and retailers, the prospects for its future development through the digital transformations of business, and the challenges to the regulation of unfair practices in vertical relations.

II. Other monographs and studies

- № 2.1. **Dimitrova, V. (2024). Marketing Aspects of Competitive Positioning in Retailing. Varna: IKO Consult "Ivan Petrov", published book based on defended dissertation work for the award of the educational and scientific degree "doctor", ISBN 978-954-8235-24-2, COBISS.BG-ID – 68612872**

The research is based on the thesis that, in a market with strong competition, the survival and development of commercial enterprises is connected not only with the successful satisfaction of customer needs but also with the correct positioning in relation to the competition. Competition is seen as one of the factors determining consumer behavior. A stage in the purchase decision process is evaluating the company and its products compared to competitors. A trade enterprise needs current reliable information about its competitive positions and the consumer perception of its commercial offer compared to competitors.

The monograph aims to develop, in the light of the theory, a methodology for the analysis and evaluation of the competitive market positions of the retail trade enterprise to study the competitive structure of the retail trade and the marketing factors for the competitive positioning of the retail enterprise, and on this basis to propose and argue



strategic marketing solutions to optimize competitive market positions. The *object* of research is the retail enterprise as an economic organizational unit. The object of research is presented with several main samples: retail trade enterprises in the Varna region, receiving the majority of their income from the retail sale of food products (NOK 5611 and 562), 4 companies included in the four trade companies in food retail with the largest sales volume and the company "Kormoran" OOD with the largest market share in the region for the period 1994-1998. The *subject* of research is the marketing factors for the competitive positioning of the retail enterprise. A firm's marketing assets and capabilities are one of the sources of a firm's competitive advantages and the core of its competitive positioning strategy.

Chapter one examines the nature and place of competitive positioning in the process of strategic marketing planning in trade enterprises. The role of the marketing function in the construction and implementation of a strategy for positioning and repositioning is brought out. The models for evaluating the competitive structure of the economic sector (industry) and their adaptation to the specifics of retail trade, as well as approaches and methods for managerial and consumer evaluation of the competitive market positions of the enterprise and its products, have been studied. By adapting M. Porter's model to the retail trade, a system of indicators for evaluating the competitive structure, marketing variables for competitive positioning, and their impact on the profitability of the enterprise enterprise's profitability, reflecting the specifics of the retail trade, is substantiated. In the *second chapter*, the methodology for analyzing the competitive positions of the retail enterprise is tested. The results of the testing, on the example of retail enterprises in the Varna region, allow to reveal the main factors influencing the choice of a marketing strategy for competitive positioning. In the *third chapter*, the basic factors affecting the choice of a marketing strategy for competitive positioning are derived and structured into groups. Strategic marketing approaches have been developed for competitive positioning and repositioning in retail trade, incl. considering the consumer risk.

In conclusion, summarises about the diagnostic analysis of competitive market positions to evaluate and choose the marketing strategy are made. The specific characteristics of retail trade, related to the nature of its product and its place in the distribution channels of consumer goods, determine the need to create specialized methods for competitive positioning. Competitive positions arise from the essence of the economic sector, its competitive structure and the applied company and marketing strategy.



№ 3.2. Dimitrova, V. and Hristova, Y. (2014). Competitiveness of trade, Chapter 5, pp. 236-263. In: collective monograph Salova, N., Danchev, D., Dimitrova, V., Traykov, Hr., Tsvetkov, Tsv., Gramatikova, E., Mileva, M., Grosdeva, D., Peteva, V., Hristova, Y., Shopova, D. Varna: Prof. Tsani Kalyandzhiev Monograph Library, University of Economics-Varna, 34, ISBN 978-954-21-0772-9, COBISS.BG-ID - 1268799716

The monograph analyzes the place and importance of trade as a sector of the economy and part of the service sector. The overall reproduction process, the consumption, and well-being of the population depend to a large extent on the state, development, quality, and efficient functioning of trade. *The aim* of the research is, in the light of the theory, to examine the development of trade in Bulgaria in the years of transition to a market economy (from 1989 to 2012) – macro environment, development of resources and main results, new forms, risks, competitiveness, the new information technologies, the main problems, and challenges.

Abstract of the chapter 5

In *the fifth chapter*, the essence and problems in assessing the competitiveness of trade as an economic sector, wholesale trade and retail trade, its contribution to the country's economic development are examined. A comparison is made between the approaches to the competitiveness analysis at the level of trade enterprise, economic sector, and national economy. An analysis of the competitiveness of trade in the Republic of Bulgaria and EU countries during 2005-2012 was made. The growth of the retail market as one of the main factors determining the intensity of competition in the economic sector and the return on investments was assessed. The competitive structure of trade, the added value by types of trade enterprises, the business demography of the enterprises in the sector, and the productivity of the persons employed in trade. Conclusions are made about the development of the competitiveness of the trade sector in Bulgaria compared to the EU countries, and the main problems are summarized.



- № 4.3. Dimitrova, V. (2021). A Theoretical Analysis of Effects of Digitalization on Economic Growth and Competition, Chapter 5, pp. 114-138. In: collective monograph Dimitrova, V., Zhelyazkova, D., Stoyanov, M., Peteva, V., Grozdeva, D., Gramatikova, E., Kaneva, M., Dushkova, M., Hristova, Y. Impact of the Digitalization of Commerce on the Economic Development of Bulgaria and the Regions, Varna: Prof. Tsani Kalyandzhiev Monograph Library, University of Economics – Varna 70), ISBN 978-954-21-1072-9, COBISS.BG-ID – 49697800**

The monograph was developed under the scientific editorship of assoc. prof. Violeta Dimitrova, incl. introduction, conclusion and chapter fifth. It is a result of the team project research work. Digitalization underlies the evolution of trade, both as a function of the input and the output of enterprises and as an economic sector. The dynamics in the processes of digital innovation lead to a restructuring of the economy, the emergence of new trade intermediaries, providing digital services, the interpenetration among the existing forms of trade and the creation of new ones, and a convergence between the economic sectors and the functions in the business organization. *The goal* of the present monographic work is to study the digital transformation of trade and the impact of some of its major effects on the economy of Bulgaria at the national and the regional level, to investigate the existing policies for supporting and regulating digitalization, as well as to put forward guidelines for their improvement. The subject of the work is limited, and it is structured in several areas: a study of the change in the behavior and the choice of end consumers in the context of digitalization; a study of the process of digitalization of enterprises; an analysis of the relation between telecommunications, e-commerce and economic growth of the country, measured through the GDP; an assessment of the evolution in the competition structure of trade and competition dynamics; a study of the relation between the digitalization of trade and the courier services industry.

Abstract of the chapter 5

In *the fifth chapter*, a theoretical analysis of the effects of digitalization on economic growth and competition is made. The relationship between the development of telecommunications as part of the information infrastructure, electronic commerce, and economic growth is explored. An evaluation of the transformations in the competitive environment of the economic sector "Trade" and in particularly the retail trade, as a result of the expanding digitization, has been made. New technologies not only restructure the exchange but also change the way of providing the main elements



of the distribution service, leading to the emergence of new digital intermediaries and increasing the intensity of competition. There is a growing share of information and telecommunication services that fully or partially take over traditional distribution functions, such as location (access to a point of sale), selection and presentation of the assortment, information, sending an order, digitization and delivery of physical products, enrichment with virtual reality of existing products, etc. The contribution of e-commerce is sought in supporting the development of trade in general, including international trade, retail, and wholesale trade, as well as other economic activities, information technology, logistics, and transport, which have a proven contribution to GDP.

New market agents specializing in offering electronic and digital distribution services are changing the competitive environment of retail trade, appearing not only as complements to the offer of traditional retailers and distributors but also as their competitors. It is argued that just as services in the new information and communication technologies are not only an auxiliary function to business processes but an integral part of them, e-commerce is also becoming an integrating part of business processes.

№ 5.4. **Dimitrova, V. (2017). Gross Margin and Buyer Power in Bulgarian Food Retailing. Economic Studies Journal, Volume 26, Issue 6, pp. 172-189, ISSN 0205-3292, <https://www.scopus.com/record/display.uri?eid=2-s2.0-85042137642&origin=resultslist&sort=plf-f>**

Abstract of the study

Increasing concentration in retail trade due to the expansion of physical outlets, the proliferation of online stores, and the development of retail chains results in changes in the bargaining power of retailers. The accelerated process of merger, purchase, and introduction of private retail brands further facilitates such changes. This work aims to offer a comparative analysis of the structure of food products manufacturing, wholesaling, and retailing in Bulgaria. It also studies the level of gross margin in retail trade to research the power of retailers as buyers in the sector.

The paper further explores changes in the concentration of production, wholesale and retail in Bulgaria between 2001 and 2015 by analyzing the market share of the four companies with the largest sales volume and the level of gross margin. The results show that though the food market remains relatively unconcentrated on both the buying and selling side, the retail sector in Bulgaria is characterized by concentration growth. The



gross margin of large retailers increased by reducing the share of purchase costs in net sales revenue. This affects the gross margin in the food retail sector as a whole.

№ **Dimitrova, V. (2023). Labour Productivity Gaps in the Trade Industries**
6.5. in Bulgaria and Some European Countries. Economic Studies Journal,
Volume 32, Issue 6, pp. 54-75. ISSN 0205-3292,
[https://www.scopus.com/record/display.uri?eid=2-s2.0-](https://www.scopus.com/record/display.uri?eid=2-s2.0-85164830290&origin=resultslist&sort=plf-f#abstract)
[85164830290&origin=resultslist&sort=plf-f#abstract](https://www.scopus.com/record/display.uri?eid=2-s2.0-85164830290&origin=resultslist&sort=plf-f#abstract)

Abstract of the study

In recent years, the question of labour productivity has gained new relevance as a result of digitalization and economic crises and their effects on the transformation of distributive trade business. Labor productivity is the main measure of the competitiveness of enterprises. The purpose of this study is to make a comparative analysis of labor productivity in the wholesale and retail trade in Bulgaria and ten countries of Central and Eastern Europe that have made the transition to a market economy and to bring out the trends and reasons for the labor productivity gap. The analysis is descriptive and mainly uses the outpace ratio to measure the productivity gap between Bulgaria and each of the countries by comparing two main indicators: turnover and gross margin per person employed. The data from Eurostat are used with a focus on the period between the two economic crises in 2008 and 2020-2021. The paper explored key factors determining the productivity gap – concentration of the trade industry, digitalization, labor intensity, investment, and economic policies to protect the business.

№ **Stancheva, A., Kehayova-Stoycheva, M., Dimitrova, V. The “Competitive**
7.6. Dynamics” Approach in Bulgaria. Social Science Research Network,
SSSRN, 2011,
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1848816

Abstract of the study

The present work deals with the process of interactions and counteractions between competitors at the company level. In the first part, the main approaches to the study of competition and the evolution of the managerial approach "competitive dynamics" are analyzed, the dyad "action-response" is traced. Data from an empirical study of the specifics of the competitive process in Bulgaria have presented on the example of competitive actions of examples of competitive actions by companies from



different economic sectors – production, trade, and transport. The peculiarities of the competition in Bulgaria are revealed, and conclusions about the applicability of "competitive dynamics" as a management approach in Bulgaria are substantiated.

№ **Dimitrova, V. Socio-economic context of the educational infrastructure in Varna. Chapter One, pp. 9-14. In: collective monograph Kehaiova-Stoycheva, M., Vasilev, Y., Dimitrova, V., Zhelev, I., Kaneva, M., Nedev, Y. (2020). Problems and prospects for the educational infrastructure of Varna, Varna: Knowledge and Business, 207 p., (Monogr. bibl. Knowledge and Business), Book 9, ISBN (online) 978-619-210-050-6, COBISS.BG-ID - 41251336**

The purpose of the study is to evaluate and analyze the available and necessary areas in the children's and educational institutions in the city of Varna as a whole and by city region, and also to develop short-term (by 2025) and long-term (by 2030) forecasts for the necessary childcare and educational facilities, ensuring the transition to single-shift education. To realize the set goal, the following research tasks were solved: - an assessment of the socio-economic development of the city of Varna; - a retrospective and prospective analysis of the demographic trends in the city of Varna – in general and by target age groups by 2025 and by 2030; - a current picture of the educational infrastructure in the city has been developed.

Abstract of the first chapter

The attractiveness of the city of Varna for living, working, and education is determined by many environmental factors. The subject of research is the competitiveness of the city of Varna as an ability to attract capital, including humans, businesses, and visitors. Since 2003, the European Commission and Eurostat have been carrying out statistical monitoring of major European cities, which included Bulgaria and the city of Varna in 2004, to provide reliable and internationally comparable information on cities for the purposes of regional and urban planning for sustainable development.

The analysis focuses on key factors of the economic environment, incl. trade as part of the service sector, which is closely related to the demographic processes in the city and to the trend in the number of students in nurseries, kindergartens, and primary and secondary schools. The research is based on the thesis that the economic condition of a developed society affects the family birth plan and economic migration. A



descriptive analysis, mainly comparative and structural, is applied. Data from NSI were used, which were provided to the authors upon request. The results of the analysis of the economic development and the attractiveness of the city of Varna for living, investing, working, studying and visiting in the last 10 years show the close relationship between the demographic processes in the Varna region and economic activity.

III. Scientific articles

№ 9.1. Dimitrova, V. (2006). Dynamics in the Competitive Advantages of Consumer Product Trade. Dialog, D. A. Tsenov - Svishtov, 4, pp. 124-130, ISSN: 1311-9206, NRS ID № 1827

Competitive dynamics is one of the environment's characteristics that directly impacts the development of companies. The paper aims to bring out the trends in the development of competitive advantages in trade with consumer products and the sources for better functioning of trade companies. A review of the theory in the field of sources of competitive advantages for enterprises in trade is carried out in two main streams of analysis – the factors of the economic sector and the strategic business group in which the trade firm operates and the firm's resources, tangible and intangible.

The main trends in the sources of competitive advantages in consumer products trade from the 1960s to the period after 2000 and the development of electronic commerce are summarized. The evolution in the development of economic theory, economics and industrial management in the field of sources of competitive advantages is presented. With the results of the study, the author substantiates the thesis that the sources of competitive advantages are sought in the generation and imitation of market innovations, the construction of barriers to their imitation and more effective management of changes compared to competitors.

№ 10.2. Dimitrova, V. (2013). "Trade" Major at Varna University of Economics - Tradition and Present. "Izvestyia" Journal of University of Economics - Varna, No. 4, pp. 36-41, ISSN 2367-6949, NRS ID № 2564

The history of trade education and science since the opening of the first Higher School of Commerce in England and the first Higher School of Commerce in Bulgaria, the legal successor of which is the University of Economics-Varna, has been studied and presented, as well as the goal set in its first Regulations – to cultivate those socio-economic and commercial-technical sciences which are necessary for the study and



research of commerce and industry. The specifics of commerce science and education related to its wide-ranging scope of the subject and the object, combining the formation of both functional and sectoral knowledge and skills, have been clarified and substantiated. On the one hand, commerce is studied and researched as an integrative function in the business organization, involving the complex informational, legal, marketing, logistical, and financial relationships between the seller and the buyer. On the other hand, it is argued the need to study trade as an economic sector, a set of enterprises specialized in wholesale and retail trade, the importance of which is constantly increasing with the complexity of the supply chain in the conditions of digitalization.

№ 11.3. **Dimitrova, V. (2015). Bargaining Power of Retail Enterprises. Dialog, Svistov: DA Tsenov, 2, pp. 1 - 13. ISSN 1311-9206, NRS ID №1827**

The changes in the bargaining power of retailers as a result of the increasing level of concentration in the retail trade through the increase of the area of physical retail outlets, the concentration of electronic stores, and the construction of retail chains are investigated. The subject of research is the bargaining power of retailers in negotiations with suppliers. The changes in the concentration of the retail trade in Bulgaria and its bargaining power, measured by the level of trade discounts, were investigated from 2008 to 2013.

№ 12.4. **ДИМИТРОВА, В. (2018). Impact of Digitalization on Competition in Bulgarian Retailing, Izvestia: journal of the Union of Scientists. Economic sciences series, 7 (1), pp. 5-13. ISSN 1314-7390 (print), 2603-4085 (online), NRS ID № 2584**

The development of electronization and the digitization of trade operations at a rapid pace change business models, the relationships between market participants, and, on that basis, the way in which competition works. In order to respond to the obsessive behavior of consumers, "pure brick and mortal" retailers are gradually borrowing characteristics from e-retailers and vice versa, which leads to the expansion of hybrid forms. The growing interaction between online and offline marketplaces poses new issues and requirements to change competition policy. The article aims to study the impact of electronization and digitalization on competition in the retail trade in Bulgaria based on a theoretical and descriptive analysis.



- № 13.5. Dimitrova, V. Evolution of Retail Distribution Functions in Omnichannel Environment. Evidence from Bulgarian Retail Sector. ИЗВЕСТИЯ на Съюза на учените – Варна. Серия Икономически науки = Izvestia: journal of the Union of Scientists. Economic sciences series, 8, 2019, 3, pp. 101-110, ISSN 1314-7390; ISSN 2603-4085, NRS ID № 2584**

This article aims to investigate and summarize the changes in the retail distribution functions in an omnichannel environment in the context of economic and marketing theory. The role of distribution services, wholesale, and retail trade is the starting point in the analysis of the added value of the trade sector. The author argues that to make sense of changes in the retail distribution functions, it is necessary to look at the buying, selling and exchange functions, marketing and supply chain logistics in an interconnected way. The article is based on authors' research in the field of distribution and retail economics and marketing. Empirical material from the Bulgarian retail sector based on data from National Statistical Institution and Euromonitor in 2008-2017 illustrates that retailing has started to operate in an omnichannel environment.

- № 14.6. Dimitrova, V. (2020). E-commerce and Competitiveness of the Bulgarian Trade Sector. Izvestia: journal of the Union of Scientists. Economic sciences series, 9, 2020, 3, pp. 3-11, ISSN 1314-7390, ISSN 2603-4085, NRS ID № 2584**

Digitalization of trade operations is seen as one of the main sources of economic growth. Retail and wholesale trade are significantly and directly affected by the ongoing process, the dynamics of which increased in the conditions of the economic crisis and the Covid-19 pandemic. This study aims to make a comparative analysis of the trade sector in Bulgaria in comparison with the European countries, Central and Eastern Europe in particular, for the period after the 2008 economic crisis until the onset of the current crisis (2009-2019). We carried out a descriptive analysis of key economic indicators such as sales growth, e-GDP, gross margin of goods of resales, and labor productivity. We used mainly Eurostat data for the trade sectors according to the Statistical classification of economic activities in the European Community and some data from the National Statistical Institute of Bulgaria.



- № 15.7. Dimitrova, V. (2021). Digitization and productivity of the retail sector in Bulgaria. Research Papers of UNWE, Sofia: Stopanstvo, UNWE, 2, pp. 233-245, ISSN 0861-9344; ISSN 2534-8957, NRS ID № 2511**

The expansion of digitalization is changing the nature of exchanges between market agents, and trade business models, including retailing, are directly affected. The aim of the present research is to study the productivity of retail trade in the conditions of digitalization on the basis of a short theoretical analysis and on the example of empirical data for the retail sector in Bulgaria in the period 2008-2019 or between the two economic crises. A descriptive analysis was applied. Productivity is represented by the indicators: gross value added, sales revenue and gross income per employed person.

- № 16.8. Dimitrova, V. (2022). The Inflation Expectation and Consumer Perceived Risk – Retail Management Challenges. Izvestia: journal of the Union of Scientists. Economic sciences series, 11, 2022, 2, pp .124-132. ISSN 1314-7390; ISSN 2603-4085, NRS ID № 2584**

The Covid-19 pandemic, the measures of governments around the world to contain it, the war in Ukraine in 2022, and the deepening economic crisis with rising inflation rates have significantly influenced consumer behavior and the retail business. The article aims to examine changes in the consumer price index and consumer inflation expectations and, on this basis, to identify key challenges for retail management and tools for reducing consumer risk as a source of competitive advantage. The study is based on consumer price index data and surveys by the National Institute of Statistics of Bulgaria for the inflation expectations of consumers and retail businesses.

- № 17.9. Dimitrova, V. (2023). Supply chain relationships in omnichannel retailing. Research Papers of UNWE, Sofia: Stopanstvo UNWE. 1, pp. 23-33. ISSN 0861-9344, ISSN 2534-8957, NRS ID № 2511**

The omnichannel supply chain changes the relationship between market agents vertically and horizontally. The author advocates the thesis that the cooperation between the participants in the supply chain and the cross-functional integration within the company are key factors for the success of the trade business in the conditions of digitalization. The study aims to analyze the impact of retail trade transformations on



supply chain relationships in an omnichannel environment. The research subject is the transformation of business models in retail trade through integration and convergence of marketing and logistics operations, symbiosis between online and offline sales, and the creation of omnichannel models.

- № 18.10. Dimitrova, V. (2015). Work Financed Via National and International Programs, Alumni and Career Opportunities, and Public Relations at Varna University of Economics, IZVESTIYA Journal of Economics, Management and Informatics, № 2, pp.55-73. ISSN 1310-0343; ISSN 2367-6949, NRS ID № 2564**

The present expose aims to summarize and analyze what has been done during the mandate period in the area of international cooperation, implementation of projects financed under various national and international programs, public relations and advertising, students' career pursuit, and alumni activities carried out at Varna Economic University, on the grounds of which future perspectives for development could be outlined.

The research proves the thesis that engagement in international cooperation and project work financed under national and international programs and agreements and providing support for students' careers can be identified as the main priorities for the development of the modern university and key areas for future investment. With adequate administrative support and management, not only could efforts in these directions be made into a competitive advantage but these could help generate income for the university via admission of more foreign students, financing some of university activities through projects, commercialization of scientific and applied research achievements and provision of support for healthy startup companies.

- № 19.11. Dimitrova, V. (2013). Dedicated to the 93d Anniversary of the Establishment of University of Economics – Varna. IZVESTIYA Journal of Economics, Management and Informatics, № 3, c. 9-12, ISSN 1310-0343; ISSN 2367-6949, NRS ID № 2564**



The subject of the article is the knowledge of the spiritual tradition of the University of Economics-Varna, which allows us to rediscover the right way of development. The state of any educational institution at any given moment implies its own history. The significance and validity of the problems can be realized through the knowledge of the previous problems and the methods of solving them. The university's development takes place in the preservation of what has been achieved and in the foresight regarding changes, trends and the variety of possibilities.

№ 20.12. Dimitrova, V. (2024). Digital Convenience in Physical Stores. Izvestia: journal of the Union of Scientists. Economic sciences series, Vol. 13, № 1, ISSN 1314-7390; ISSN 2603-4085

Retail trade is investing in new technologies to attract consumers, adapting to changes in their understanding of convenience at each stage of the customer journey. Integrating online and offline sales leads to the development of omnichannel commerce, including implementing digital technologies in the physical space or the so-called phygital retailing. Providing digital convenience in physical stores is part of adaptive omnichannel retailing. It offers flexibility to phygital consumers, who don't distinguish between the physical and digital worlds to shop online, offline, or via mobile apps, anytime and anywhere.

The purpose of the article is to explore the investment in the construction and alteration of buildings, machinery, and equipment in retail in Bulgaria compared to EU and to explain phygital retailing – creating digital convenience in physical retailing as a part of metamediary. A theoretical and descriptive statistical analysis was applied. The data from Eurostat, the National Statistical Institute in Bulgaria, and Euromonitor cover the period between the financial and economic crises in 2007 and the crisis in the conditions of the Covid-19 pandemic from 2020 to 2022.

IV. Scientific papers

№ 21.1. Atanasova, T., Dimitrova, V. (2005). Application of neural networks in the competitive positioning of national chains. EUROPEAN perspectives of the national economy, Varna: Science and Economics, pp. 719-725. ISBN 954-21-0227-5, NRS ID № 1981



The evaluation and choice of competitive positioning is a basic step in the creation of a competitive strategy for the development of a national chain in the process of European integration. The variety in the competition factors and sources requires the usage of integrated managerial and consumer approaches. The paper aims to present the advantages of applying new information technologies – neural networks in competitive analysis.

With the help of neural networks, one of the applications of artificial intelligence, consumer expectations and perceptions of the service offered by local supermarket chains, the relative importance of individual purchase-determining criteria, are evaluated. The choice of neural networks is dictated by the type of the investigated factors, qualitative, in verbal form, and without a numerical equivalent, and by the non-linear dependence between them and the output quantities.

№
22.2. **Dimitrova, V. (2004). The comparability of curricula with similar foreign higher schools – a source of competitive advantage. Collection of papers "Increasing the competitiveness of education in the specialty "Trade Economics" in economic universities, Sofia: UNWE, 2004, pp. 40-43, ISBN 954-494-619-5, COBISS.BG-ID - 1044978660**

The object of research is the sources of competitive advantages of educational services in the field of commerce, international trade, retailing, and distribution, which are examined in two directions – adaptation to the factors of the external environment, public needs and the development of the science of commerce, as well as the development and improvement of the resources and competencies of the academic structure. The comparability of curricula with similar foreign higher education institutions is justified as one of the sources of competitive advantages. World and European practices in the field of commerce education are structured in three directions – a focus on macroeconomic issues of economics of trade, incl. foreign trade, a broad-based training in the field of trade operations with an increasing emphasis on e-commerce, and narrower specializations in the field of retail and distribution trade.



- № 23.3. Georgieva, N., Atanasova, T., Vassileva, B., Dimitrova, V., Peteva, V. (2004). Social awareness and Responsibility: an assessment and recommendations for teaching methodologies=Social awareness and Responsibility: an assessment and recommendations for teaching methodologies. Using, choosing or creating the future, Proceedings of the first international conference of The Consumer Citizenship Network, Paris 2004 : Oppdragsrapport 4 / Victoria W. Thoresen (ed.). – Elverum: Hogskolen i Hedmark, 2004. – pp. 240-250. ISBN 82-7671-400-5; ISSN 1501-8571**

This paper deals with an assessment and evaluation of social awareness and responsibility as well as teaching methodologies in the field of sustainable consumer behavior and consumer citizenship. The objectives of the study were twofold: (1) to investigate and evaluate the status quo of social awareness and responsibility in Bulgaria to determine their drivers and inhibitors, especially for young people and students, and (2) to develop an initial methodological framework or format for teaching sustainable consumer behavior at the university level, which can be used further as a practically applicable curricula as well as a tool to promote attitudes toward social responsibility and develop knowledge and skills in the field of consumer citizenship education.

- № 24.4. Atanasova, T, Dimitrova, V. (2005). One Learning Approach for Stimulating Social Responsibility of Business. Taking Responsibility: Proceedings of the Second Intern. Conf. of the Consumer Citizenship Network, Bratislava: Oppdragsrrapport 7 [Elverum: Hogskolen i Hedmark], pp. 232-238. ISBN 82-7671-495-1; ISSN: 1501-858X**

The paper aims to present one learning approach for stimulating the business, as a part of the economic system, to be responsible for creating a consumer citizenship society. It has subscribed to the opinion that the concept of social business responsibility has grown out of consumer pressure and stems from the main business interest of superior performance and the creation of sustainable competitive advantages. The approach is a problem-based learning (PBL). Use of the technology-rich learning environment, including intelligent computer systems, is offered.



- № 25.5. Dimitrova, V., Atanasova, T. (2007). Stimulating Consumer Trust: Based on E-retailing. Catalyzing Change: Proceedings of the Third International Conference of the Consumer Citizenship Network, Hamar 2006: Oppdragsrapport nr. 4 / ed. Tangen, Dag; Thoresen, Victoria W. – Elverum: Hogskolen i Hedmark, pp. 95-101. ISBN 978-82-7671-591-0 (online), URI <http://hdl.handle.net/11250/133615>**

Consumer trust in e-commerce is a crucial factor in consumer choice and e-business success. A key means of reducing consumer-perceived risk is the establishment of relationships of trust, regardless of the form of sale. The paper aims to identify the determinants and the practical steps, which will help to stimulate consumer trust in e-retailing. The degree of information and communication technologies use by individuals and households in Bulgaria was analyzed. Through the application of neural networks, the factors forming consumer trust in e-retailing have been investigated. Incentives are proposed to build consumer trust in e-commerce.

- № 26.6. Vassileva, B., Dimitrova, V. (2007). Joint European Master's degree as a tool for interdisciplinary teaching in consumer citizenship. Proceedings of the International Conference on Consumer Citizenship: Promoting new responses: Vol. 3. Building Bridges / Editor Declan Doyle. – Norway: Trykk, pp. 183-191. ISBN 978-82-7671-625-8**

The subject of the paper is the interdisciplinary teaching approach as a core concept of the Consumer Citizen Network, an interdisciplinary network of educators who share an interest in how the individual's role as a consumer can constructively contribute to sustainable development and mutual solidarity. It is argued that consumer citizenship education should reflect the interdependence between the political, social, and economic spheres and balance this relationship in a synergistic way using the method of interdisciplinary teaching. Interdisciplinary learning allows students to gain knowledge of the connections between the values and principles of a market economy and democracy, which are often seen to be at odds with each other.



- № 27.7. Dimitrova, V. (2008). Evolution in the bargaining power of retailers and wholesalers with consumer goods. TRADE in modern society: theory and practice - Varna: Science and Economics IU-Varna, pp. 299-307. ISBN 978-954-21-0371-4, NRS ID № 2098**

The paper aims to examine the evolution in the bargaining power of consumer goods retailers using key economic indicators. The factors were analyzed in the context of the historical situation between supply and demand in Bulgaria during the period 2002-2007 – economic growth measured by GDP, consumer income and expectations, inflation. Main sources of bargaining power for individual groups of traders, small independent retailers, retail chains and wholesalers, are identified.

- № 28.8. Dimitrova, V., Atanasova, T. (2009). New Communication Technologies and Co-operation Between Producers and Consumers. Making a Difference: Putting Consumer Citizenship into Action: Proceedings of the Sixth International Conference on Consumer Citizenship Network, Berlin, Germany 2009, Edited by Alexandra Klein, Victoria W. Thorensen. – Elverum, Norway: Hogskolen I Hedmark, pp. 264-270. ISBN: 978-82-7671-756-3**

The purpose of the paper is to examine the way in which communication technologies such as the Internet, television, mobile devices and social networks influence the collaboration between consumers and producers. Digital technologies offer both new opportunities for dialogue and convenience of collaboration between users and producers during the development, distribution, exchange and consumption of products. The authors try to answer the question: Is media interactivity as a result of digitization used primarily in the public interest or rather to increase the marketing efficiency of producers and traders? On the one hand, new information technologies help people express themselves, create and share content, communicate and socialize. The consumers' influence increase, which compels producers and dealers to adjust their offers with the individual preferences. On the other hand, manufacturers and distributor strive to maintain corporate control over messages.



- № 29.9. Dimitrova, V. (2011). Competitive behavior of participants in the distribution of consumer goods. Modern dimensions of the commercial business – communication between science and practice, Jubilee scientific-practical conference with international participation, "Tsenov" Academic Publishing House D.A. Tsenov - Svishtov, 1, pp. 322-328. ISBN 978-954-23-0592-7**

The purpose of the paper is to highlight the main directions in the competitive behavior of the participants in the realization of consumer goods – manufacturers, wholesalers, and retailers in the context of the main changes in the economic environment. The subject of analysis is not only competitive actions, but also the signals that often precede them and which can influence the actions of competitors, as well as aggregated statistical information on trade in consumer goods. The results of the study of competitive actions are grouped depending on their impact on changes in the competitive structure of trade in consumer goods: actions leading to an increase in the concentration of capital, actions in cooperation, and unfair practices for attracting customers.

- № 30.10. Dimitrova, V. (2013). Competition and cooperation between participants in the value chain. TRADE – past, present and future, Sofia: Publishing complex - UNSS, pp. 107-111. ISBN 978-954-644-438-7, NRS ID № 2096**

The paper aims to examine the relationships between value chain actors in the light of transaction cost theory and institutional theory. The author argues that in creating value, actors are focused on opportunities for cooperation, while competitive behavior manifests in the allocation of value. The simultaneous manifestation of cooperation and competition is the basis of the widespread term competitive cooperation (co-petition). In parallel with the development of the neoclassical tradition in economic theory, the research of specialists is aimed at overcoming its limitations, one of which is the inability to clarify the relationships between the participants in the exchange process. The latter determines the search by specialists for opportunities to connect economic theory and industrial economics.

- № 31.11. Dimitrova, V. (2013). Competitiveness of trade as an economic sector. Regional and global dimensions of trade: Conference proceedings of International Scientific Conference on the Occasion of the 60th**



Anniversary of the establishment of the "Economics and Trade of Commerce" department and 65th anniversary of the establishment of the "Economics of Commerce" specialty at the University of Economics-Varna, Varna: Science and Economics, pp. 139-148. ISBN 978-954-21-0667-8, NRS ID № 511

The object of research is trade as an economic sector in Bulgaria and EU countries, including wholesale trade, commercial representation and mediation, and retail trade, and the subject is its competitiveness. The purpose of the report is to justify the need for sectoral analyses of the competitiveness of trade in the country and the development of policies to increase it. The thesis is advocated and substantiated that the analysis of sectoral competitiveness allows for the identification of key sources of competitive advantages to support decision-making to increase the competitiveness of trade enterprises and the development of economic policies for growth of the trade sector as a whole.

№ 32.12. **Dimitrova, V. (2014). The Single retail market in European union as a challenge for trade in Bulgaria. Conference proceedings of the International Scientific and Practical Conference "Ukraine-Bulgaria – the European Union: Current State and Prospects", Vol. 2, pp. 77-81, ISBN 978-966-8912-94-8**

The purpose of the research is to reveal the main challenges facing the retail trade in Bulgaria in the light of the concept of building a Single retail market in the European Union. The paper advocated that trade was based on the freedom of contracts, known by Roman law, as a living environment in any normally functioning economy. An empirical analysis of retail and wholesale trade was made after the economic crisis in 2007, incl. the participation of trade enterprises in country import and export investments in information technology. The conclusion is that the Single retail market in the European Union, on one side, provides opportunities for consumers to expand their product choices and for producers and traders – access to new markets, but on the other side, it puts traders in front of growing competition. Trade companies must search for tools for improving competitiveness, market, and contract power.



- № 33.13. Dimitrova, V. (2016). Retail chain private labels – a means of vertical competition. Trade and tourism business in conditions of intelligent, sustainable and inclusive growth: Conference proceedings, October 21, Volume 2, Svishchov: Academic publishing house D.A. Tsenov - Svishtov, pp. 82-86, ISBN 978-954-23-1151-5, NRS ID № 4150**

The purpose of the paper is to justify the existence of competition between manufacturer and retailer brands, the use of private labels by retailers as a means of increasing vertical power and vertical competition, until recently considered by many economists to be oxymorons. Factors for offering their own brands and tools for exercising vertical power through them are explored.

- № 34.14. Dimitrova, V. (2016). Concentration and Buyer Power in Bulgarian Food Retailing. 3rd International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2016, 24-30 August, Albena, Bulgaria: conference proceedings, B. 2. Political sciences, law, finance, economics & tourism, Vol. 4, Economics & tourism, Sofia: STEF92 Technology, pp. 185-192. ISBN 978-619-7105-75-9; ISSN 2367-5659**

Increasing concentration in retail trade due to the expansion of physical outlets, the proliferation of online stores, and the construction of retail chains results in changes in the bargaining power of retailers. The accelerated process of merger, purchase, and introduction of own-brands further facilitates such changes. This work offers a comparative analysis of the structure of food products manufacturing, wholesaling, and retailing in Bulgaria. It also studies the level of gross margin in retail trade to research the power of retailers as buyers. This study provides an overview of the theory of the retail buyers' power in the consumer goods supply chain. The paper further explores changes in the concentration of production, wholesale and retail in Bulgaria between 2001 and 2015 by analyzing the market share of the four companies with the largest sales volume and bargaining power of retailers measured by the level of gross margin.

- № 35.15. Dimitrova, V. (2016). Competitive behavior in omnichannel commerce. OMNI-CHANNEL trade and innovation: a collection of reports from an international scientific conference, April 28-30, Ravda. Sofia: Editorial complex - UNSS, pp. 15-21. ISBN 978-954-644-901-6, NRS ID № 2215**



The paper aims to examine the competitive behavior in an omnichannel retail environment. The mutual penetration of electronic, mobile and traditional commerce leads to the creation of the so-called omnichannel trade, which provides a comprehensive concept for the development of trade business by integrating the various forms of sales into a single universal channel. The research is based on the thesis that the identification of direct competitors in the conditions of omnichannel commerce is becoming increasingly difficult. The report applies the competitive dynamics approach and examines a variety of competitive actions, from competition to take away customers (even through the means of unfair competition) between online and offline commerce, penetration and borrowing the strengths of individual forms of commerce, to joint activity, conclusion of cooperation agreements between representatives of electronic and traditional trade. The conclusion is made that the future of omnichannel trade is related to the search for new sources for building and maintaining competitive advantages and new forms for carrying out the individual stages of the sale, which will continue to complicate the connections and relationships between market participants.

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36.16. **Dimitrova, V., Semova, M. (2018). Blockchain and Smart Contracts in Retailing. Commerce 4.0 – science, practice and education. Varna: Science and Economics, University of Economics-Varna, pp. 126 - 136, ISBN 978-954-21-0980-8, NRS ID № 2093**

Internet and the development of new communication technologies are the basis for the accelerated evolution of our business environment, the nature of the exchange, and the relationships among market participants. This paper looks at opportunities and challenges for businesses, particularly the retail business, to place blockchain technology and smart contracts in the retail supply chain. The authors' own research findings on trust in blockchain technology are summarized.

- №
37.17. **Semova, M., Dimitrova, V., Haralampiev, K. (2018). Cryptocurrencies and Financing of Social and Anti-social Projects. Economic and Management Policies and Challenges: Towards Industry 4.0 – Technologies or Ideologies. Conference proceedings, pp. 347-356, ISBN 978-954-9399-50-9, NRS ID № 4491**



This publication aims to analyze how cryptocurrency users can financially contribute to social causes. It gives a resume on the emerging and development of the cryptocurrency market and the implementation of blockchain technology. The content analysis finds examples in which these modern investors are fundraising targets for nonprofits. It reveals how cryptocurrencies could be used to positively impact local community development by presenting two platforms raising funds through bitcoins (one in the USA and the other one in Bulgaria). It gives reasons why cryptocurrencies are also used for financing anti-social projects (terrorism, human traffic and drug traffic). Based on an on-line survey sent out to current users of cryptocurrencies in Bulgaria and to potentially interested ones, we analyze their readiness for engagement with social causes. The survey gives answers to questions such as what kind of social appeals successfully reach out to this new segment of investors, what is their demographic and social profile and which communication channels are most used by

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38.18. **Dimitrova, V. (2018). Commerce Education and Science – Traditions and Challenges. Commerce 4.0 – science, practice and education. Varna: Science and Economics, University of Economics-Varna, pp. 23-34, ISBN 978-954-21-0980-8, NRS ID № 2093**

The report traces the history of trade education and science at the University of Economics-Varna, the creation, and development of the bachelor program "Economics and Commerce" and the "Economics and Management of Commerce" department, focusing on the educational and scientific results of the last five years. The founders of the University of Economics-Varna, successor of the Higher School of Commerce, and the Department of "Economics and Management of Commerce" were aware of the fundamental role of commerce in the development of the economy and society as a whole. In the light of new information and communication technologies, the digitization of trade processes, the challenges to science and education in commerce are presented.



- №
39.19. **Dimitrova, V., Hristova, Y., Dushkova, M. (2018). Competitive Structure of Electronic Retailing in Bulgaria. [FIFTH] 5th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2018, 26 August - 01 September 2018, Albena, Bulgaria: Vol. 5, Sofia: STEF92 Technology Ltd., Iss. 1.5 Business and Management, pp. 161-168, ISSN 2367-5659 (print), ISBN 978-619-7408-65-2 (print), DOI 10.5593/sgemsocial2018/1.5/S05.021**

The purpose of this paper is to study the change in the competitive structure of electronic retailing (e-retailing) compared to traditional trade and to reveal the processes of their mutual influence. The development of two leading indicators for assessing the intensity of competition – market growth and concentration is investigated, based on which is compared the dynamics of the competitive structure of e-commerce retail with that of traditional trade. For the purpose of the analysis, data from the National Statistical Institute of Bulgaria and Euromonitor were used. The survey found that during the period under review, the growth rates and concentration of retail e-commerce in Bulgaria were significantly higher than those in traditional trade. The group of four companies with the largest market share in retail e-commerce also includes ones who have started their business by building physical stores and continuing to use them. The results of the study support the hypothesis of the mutual penetration of different forms of retail sale and the creation of an omnichannel distribution using different communication tools in the decision-making process for purchases.

- №
40.20. **Dimitrova, V., Kaneva, M. (2018). Electronic Commerce and Gross Domestic Product Growth in Bulgaria. [FIFTH] 5th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2018, 26 August - 01 September 2018, Albena, Bulgaria – Sofia: STEF92 Technology Ltd., Vol. 5, Iss. 1.5 Business and Management, pp. 297 - 304, ISSN 2367-5659 (print), ISBN 978-619-7408-66-9**

The aim of the paper is to study the impact of e-commerce on the economic growth measured by GDP growth in Bulgaria. A brief summary of the importance of electronic commerce for the development of the economy is prepared. The research is based on the idea that e-commerce stimulates consumption and therefore economic growth.



With the help of the statistical analysis of time series, the change and the relationship between the indicators, capacity of the telecommunication network on the Internet retail sales, as well as turnover from the electronic retailing and GDP was studied. For the purpose of the analysis, data from the National Statistical Institute of Bulgaria, Eurostat, and Euromonitor was used. The survey results show that there is a significant increase during the study period in the number of Internet users, the number of online shopping users, as well as the turnover of electronic retail trade in Bulgaria. The impact of technological change on the development of e-commerce is significant, as measured by the impact of the change in network capacity on Internet retail sales. Positive, albeit lower than expected, is the measured impact of growth in e-retailing on GDP.

№ 41.21. Kaneva, M., Dimitrova, V. (2019). **Telecommunications Usage and Energy Consumption in Bulgaria** INTERNATIONAL Multidisciplinary Scientific Geoconference SGEM': Vol. 19; Ecology, Economics, Education and Legislation, Sofia: STEF92 Technology, 2019, Iss. 5.3, pp. 741 - 748, ISBN 978-619-7408-86-7, ISSN 1314-2704

The purpose of this paper is to investigate the environmental effects of telecommunications usage, residential and business, by assessing the changes in energy consumption in Bulgaria during the period 1994-2018. The change and the relationship between the indicators of the public telecommunication sector and those of the energy sector in Bulgaria are analyzed with the help of timeseries analysis.

The specific focus of the research is the growth of e-commerce as a result of telecommunication development, a factor for stimulating economic growth and, thus, energy consumption. The survey results can be used to evaluate and develop policies in the field of telecommunications and e-commerce. Some relationships between indicators have been explored through the capabilities of VARmodels. For the purpose of the analysis data from different information sources, including World Bank, ITU, National Statistical Institute of Bulgaria and Eurostat, are used.

№ 42.22. Dimitrova, V. (2020). **Commercialization of the Academic Scientific Product in Bulgaria. Economic science, education and the real economy: development and interactions in the digital age, Volume 4, Varna: Science and Economics, pp. 343 - 356, ISBN 978-954-21-1040-8, NRS ID № 3955**



The purpose of the paper is to study academic scientific product commercialization in Bulgaria based on a theoretical analysis of the process of product and innovation commercialization. Commercialization is seen as an area of education for students and doctoral, a field of research, and a part of the university policy in the field of scientific products and intellectual property. The author argues that commercialization requires an interdisciplinary approach, covering not only the last stage of marketing new products, but also the process of implementing the strategy and the chosen business model. The theoretical and descriptive analysis were used. In conclusion, the author draws attention to the philosophical context of commercialization associated with the freedom of academic scientific research.

№ 43.23. Dimitrova, V. (2021). Convergence between Omnichannel Retailing, Marketing and Logistics. Trade – scientific knowledge and business reality: Round table with international participation, October 8, SA "D.A. Tsenov" - Svishtov: Collection of reports, Svishtov: Acad. ed. Tsenov, 2021, 385-392. ISBN 978-954-23-2005-0, NRS ID № 4388

The paper is based on the thesis of closer interconnection and integration of the omnichannel business processes. The aim is to study, through theoretical and content analysis, the convergence between commerce (with a focus on retailing), marketing, and logistics in an omnichannel environment as functions in the company and business activities.

№ 44.24. Dimitrova, V. (2022). Retail marketing transformation and cross-functional integration. Remarketing the Reality, Conference Proceedings: International Scientific Conference devoted to the 25th Anniversary of the Establishment of the Marketing Department at University of Economics-Varna, Bulgaria, June 17 2022, Varna: Science and Economics, pp. 624-632, ISBN (print) 978-954-21-1134-4, NRS ID № 5041

The research is based on the study of new practices and business models in the retailing. The paper aims to present the results of theoretical analysis in the field of marketing transformations in retail with a focus on the role of cross-functional integration in building new business models. The author argues that to study the changes in retail marketing as a theory and practice, function, and concept of business



organization management, it is necessary to analyze the place of exchange in its subject area and the transformations in the exchange.

№ **Dimitrova, V. (2023). Retail and Wholesale Challenges in Society 5.0. 45.25. Conference Proceedings „Commerce 5.0 – digitalization and/or humanization“. Varna: Science and Economics, pp. 64-71, ISBN 978-954-21-1160-3, NRS ID № 4948**

The accelerated development of technologies and the transformations that have occurred in the various spheres of human society have directed scientists from several fields of science to the meaning of their manifestation. The concept of Society 5.0 has emerged and is constantly being enriched. The purpose of this report is to study and systematize the impact of the challenges and opportunities of Society 5.0 to the retail and wholesale business, with a focus on the freedom of contracts. The generation of the new concept of Society 5.0 poses the question of making sense of changes in the economic and social environment, consumer behavior, and the emergence of new business models in wholesale and retail trade 5.0.

V. Textbooks

№ **Blagoev, B., Shineva, R., Dimitrova, V., Stoyanov, S., Danchev, D., 46.1. Turlakova, T., Minkov, I., Dankova, P., Ivanov, Y., Blagoeva, S. (2011). Enterprise economics. Varna: Science and Economics, 394 p. ISBN 978-954-21-0458-2, COBISS.BG-ID – 1238882532**

The textbook is intended for students studying at the bachelor's degree in accordance with the curriculum of the eponymous discipline from the University of Economics - Varna curriculum. The subject of the course is the enterprise as a separate economic unit, a set of assets, rights, obligations, and factual relations. The subject of study is the economic processes in the enterprise, regularities, relationships and interactions, as well as the influence of the factors of the external environment on the enterprise. Students gain knowledge on analyzing, searching, developing, and applying optimal methods and tools for organizing and implementing effective business activity. The content of the textbook is structured by subject in four sections (the enterprise as a business entity, enterprise resources, enterprise processes, financial and economic enterprise results) and twenty-two chapters.



Thirteenth chapter

Assoc. prof. Violeta Dimitrova independently developed the thirteenth chapter "*Distribution and sales of enterprise*", including the operations of carrying out the exchange, the exchange of products for their monetary equivalent, and the distribution of products to consumers. Students get acquainted with the essence and characteristics of placement and sales, with the complex commercial, financial, and legal relations between the seller and the buyer, with the types of sales. The stages of market research and target market selection are discussed. The processes and methods (qualitative and quantitative) for sales planning and forecasting are presented in a structured manner. Sales management is seen as the process of planning, organizing, directing and controlling sales operations and the resources involved to achieve the enterprise's objectives.

№ **Dimitrova, V., Zhelyazkova, D., Stoyanov, M., Grozdeva, D. (2011).**
47.2. Sales management. Varna: Univ. ed. "Science and Economy", 369 p.,
ISBN 978-954-21-0523-7, COBISS.BG-ID - 1249013220

The textbook was written in response to the need to support the process of acquiring knowledge in the academic course "Sales Management" from the bachelor's degree curriculum of the programs "Economics and Trade" and "Business Economics". The course subject is the management of activities and resources involved in sales, with the focus in the textbook being placed on the management of personal selling, sales personnel management, time and territory management, and key accounts management. The textbook includes current topics such as electronic sales, information systems at the point of sale and the opportunities they provide to management in the field of sales analysis, planning and control.

Assoc. prof. Violeta Dimitrova is the head of the team that developed the textbook, and she is the author of the introduction, topic 1, topic 2, item 1 and item 2, topic 3 and topic 6. Topic 1 examines the essence, place and role of the sales function in the enterprise. Students are introduced to the essence of sales management, the activities it encompasses, and the organization of sales by presenting results of theoretical research and summaries and examples from practice. The economic essence of sales is examined at three levels – the goal and result of commercial activity, the function, and the concept of managing a business organization. The relationship between marketing and sales is studied. The author advocates the thesis that sales as a



part of the commercial function encompass the implementation of multiple flows: information, product, monetary, transfer of ownership and risk, etc. Thus, the sales function is the basis for the search for sources of competitive advantages for the company. Innovations in the field of sales are sought in finding new options for implementing individual processes and their combination.

In the second topic, summaries of the theoretical foundations in the sales field are presented. A classification of sales and sales situations is made. Topic three presents the essence and importance of sales goals and quotas, types, and methods for their determination, and sales management based on goals. Topic six introduces students to the stages and techniques in the personal selling process, methods of prospecting, product and offer presentation, customer approach, elements of the sales presentation, detection, and response to customer objections, closing the sale, and post-sale activities.

№ 48.3. **Dimitrova, V., Zhelyazkova, D., Hristova, Yu. (2016). Competition and competitiveness. Varna: Science and Economy, 289 p., ISBN 978-954-21-0895-5, COBISS.BG-ID - 1279651812**

The teaching aid was developed in accordance with the academic course „Competition and Competitiveness” from the curriculum of the bachelor program "Business Economics" and is used to teach students in the "Competitiveness of Trade Business" of the master program "Omnichannel Commercial Business". The purpose of the aid is the formation of knowledge to help students analyze and evaluate the nature and character of competitive conditions, strategic opportunities and the company's potential to use them.

The teaching aid was developed under the scientific editorship of assoc. prof. Violeta Dimitrova, who is also the author of the methodological guidelines for preparation for topics 1, 3, 4, 5 (items 1), 6, 7, 8, 9 and 10. The methodological guidelines were prepared based on an analysis of the theory in the field of competition. The presented theoretical summaries facilitate students in understanding the problems of competitiveness as a complex category at different levels – product, trademark, specific business, company, region, and national economy. The relationship between the competitiveness of enterprises and regions is examined.

The tutorial is structured around the stages of developing competitive strategies. The aid introduces the students to the study of the competitive environment, the development and maintenance of competitive advantages, the selection of competitive strategies, the positioning and repositioning of the company and a specific business in



the market. The guide expands students' knowledge of economics, marketing, management, and entrepreneurship.

№ **Stancheva, A., Kehaiova, M., Dimitrova, V., Hristova, Yu., Mileva, L.,**
49.4. Vladova, K. (2012). Collection of case studies on competitive dynamics,
Varna: Steno, ISBN 978-954-449-593-0, COBISS.BG-ID - 125004669

The object of research is the competitive actions and responses of the companies, and the subject – the process of competition between the companies, realized through their initiatives and responses. The main research question is whether the conditions for applying the "competitive dynamics" approach are present in the country. The purpose of the development is to gather empirical information about the company's level of competition in the country. The following main tasks arise from the goal: - to conduct an initial study (exploratory study) on the competitive actions of companies from various sectors of the economy in our country; - to develop research cases for each of the studied economic sectors.

Only competitive moves for which there is public information in the media are included in the study, i.e. disclosed, and economic sectors (retail trade with fast-moving goods, trade in new cars, telecommunications, transport, fast food) with relatively "normal" competition, without obvious unfair competition events such as cartel agreements. The research case study "Competitive actions of new car dealers in Bulgaria" is based on an analysis of statistical information for the sector in the period 2000-2010, main competitors and dynamics of market shares, Herfindahl-Hirschman index. Competitive actions are structured by types – investments in trade establishments, leasing programs, expansion of the product range, sponsorship and participation in public appearances, etc.

№ **Solova, N., Dimitrova, V., Dushkova, M., Gramatikova, E. (2011). Trade**
50.5. management: organization of the trade, Varna: Science and Economics,
304 p., ISBN 978-954-21-0527-5, COBISS.BG-ID - 1249014756

The study expands, deepens, and supports the acquisition of knowledge and the independent work of the students in the academic course "Trade Management". It was developed in accordance with the curriculum of the "Economics of Trade" major in the Bachelor's degree, it is also used by students studying in the "Commodity Science and



Customs Activity" major in the University of Economics-Varna, as well as by masters studying in program "Trade Business". The educational aid summarizes the achievements of theory and practice in the field of trade organization – organizational structure of the economic sector, modern forms of trade, organization of the trade and warehouse network, labor, product assortment and additional trade services, culture of commercial service, that is of the basic resources in trade.

Assoc. Violeta Dimitrova independently developed the topic of the territorial location of retail outlets (item 2.6 of topic 3), which introduces students to the factors affecting the choice of trade area and location, the principles and systems of territorial location, the methods of analysis and selection of a trade area and location of trade establishments. Topic 6 "Product assortment and retail services" was also developed independently, where students gain knowledge about the product policy in trade, the essence, types, formation and regulation of the product assortment, assortment strategies, indicators for evaluating the assortment policy. A special focus is placed on brand policy and services as important elements of a competitive marketing strategy. Each topic includes methodological guidelines – basic problems, concepts, terms, case studies, schemes, tasks, tests, discussion questions. The case studies and tasks are developed on the basis of statistical information and data for a specific trade business.

№ 51.6. **Dimitrova, V., Dushkova, M., Gramatikova, E. (2013). Trade operations management. Varna: Science and Economics, 278 pages, ISBN 978-954-21-0645-6, COBISS.BG-ID - 1261412580**

The teaching aid was developed under the scientific editorship of assoc. prof. Violeta Dimitrova for the purposes of training the students in the course "Trade Operations Management" from the curriculum of the academic programs "Economics and Trade" and "Commodity Science and Customs Activity". It introduces students to the specifics of trade (retail and wholesale) operations and the nature of operations management, which play an essential role in the competitive market positioning of wholesale and retail businesses. A specific focus is placed on the new information and communication technologies that are revolutionizing the trade process through innovations that enable the creation of new business models. It is argued that operations have a significant role in creating value for the customers and in its distribution among the participants in the product supply chain. The structure of the teaching aid is built according to the stages of the commercial process – management of purchases and sales.



Assoc. prof. Violeta Dimitrova is the author of topics 1, 2, and 3. Topic one introduces students to the classification of operations, the analysis of commercial processes and the management of operations as a source of competitive advantage. Theme second examines the connections and relationships between the participants in the distribution of goods and services, the strength of the position in negotiations, the sources of conflicts, the means of coordinating relationships. Topic three forms knowledge in the field of trade transaction technology – nature, stages, features of foreign trade transactions, nature, types and main clauses of trade contracts.

The methodological guidelines are prepared based on an analysis and summary of the theory in the field of operations management. The case studies are based on examples from trade business practice.

VI. Other publications

- № 52.1. **Dimitrova, V. (2015). Prof. Nikolinka Salova, D-r Sc. The professors of the University of Economics-Varna: 1920 - 2015 r., Varna: Publishing house "Knowledge and business". pp. 181-186, ISBN 978-954-21-0810-8, COBISS.BG-ID - 1276338404**

The book is the second supplemented edition of "Professors of the University of Economics-Varna", dedicated to the 95th anniversary of the University of Economics-Varna. It includes biographical sketches, covering the entire history of the higher school from its foundation in 1920 to 2015. The texts are written by professors from the collegium of the university – in this way, the authorship is solved in an original way and the idea of the academic continuity is emphasized. Assoc. Prof. Violeta Dimitrova is the author of the section dedicated to the professional development and academic growth of prof. Nikolinka Salova, Dr Ec. Sc. from the Department of Economics and Management of Commerce.

- № 53.2. **Solova, N., Dimitrova, V., Peteva, V., Grozdeva, D. (2003). [Fifty] 50 years of the Department of Economics and Management of Commerce at the University of Economics - Varna: 1953 - 2003: A brief historical reference. Univ. ed. IU-Varna, 42 p., ISBN 954-21-0194-5, COBISS.BG-ID - 1041917412**



The book is dedicated to the 50-year history of the department of "Economics and Management of Trade" at the University of Economics-Varna, the teaching, scientific and publication activities of the members of the academic staff of the department, publication activity, the education in the doctoral or PhD program "Economics and Management (Commerce)".

№ 54.3. Dimitrova, V. (editor and compiler of the collection, introduction), Stanimirova, M., Dankova, P., Dimitrov, D. Georgieva, A., Topalova, I., Petrov, P., Pandakova, V., Stoeva, G., Mihailova, V. (2014). Good practices for innovative interaction "university - business": a collection of analyses Ltd., 368 p. with diagram, ISBN 978-619-90213-3-0, COBISS.BG-ID – 1268804324

The collection of analyzes was prepared and implemented within the framework of project BG051PO001-7.0.07-0036 "Innovative partner network for sustainable university-business cooperation" with beneficiary University of Economics-Varna and partners – Varna Chamber of Commerce and Industry and "Lucan Blaga" University - Sibiu, Romania. The aim of the collection is to popularize in Bulgarian, English and Romanian languages the results of the analysis of good practices for creating and maintaining a partnership network between higher education institutions and business organizations, as well as the readiness of the latter to be included in a partnership network. The analyses were summarized in papers and presented at a discussion round table, „Good practices in „university-business" cooperation”, which was attended by professors, students, business partners, industry organizations and graduates of the Varna University of Economics, unemployed and employed, but working not what they studied for.

Varna
20.01.2025

Signature 
/assoc. prof. Violeta Dimitrova/