

## ABSTRACTS

of the scientific publications of Chief Assistant Dr. Plamen Marinov Pavlov, Department of Industrial Business and Logistics, University of Economics – Varna, for participation in a competition for the academic position of “Associate Professor” in the professional field 3.8. Economics, scientific specialty “Innovation Management”, published in State Gazette issue 27 / 2022, p. 184.

### **A. Scientific publications for participation in the competition for the academic position “Associate Professor”**

#### **I. Monograph**

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
1	1	Pavlov, P., Innovation policy and incentivizing innovation , Varna: Science and Economics, 2021, 148 p. – (Monographic library Prof. Tsani Kalyandjiev; Book 76), ISBN 978-954-21-1083-5
<p>Innovation in today's world is of crucial importance. They are the basis for high competitiveness of companies, economic growth and prosperity of societies. They contribute to the preservation of industries that are dying in certain regions due to lack of staff, meet new or existing societal needs.</p> <p>The purpose of the monograph is to explore the main levers, models and specific incentives for innovation in countries on six continents. In the paper, the author gives his point of view and formulates his views on innovation policy.</p> <p>Chapter One examines the theoretical aspects of innovation and innovation policy and the various incentives that are applied in the world in this regard. The connections, the similarities and the differences between innovation and technological, industrial, scientific and research policies are considered. It has been established that innovation policy can cover a wide variety of measures of economic regulation, taxation, depreciation policy, patent, licensing and antitrust legislation, regulation of the technology market, stimulation of small and medium innovation business and attracting funds for the implementation of innovations. But in addition to all these, rather indirect measures, innovation policy can also use direct payments, low-interest or interest-free loans and subsidies for the development of innovative, high-tech or country-specific businesses, as well as specific government contracts for delivery of innovative products, services or processes.</p> <p>Based on the first chapter, the second, third and fourth, specific innovation policies in 54 countries are examined and analyzed. Among them are the top 40 who are world leaders in the area of innovation according to the Global innovation index 2019, and the rest are regional leaders on their continents. Summaries and conclusions have been made about these policies. Among the most important are that strategic documents in the purview of innovation and R&amp;D have been developed in all leading countries in the field of innovation; in the vast majority of them there are tax reliefs related to innovation; in those with the highest innovative achievements there is also a really high level of university research, as well as a strong link between universities and other research organizations on the one hand and business structures on the other.</p> <p>At the end of the monograph, specific guidelines are proposed for improving the innovation policy of Bulgaria, in order to increase the level of innovation of the economy and improve living standards.</p>		

#### **II. Scientific studies**

General number	Number in the category	Title
2	1	Pavlov, P., Innovation activity in the industrial enterprises from the Varna region for the period 2009-2013, An Annual Book – Varna University of Economic, 85 - 86, 2013 - 2014, pp. 214 – 256, ISSN 0861-6752
<p>Researching companies' innovation activity can be particularly useful for several reasons. It provides information on the different types of innovation activity that enterprises carry out, such as whether they are engaged in research and development, whether they purchase knowledge and technology in the form of licenses or just finished equipment, or use another external knowledge. Data can also be obtained on employee training in relation to the development and implementation of innovations, as well as whether changes are being made in the form of organizational and managerial innovations. In this regard, quantitative cost measures for each innovation activity are an important measure of the level of innovation activity of enterprises, industry and the economy as a whole.</p> <p>The subject of the research is the innovation activity of enterprises in the industrial sector in Varna region. The research is focused on the companies or their units that operate in the region of Varna and the surrounding area and in this regard the object of study are industrial enterprises in the Varna region.</p> <p>The main scientific achievement of the research is to theoretically clarify the innovation activity in industrial enterprises in the Varna region, to draw conclusions that are useful for achieving higher competitiveness of companies.</p> <p>The essence of innovation and innovation activity has been consistently clarified in the development. Afterwards an analysis of the innovation activity in the industrial enterprises of Varna region for the period 2009 - 2013 was performed. Trends in this area related to the impact of the economic crisis (2008-2009) and the resulting problems have been revealed. Based on the comprehensive and in-depth analysis, important conclusions have been formulated regarding the specifics of the innovation activity of industrial enterprises in the Varna region for 2009-2013, the most important of which are:</p> <ol style="list-style-type: none"> <li>1. The level of innovation activity of Varna's industrial enterprises is relatively low, the most common being the purchase of equipment and machinery specifically designed for the introduction of new or significantly improved products or processes.</li> <li>2. The state does not stimulate innovation enough, unlike developed industrial countries. Managers of companies that do not take full advantage of existing innovation funding programs also contribute to this.</li> <li>3. In order for innovations to be a factor for intensive growth of the Bulgarian industry, it is especially important to stimulate the innovation and inventive activity of companies and individuals, which is a prerequisite for increasing the level of basic innovations in the economy.</li> </ol> <p>The unsatisfactory state of innovation activity in industry in the Varna region requires the creation of better conditions for companies that progress in innovations. From this point of view, it is imperative that adequate actions should be taken by the state and municipalities, as well as by the managers of individual enterprises. The effect of the joint application of measures at all levels will give the desired result, and more precisely - increasing the competitive level of enterprises and therefore, improving living standards in the country.</p>		

### III. Scientific articles

General number	Number in the category	Title
3	1	Pavlov, P., Innovation Policies and Mechanisms Used for Stimulating the Innovations in the Five Leading African Countries, <i>Izvestiya Journal of Varna University of Economics</i> , Varna : Science and Economic Publ. House, 65, 2021, 2, 176-190. ISSN 2367-6361
<p>One of the main goals of innovation policy, except meeting various needs in society, is to increase the competitiveness of the economy. From this point of view, innovation policy could be a very powerful tool in the hands of governments, because economic growth also tends to increase population's well-being and improve the quality of life – crucial for all African countries.</p> <p>The scientific objective of the article is to identify the different levers, models and specific incentives for innovations and research and development (R&amp;D) in the five leading African countries in this purview, according to the Global Innovation Index 2020.</p> <p>One of the last associations we would make in terms of innovation is the continent of Africa. Perhaps because the economic development of most African countries is much less important than the world's leading economies, since many African countries have been independent for only a few decades, and because in most of them the essential difficulties do not result from how to achieve the highest standard of living, but rather how to overcome general problems such as hunger or providing the population with medicines or basic necessities. However, there are several African countries that pay special attention to innovations and pursue targeted policies to stimulate it.</p> <p>In the article, after clarifying the nature of innovation policy, are examined in detail the policies and various levers to stimulate innovation in Mauritius, South Africa, Tunisia, Morocco and Kenya - the top five countries in Africa in the purview of innovation. Additional analyzes and conclusions have been summarized, on the basis of which recommendations have been made for the improvement of a renewed innovation policy of Bulgaria.</p>		
General number	Number in the category	Title
4	2	Pavlov, P., Innovation policies in five leading countries in Latin America, <i>European Scientific e-Journal</i> . 8 (14). <i>Actual Issues of Management Development : Collection of Scientific Articles</i> , Hlučín-Bobrovníky : “Anisiia Tomanek” OSVČ., 2021, 8 (14), 33-52, ISSN 2695-0243
<p>The importance of innovation for economic growth and for improving people's quality of life in recent years is palpable. In this regard, it is important to study the various policies that countries implement to improve innovation activity. The objective of the article is to identify various levers, models and specific incentives for innovation and research and development (R&amp;D) in the five leading Latin American countries in this purview and to draw conclusions and guidelines that are useful for both scientific point of view, as well as for improving the innovation policy of Bulgaria.</p> <p>When speaking of innovation, it usually links to the world's leading economies in North America, Europe and East Asia. But we must keep in mind that, in fact, efforts are being made in all parts of the world to stimulate innovation. Moreover, in many countries with weaker economies, relatively high efficiency of the implemented measures has been achieved. On the other hand, useful conclusions can be drawn from policies in countries that spend giant amounts of money but show less efficiency in the area of innovation.</p>		

Such examples are found in several Latin American countries that are leaders in innovation among others in the region, according to the Global Innovation Index (GII) for 2020. After clarifying the nature of innovation policy, the article examines in detail the policies and various levers to stimulate innovation in Chile, Mexico, Costa Rica, Brazil and Colombia - the five leading countries in Latin America in the purview of innovation. Additional analyzes and conclusions have been summarized, on the basis of which recommendations have been made for the improvement of a renewed innovation policy of Bulgaria.

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
5	3	Pavlov, P., Alternatives for financing innovation activity in Bulgarian enterprises. Izvestiya Journal of Varna University of Economics, Varna : Science and Economic Publ. House, 66, 2022, 2, 170-184, ISSN 1310-0343.

Nowadays in this high-tech world, innovation is a key to the development of both economies and societies. But in order for the innovation activity in the enterprises and organizations to be successful, one of the required conditions is that it should be financially secured in advance.

The scientific purpose of the article is to identify various alternatives for financing the innovation activities of Bulgarian companies and organizations and to derive their features and characteristics. On this base, guidelines are proposed to increase the access opportunities of financing innovations and innovation activity in Bulgarian enterprises.

The research clarifies what is the financing of innovation activity and innovation. In order to explain the theoretical aspects of financing innovations, a wide range of publications of authors who have worked in the purview of innovations, innovation activity and their financing have been examined and systematized. It is noted that the innovation activity of enterprises depends on the one hand of the macro environment and especially the financial system. On the other hand, it strongly depends on the companies themselves with their financial, scientific and technical, industrial, marketing and management capacity. Besides, access and different funding alternatives are very different depending on the stage of development of an innovation. The types of sources for financing innovation and innovation activity in Bulgaria are discussed in detail. Conclusions have been made and guidelines have been given to catch up with the leading economies in terms of more efficient and correct use of national and European funds, as well as on the mechanisms for financing and supporting innovation at regional level.

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
6	4	Pavlov, P., Restructuring and opportunities to improve the condition of enterprises. Izvestiya Journal of Varna University of Economics, Varna : Science and Economic Publ. House, 65, 2021, 3, 265-279, ISSN 1310-0343

Enterprises are being restructured for a variety of reasons, such as improving efficiency, optimizing costs, increasing productivity, and better management with rapid business growth. But restructuring is also needed when companies are in difficulty or, even more seriously, when they are on the verge of bankruptcy. The scientific objective of the article is to clarify what is the restructuring of the enterprise from an economic point of view and to identify possible actions to improve the situation of troubled companies. The subject of the research is the restructuring of enterprises, and the object is all Bulgarian companies that are hampered

by the economic and health crisis, as well as those that are realizing very fast development and expansion.

The article clarifies the essence of restructuring at the enterprise level, the types, approaches, strategies and motives for restructuring. Specific areas of possible change in connection with the restructuring and improvement of companies are being considered. Specific solutions have been proposed in connection with the restructuring of enterprises and the improvement of their activity, which would be useful both from a scientific point of view and for the real business.

Various research methods and approaches have been used in the development, including methods of analysis and synthesis, as well as systematic, complex and interdisciplinary approaches.

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
7	5	Pavlov, P., Invention and Patent Activity in Bulgaria in the Period 2012 - 2017, Economic Archive, Svishtov : Acad. Publ. house "Tsenov", Year 73, 2020, 1; 27 - 43, ISSN 0323-9004.

Patents provide serious protection for inventors, thereby enabling them to recoup costs more quickly and, on the other hand, to gain bigger market share or to protect existing positions in a competitive environment. In this regard, the objective of the article is to establish the dynamics and trends in the inventive activity carried out by local and foreign applicants and on this base to make useful conclusions and guidelines for business. The subject of research in the article are both the patents issued between 2012 and 2017 by the Bulgarian Patent Office and those by the European Patent Office that have effect in the territory of the Republic of Bulgaria, for which a translation of the description and patent claims is presented in Bulgarian. The object of the research is the inventive activity both in Bulgaria and that which concerns the Bulgarian reality in foreign applicants who want the effect of their patents to cover the Bulgarian territory.

The following main tasks of the research are achieved in the article, which are subordinated to the scientific goal:

1. The theoretical and methodological aspects of inventive and patent activity are revealed.
2. An analysis of the Bulgarian and foreign inventive activity related to action on the territory of the Republic of Bulgaria for the period 2012-2017 has been made.
3. Important conclusions have been made regarding the inventive activity of Bulgarian and foreign inventors with patents valid on the territory of the Republic of Bulgaria.

The study is based on a systematic approach, analyzing data from the information files of the Patent Office of the Republic of Bulgaria for the period 2012 - 2017. The study shows that Bulgaria is of interest to patent holders mainly from the EU, USA, Switzerland and Japan. On the other hand, Bulgarian applicants are not active enough in inventive activity, which affects the competitiveness of the national economy.

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
8	6	Pavlov, P., Innovation Strategies in the Industrial Enterprises of the Varna Region, Economic Archive, Svishtov : Acad. Publ. house "Tsenov", Year 70, 2017, 4; 42 - 55, ISSN 0323-9004.

Innovations in the modern economy are not less important than all other factors of production, such as labour, capital and land. Not only that they help to solve in a new way the existing problems in business, but also contribute to the preservation of industries that are dying in certain regions due to lack of staff, increase the competitiveness of companies and

entire economies, meet new or existing societal needs. In order for different types of innovations to be implemented and put on the market, the organizations that offer them need to have specific strategies on how to make them happen. The innovation strategy of the enterprise refers to specific activities, such as development, implementation, realization of novations. The innovation strategy is an important factor for the successful implementation of both product and technological and organizational and managerial innovations, and hence for improving the market position of innovative enterprises. This fully applies to industrial enterprises in the Varna region.

The subject of research in the article are the innovation strategies of the enterprises from the industrial sector in Varna region, and the object are the industrial enterprises from the Varna region.

The scientific purpose of the article is after theoretical clarification and analysis of innovation strategies in industrial enterprises in the Varna region, to draw conclusions and provide guidelines that are useful for achieving higher competitiveness of companies. The development consistently reveals the theoretical and methodological aspects of innovation strategies applied by enterprises; the presence or absence of innovation strategies in the studied enterprises have been established and analyses have been accomplished; conclusions have been drawn and guidelines have been given for improving innovation in enterprises in the Varna region.

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
9	7	Pavlov, P., Innovations in the industrial enterprises from Varna region Izvestiya Journal of Varna University of Economics, Varna, 2004, 4, 74-84, ISSN 1310-0343

The scientific objective of the article is to analyze the innovations in the enterprises of Varna region for the period 1996 - 2003, based on information from a survey in 42 companies in the industry and on this base to create a model of an industrial enterprise making innovations. The main features of the study are: legal form; size of enterprises; presence or absence of a trademark and patents; number of years in which profit is reported; presence or absence of product, technological, organizational and managerial innovations; percentage of costs set aside for new products, technologies, tools, equipment; environmental friendliness of production; stimulation by the state. An attempt has been made to cover enterprises from all industries, with different numbers of staff and different legal forms.

Based on the analyzes and conclusions, the following model of the industrial enterprise from the Varna region, which makes innovations, is presented: It has a staff of over 100 people; there is a separate department dealing with research and development; has a written strategy in the purview of innovation; operates in the area of mechanical engineering, chemistry or is from the light industry; it is profitable and allocates more than 10% of the total costs for new product or technological developments; maintains customer feedback and works without any incentives, relief or support from the state. In addition, it was found that the average level of innovation in industrial enterprises in the region is very low and therefore, companies from Varna industry can expect serious problems in Bulgaria's accession to the European Union.

#### **IV. Research papers**

<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
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10	1	Pavlov, P., Innovation policies in some leading innovative economies, The modern logistics - business and education, Varna: Science and Economics, 2017, 323 - 335, ISBN 978-954-21-0954-7.
<p>Innovation is one of the most important factors for competitiveness and growth in developed economies. They encourage business productivity and competitive advantage. But in order to stimulate innovations, there must be an appropriate national innovation policy that encourages enterprises and organizations to innovate and create the necessary appropriate environment, both for the creation of innovative products and processes and their implementation. Different countries apply various specific measures to stimulate innovation, and governments are always key participants in implementing innovation policy.</p> <p>The scientific report presents the innovation policies of the top five countries according to the Global Innovation Index for 2017 - Switzerland, Sweden, the Netherlands, the United States and the United Kingdom. Conclusions are made that could be used directly or after processing for the Bulgarian conditions, the most important of which are: 1) In each of the countries special attention is paid to innovations that are fundamental for the future development of their economies; 2) All leading innovative economies spend over 1.7% of GDP on R&amp;D; 3) In all five countries there is a combination of direct funding and indirect incentives, such as tax breaks and innovation vouchers; 4) Universities have an extremely important place in the creation and implementation of innovation policy in each of the leading innovative economies.</p>		
<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
11	2	Pavlov, P., Innovation policies in some leading innovative economies - part 2, Industrial Business and Entrepreneurship - Innovations in Science and Practice: Proceedings of a scientific-practical conference dedicated to the 70th anniversary of the establishment of the specialty Industrial Business and Entrepreneurship at the University of Economics - Varna, Varna: Science and Economics, 2018, 338 - 350, ISBN 978-954-21-0982-2
<p>Innovations foster business productivity and competitive advantage. In order to innovate, there must be an appropriate national innovation policy that encourages enterprises and organizations to innovate and create the necessary appropriate environment both for the creation of innovative products and processes and for their implementation.</p> <p>Usually for the past more than a hundred years, countries with the highest standard of living have those with former colonial possessions, a rich raw material base, or a large military power, usually located in Europe or North America. However, due to innovations and their proper stimulation at the national level, a number of countries that do not have these characteristics have joined this group in the last 50 years. Moreover, some of them not only did not meet the conditions mentioned above, but they themselves were colonial possessions. The research paper examines the national innovation policies of Singapore, the Republic of Korea, Japan, China and Australia - countries in the SEAO region (Southeast Asia and Oceania). They are leaders in the area of stimulating innovation and according to the Global innovation index for 2017 and 2018, are among the top 25 in the world.</p> <p>Basic conclusions have been drawn which show that in order for an economy to be strong and innovative, it is not necessary to have a huge raw material base or to be a former colonial power, preconditions which would undoubtedly give an advantage in this case. However, it is very important for the country to have the right policy and strategy for innovative development of the national economy, to apply the appropriate fiscal incentives and to make innovation a priority for the whole society.</p>		

General number	Number in the category	Title
12	3	Pavlov, P., Main problems in the enterprises of the maritime industry in the Varna region, Perspectives for Industrial Business, International Scientific Conference, Varna, Ico-Consult, 2013, 114-118, ISBN 978-954-8235-09-9
<p>The scientific report studies the main problems in one of the most important economic sectors for the Varna region, namely the maritime industry. The object of analysis are enterprises and organizations from the maritime industry, registered and operating in the Varna region. The analysis is limited territorially and applies only to the Varna region. It covers 21 enterprises and organizations from the maritime industry with different numbers of staff and different legal form, which employ over 80% of those working in the maritime industry and own over 80% of assets in the industry.</p> <p>The maritime industry may include all enterprises engaged in business related to the design, construction, production, acquisition, operation, supply, repair, maintenance of vessels or their components, management or operation of transport lines, loading and customs brokerage services, shipyards, dry docks, maritime railways, maritime services, freight forwarding and transport services and the like.</p> <p>The scientific report analyzes the dynamics in the quantities of transported goods and passengers for the period 2006-2010; the level of education and qualification of the staff; opportunities for financial support of the maritime business; problems related to regulatory imperfections in the business in question; cooperation with non-profit organizations.</p> <p>The most important recommendations, based on the analyzes and opinions expressed by the management of the companies from the maritime industry to the state policy in supporting the business, should be: improvement of the information and communication infrastructure; financial support for new investments; issuing guarantees for obtaining bank loans; information on markets and products; relief in terms of insurance burden.</p>		
General number	Number in the category	Title
13	4	Pavlov, P., Opportunities for improving the condition of Bulgarian enterprises in the real sector, Science in support of business and society, University Publishing House, University of Economics - Varna, 2001, 88 - 92, ISBN 954-21-0111-2
<p>The scientific report outlines some opportunities to overcome the difficulties arising from the need of restructuring in Bulgarian real sector enterprises.</p> <p>The problems in enterprises arise both from the state of the macro environment in which they operate and from internal conditions and needs. From this point of view, the reasons why restructuring should be resorted to (including managerial, technological, organizational, technical or otherwise) are divided into two major groups - external and internal for companies.</p> <p>As the external causes of companies are much more difficult to influence, the report proposes options for action on the problems caused by the microenvironment in order to overcome them. Possible actions in the area of management, organization, financial control, marketing, quality, service, finance and labor productivity are presented.</p>		
General number	Number in the category	Title



14	5	Pavlov, P., Improving Innovation Opportunities in Bulgarian Enterprises, International Symposium, Contemporary Processes of Economic Development in the Countries of Southeast Europe, Prilep, Macedonia, Kiro Dandaro, Bitola, 2000, 762-766. ISBN 9989-785-26-0
<p>This report presents some of the main reasons for the low innovation of Bulgarian industry and based on that recommendations are made to overcome the difficulties related to innovation in enterprises.</p> <p>The reasons for the low innovation of Bulgarian industrial enterprises by 2000 are divided into two groups - related to the impact of the macro environment and those that are entirely internal to the enterprise.</p> <p>Due to the reasons already stated, a total of 24 following recommendations for improving the current situation have been proposed, which are also divided into two groups - measures at the macro level and those at the enterprise level.</p> <p>Finally, it is summarized that in order to improve the opportunities for innovation in Bulgarian enterprises, not only the efforts of market participants and the mandatory participation of the state are needed, but also the companies themselves need to realize the need for innovation to make them more competitive, more efficient and more profitable.</p>		
<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
15	6	Pavlov, P., Mechanisms to stimulate innovation, Development of the industry in market conditions, Sofia: UNWE, 1997, 175 - 179.
<p>The report clarifies what is innovation policy and presents some of the main mechanisms by which the state can influence the innovation activity of economic entities. In this regard, attention has been paid to major research programs that accelerate the spread of high technology; financial assistance for the recruitment personnel, occupied with research and technical activity; the allocation of funds for the provision of consulting services and tax relief.</p> <p>The main mechanisms used to stimulate innovation and innovation in the United States, Japan, Germany, Britain, France, Sweden, Belgium, Spain, South Korea and Canada are discussed. The main characteristics of science, technology and innovation in Eastern and Central Europe as of 1996-97 are presented. An attempt has been made to indicate the reasons for their unsatisfactory condition and specific conclusions have been proposed.</p>		
<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
16	7	Pavlov, P., Eco-credits trade and innovations, Economic mechanism in the conditions of inflation policy, Varna: University Publishing House UE-Varna, 1998, 35 – 38, ISBN 954-21-0057-4
<p>The scientific report presents a particularly important issue for the whole society, related to environmental pollution. The opportunities provided by the administrative and market mechanisms for improving the environmental friendliness of the activities of economic entities are presented, incl. through the tax system, pricing policies, etc.</p> <p>An option has been proposed that is significantly more marketable than the approaches applied at that time (until 1998) aimed at polluting businesses. Moreover, it could act in two ways in a positive way, on the one hand improving the environmental friendliness of the whole economy and, on the other hand, increasing its innovation.</p>		

## V. Textbooks and practical textbooks

General number	Number in the category	Title
17	1	Stanev, V., Pavlov, P., Corporate Intellectual Property Management, Varna: Science and Economics, 2016, 245 pages, ISBN 978-954-21-0883-2
<p>The textbook is developed in accordance with the curriculum of the discipline of the same name, studied in a master's degree, majoring in Corporate Business and Management at the University of Economics - Varna until 2018. The main goal of the authors in writing the textbook is to summarize the achievements of the theory in the area of intellectual property and to provide students with modern knowledge of scientific discoveries, industrial property, copyright and related rights and know-how.</p> <p><b>Summary of the parts developed by Chief Assistant Dr. Plamen Pavlov.</b></p> <p>Plamen Pavlov has independently developed topics 5, 8, 11, 13 and 15 of the textbook. Topic five discusses in detail the utility model as an element of industrial property. The basic requirements for its registration, legal protection and the operation of utility models are clarified. Topic 8 focuses on the nature, registration, protection, rights and limitations of the Community trade mark (valid throughout the EU). Topic 11 discusses the nature, scope and features of industrial design protection. Attention is also paid to violations and sanctions in connection with it. Topic 13 clarifies the possibilities for protection against acts of unfair competition, as well as the degree of harmonization of national intellectual property laws with the requirements of the World Intellectual Property Organization. Topic 15 discusses the nature and types of know-how, as well as the specifics of trade secrets.</p>		
General number	Number in the category	Title
18	2	Stanev, V., Pavlov, P., Industrial Technologies and Technological Strategies, - Varna: Univ. ed. Science and Economics, 2014, 326 pages, ISBN 978-954-21-0759-0
<p>The textbook "Industrial Technologies and Technological Strategies" is intended for students majoring in "Industrial Business" at the University of Economics - Varna, but can also be used by students from other specialties such as "Agricultural Economics", "Commodity Science" and others practitioners. The study material is developed in accordance with the curriculum of the discipline of the same name and its content is consistent with the requirements for the preparation of students of economics.</p> <p><b>Summary of the parts developed by Chief Assistant Dr. Plamen Pavlov.</b></p> <p>Plamen Pavlov has independently developed topic 6 of the textbook. It is dedicated to technological development, technological policy and technological strategies. The connection of the technological policy with the economic, industrial and innovation policy of the state has been clarified. The essence of the technological policy and its main elements are considered. Serious attention is paid to the technological strategies in the companies. Their nature, the main types, as well as the factors on which the choice of a specific technological strategy depends are presented. The main factors that determine the success in the purview of high technology of American and Japanese companies are specified.</p>		
General number	Number in the category	Title

19	3	Shineva, R., Pavlov, P., Organization of Labor in Industry, Varna: University Press, University of Economics - Varna, 2008, 180 pages, ISBN 978-954-21-0331-8
<p>The textbook “Organization of Labor in Industry” is intended for students majoring in “Industrial Business” at the University of Economics - Varna, but can also be used by practitioners. The study material is developed in accordance with the curriculum of the discipline of the same name and is consistent with the requirements for the preparation of students of economics.</p> <p><b>Summary of the parts developed by Chief Assistant Dr. Plamen Pavlov.</b></p> <p>Plamen Pavlov has independently developed chapters 9, 10 and 11 of the textbook. Chapter 9 clarifies the nature, the key objectives and the fundamental methods of labor evaluation. Particular attention is paid to the methods “Grading”, “Pairwise comparison”, “Rating scale” and “Scoring”.</p> <p>Chapter 10 is devoted to wages. The essence of the salary, the main goals pursued by the staff and the employers in the payment of labor are examined in detail. The factors on the salary, its main elements are clarified. Serious attention is paid to the forms and systems of wages that are applied in Bulgaria.</p> <p>Chapter 11 discusses the internal organization of management and administration, internal organizational relations and the basic principles of work organization of administration and management staff.</p>		
<b>General number</b>	<b>Number in the category</b>	<b>Title</b>
20	4	Blagoev, B., Ivanov, I., Shineva, R., Angelov, D., Marinov, M., Petrov, I., Bliznakov, M., Yanakiev, V., Kirechev, D., Pavlov, P., Economics of the enterprise, Varna: Univ. ed. UE, 2001, 296 pages, ISBN 954-21-0141-4
<p>The textbook “Economics of Enterprise” is intended for students of the University of Economics - Varna, but would be useful to many professionals and managers of business practice. The study material is developed in accordance with the curriculum of the discipline of the same name and is consistent with the requirements for the preparation of students of economics.</p> <p><b>Summary of the parts developed by Chief Assistant Dr. Plamen Pavlov.</b></p> <p>Plamen Pavlov has independently developed paragraphs 6.1, 6.2, 6.3 and 6.4 of the textbook, as well as paragraph 8.3, in co-authorship. Paragraph 6.1 clarifies the concepts of technical progress and technological development. Attention is also paid to scientific and technical policy. Section 6.2. is dedicated to innovation in the enterprise. Different types of innovations according to different classifications are considered.</p> <p>Section 6.3 discusses the various elements of intellectual property. Attention is paid to scientific discovery, copyright and related rights, know-how, as well as elements of industrial property. The inventions, utility models, trademarks and service marks, geographical indications of origin, industrial designs and protection against unfair competition are clarified.</p> <p>Paragraph 6.4 deals with the quality of the enterprise's production and quality management. The concepts of standardization, planning, stimulation and quality control are considered.</p> <p>Paragraph 8.3 clarifies what are the company's securities. The different types of securities are considered, incl. shares, bonds, bills of exchange, promissory notes and checks</p>		