



ABSTRACTS

of scientific publications of chief assist prof Svilen Venkov Ivanov, Department of Marketing, University of Economics – Varna for participation in a competition for the academic position “Associate Professor” in the scientific specialty “Marketing (analysis of marketing content)”, published in State Gazette issue 36 / 2022, p. 128

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

I. Monograph

General number	Number in the category	Title
1.	1.	Ivanov, S. Semiotic analysis in advertising research, Varna : Science and Economics, 2021, 206. - (Monographic library Prof. Tsani Kalyandjiev; Book 73). ISBN 978-954-21-1069-9
<p>The focus of the study is on the use of semiotic analysis in conducting advertising research of experimental design. In it there are defined major semiotic concepts, which can be used in the analysis of the advertising copy. There is presented an overview of the use of applied semiotic analysis and are formulated guidelines for its use in the analysis of television advertisements. There is given a review of scientific publications connected with the use of preliminary advertising tests, qualitative methods and experimental design research in the study of the impact of advertising. Formulated are guidelines for the use of semiotic analysis within the research on advertising and advertising creativity. There is also justified the use of a multidisciplinary approach, by advancing a combination of various research methods. There are described the findings of the conducted empirical study, and are also analyzed the advertisements used as independent variables in the experiments that have been made. Based on the results that have been obtained and the conclusions drawn there is put forward a procedure for the use of applied semiotic analysis within advertising research.</p>		

II. Other monographs and extended scientific articles

General number	Number in the category	Title
2.	1.	Ivanov, S. Marketing efficiency in the production and marketing of organic products in Bulgaria. Knowledge and Business. Varna 2021, ISBN 978-619-210-059-9
<p>The subject of this study is marketing investments in the production and sale of bio products and the process of measuring the marketing efficiency of investments in bio products. The purpose of the study is to analyze the evaluations of the participants in the market of bio products in Bulgaria with a view to proposing an applicable process for determining, measuring and evaluating the marketing efficiency of the companies. Several research tasks are solved for achieving the purpose of the dissertation:</p>		



1. Description and analysis of the methods for measuring and evaluating the results of marketing investments in theoretical terms. To formulate a proposal for a process of research and determination of the marketing efficiency of investments in bio products.
2. Conducting research on the market of bio products in order to define the main types of participants in it and the existing relationships between them.
3. Conducting research and analysis of the reasons that have a direct impact on the choice of bio products, as well as determining the level of satisfaction with their supply.
4. Research of existing practices for determining and measuring the result of marketing investments in bio products used by participants in the Bulgarian market. Analyzing the opinions of consumers and companies.
5. Creating a conceptual model of the process for determining the marketing efficiency of investments in bio products.

The following scientific and applicable contributions have been achieved on the basis of the carried out research and the application of a number of approaches, methods and analyzes:

1. Based on a literature review, a summary criterion for distinguishing marketing investments from marketing costs is proposed.
2. A way to determine the marketing efficiency of investments is proposed in theoretical terms and the need for its application in practice is argued.
3. An author's process for evaluating the marketing efficiency of investments is proposed.
4. Consumer expectations and satisfaction with the supply of organic products on a test market are described and analyzed.
5. A conceptual model for the organization of information processes, ensuring the management of marketing efficiency in the practice of companies is proposed.

The monograph is based on a defended dissertation on 27.06.2014 at the University of Economics Varna at a meeting of the Scientific Jury.

3.	2.	Krалева, V., Иванов, S., Шиваров, A., Георгиева, M. Relacionata "Activizm - sustainable consumption". Varna : Science and Economics, 2020, 210. ISBN 978-954-21-1054-5
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The monograph is developed within the scientific project NP 17/2018 on the topic "The relation "Activism - Sustainable Consumption", funded by the funds allocated from the state budget of the University of Economics - Varna for research for the period 2018 - 2020. The paper describes the results of the studies conducted in the period, with the main focus falling on the study of the links between active citizenship and attitudes towards sustainable consumption of the respondents involved in the different stages of the study. Senior Assistant Dr. Svilen Ivanov is the author of the third and fourth chapters of the monograph and the sixth chapter co-authored.

Chapter 3 of the monograph, **Ideals and Reality - The Mismatch as a Driver of Sustainable Behaviour**, describes the results of a pilot study conducted to develop a scale to measure the mismatch between respondents' ideal perceptions of the SDGs and their assessments of how and to what extent the SDGs are actually being addressed in Bulgaria. The main task of the study is to gather empirical information on the basis of which to identify the key factors for measuring the gaps between the ideal perception and the assessments of reality. It is argued that this discrepancy can be seen as a "trigger" motivating people's sustainable behaviour in its two manifestations - activism and consumption. Based on the results, a scale to measure the gap is proposed and guidelines are given for profiling consumers with sustainable behaviour



in the next stage of the overall study.

The fourth chapter - **Sustainable Consumer Behaviour - A Qualitative Study** presents the results of a qualitative study conducted with respondents from three countries - Bulgaria, Romania and Serbia. The objectives of this study were to gather primary information related to the underlying motives that condition several more important aspects of sustainable behaviour of people in its two main manifestations - activism and consumption. Special attention is paid to the assessments given by respondents about the actions of the main actors in the defined areas of sustainable behaviour - households, institutions and businesses. The chapter describes respondents' motivations for engaging in civic initiatives and for their sustainable consumption, drawing conclusions about the predominantly self-centred nature of motivation.

Chapter Six - **Sustainable Consumer Behaviour and Corporate Social Responsibility** - argues that the actions of companies related to their corporate social responsibility (CSR) essentially encompass efforts to achieve the goals of sustainable development in its three directions - economic, social and environmental. The paper presents the results of a content analysis of the communications of companies from Bulgaria, Serbia and Romania aimed at promoting practices derived from the basic principles of CSR in order to highlight the similarities and differences in the strategies and marketing tools used. The chapter formulates basic recommendations concerning the use of the research results for positioning products and services in the segment of consumers with different manifestations of sustainable behaviour.

4.	3.	Georgieva, M., Kraleva, V., Ivanov, S. Good Practices in the Field of Corporate Social Responsibility (Comparative Analysis for Bulgaria, Romania and Serbia). Economic Studies [Икономически изследвания], Sofia : Economic Research Institute at the Bulgarian Academy of Sciences, 30, 2021, 6, 169-191., ISSN 0205-3292
Many companies in the market today face the challenge of finding an effective way to fulfil their role as good corporate citizens – companies that “do well by doing good”. The authors of the study consider the Corporate Social Responsibility as a practically applicable method to achieve this balance. The study provides a comparative analysis between companies recognized as socially responsible in Bulgaria, Romania and Serbia, by presenting the main aspects of the initiatives that lead to these companies to be identified as a benchmark in the implementation of CSR policies. On this basis, the authors of the study: (1) outline key areas of CSR in the countries concerned by defining similarities and differences in the scope and the content of the initiatives that companies initiate and/or engage in; (2) highlight good practices in the field of CSR, where there is a possibility for transfer of know-how among companies from the three countries; (3) identify areas with underdeveloped potential in which companies in the countries concerned can focus their efforts and resources in order to optimize their engagement in the field of CSR. The results of the conducted analysis are compared with the point of view of consumers who take both the roles of beneficiaries of the effects of socially responsible behaviour of companies and of active participants in market relations, having the power to motivate and require companies to be conscious corporate citizens. The purpose of the comparison is to find unused positioning opportunities through specific actions related to CSR in specific consumer segments and/or to outline opportunities for optimizing communications in this direction.		
5.	4.	Ivanov, S., Analyzing the Advertising Content through Qualitative Methods. Economics and Computer Science [Икономика и компютърни науки] : [Electronic] scientific journal, Varna :



		Knowledge and Business, 7, 2021, 2, 52-63. ISSN 2367-7791
<p>The main goal of the study is to point out the need to use a multidisciplinary approach in the analysis of advertising content. The scope of the study includes the use of qualitative methods for data collection in advertising research, the role and importance of applied semiotic analysis of advertising text. Recommendations for the use of primary qualitative data are formulated in order to overcome the subjective point of view of the researcher. Special attention is paid to the use of reduced focus groups, arguing the relevance of the European approach in designing and conducting them in relation to the objectives of advertising analysis. The scope of the proposed study includes two different advertisements of two competing beer brands on the Bulgarian market. Based on quality data collected through a reduced focus group, the meanings that respondents attach to the signs used in the tested advertisements are derived, and a semiotic analysis procedure draws conclusions about the differences in perceptions of female audiences of these two brands. The results of the research can be used as guidelines for conducting preliminary advertising tests conducted with limited research resources related to the study of the perception of the elements included in the advertising text and their role in consumer evaluations of advertising. Also, the results obtained can be considered when designing a research tool to collect quantitative data for preliminary advertising tests.</p>		
6.	5.	Ivanov, S. Preliminary tests of marketing content - practices and alternatives. Newmedia21. The media of the 21 century, Sofia : St. Kliment Ohridski, 2022, March, 11, 1-25. ISSN 1314-3794
<p>The main purpose of this article is to present the results of a pilot research of the practices of pre-tests of advertising and PR content in Bulgaria. Based on a literature review of existing practices for pre-tests and the results of previous publications, a research tool was designed, and an online survey was conducted among representatives of advertising and PR agencies and specialists. The survey was conducted in February 2022 and included 32 respondents. The sample used is non-random, formed based on the respondents, selected using the "snowball" method. Although they are not representative of the industry, the results of the study can be considered as providing information on the main trends related to the use of pre-tests of marketing content in Bulgaria, as well as outline important problems of their implementation. At the end of the article, based on the literature review and the presented results of the pilot research, recommendations are formulated to overcome the problems identified in the study before the application of preliminary tests of marketing content.</p>		

III. Scientific articles

General number	Number in the category	Title
7.	1.	Kraleva, V., Ivanov, S., Maric, R. Zones of Activism and Sustainable Consumption - Insights from Bulgaria, Romania and Serbia, Journal of Sustainable Development, Skopje : Integrated Business Faculty, 10, 2020, 24, 66 - 78. ISSN 1857-8519
<p>With the COVID-19 outbreak the world was faced with undeniable evidence of the impact that human activity has on Earth. Only a few months of quarantine were enough for the air in traditionally polluted cities to get cleaner. Inevitably it changes the perception of sustainable human behaviour. Although the main study in this paper was conducted before the outbreak of</p>		



the COVID-19 pandemic, its main purpose is directly related to this process of awareness wakening accelerated by social isolation. The importance of the role played by individuals for the protection of the environment and for sustainable development is obvious with regard to the results achieved by simply restricting consumption. And while currently no one can say whether and to what extent these trends will be kept in the long-term, it is important to study the ways in which individuals perceive this role, because it shapes their conscious behaviour and actions. The purpose of this paper is to examine the areas of activism and sustainable behaviour of individuals, determined by the motives of this behaviour. In order to achieve this main goal, there were conducted in-depth interviews with respondents from Bulgaria, Serbia and Romania. The respondents from the three countries included in the study cover six main profiles of consumers with sustainable behaviour. A debate on the ego- and eco-centricity of the motives for sustainable action is presented. The results from the analysis of the collected qualitative data show that recycling is defined as the most important marker of the contribution of individuals to achieving sustainability, as opposed to the consumption of organic and eco-products, the reuse of goods and the reduction of energy consumption by households.

8.	2.	Krleva, V., Ivanov, S. Насоки за изследване на релацията активизъм-устойчиво потребление = The Relation Activism-Sustainable Consumption – Designing the Measurement Instrument. Управление и устойчиво развитие = Management and Sustainable Development : XXI международна научна конференция, 22 – 24 март 2019, Юндола, България : Програма и резюмета, София : Лесотехнически университет, 2019, с. 22 ; 111. ISSN 1311-4506
<p>The steadily growing number of people getting involved in sustainable initiatives is a sign of the increasing sensitivity of society at large to global and regional development issues. This can be taken as a signal of the growing role of sustainable behaviour of people on both economic processes and on solving key social and environmental challenges. Much of the theoretical and empirical research conducted to date has predominantly considered consumer behaviour as buyers, but not as activists. This, in turn, leads to the danger of a one-sided understanding of consumers' motives and reactions related to sustainable behaviour, as well as the factors that determine it. Another unexplored issue is the influence of active citizenship on consumer habits and preferences. The main objective of this paper is to formulate guidelines for the development of a tool to investigate the factors leading to the manifestation of sustainable consumer behaviour in two interrelated domains - as consumers and as activists. In this regard, a literature review of research in the field of sustainable behaviour and activism is conducted and groups of variables are formulated based on a theoretical model developed by the authors. Desk research, analysis and synthesis, and qualitative methods of primary data collection were used to accomplish the tasks. As a result of the research, guidelines have been formulated for the development of a research instrument that can be used in the study of the activism-sustainable consumption relation, which can create conditions for a more complete understanding of sustainable human behaviour.</p>		
9.	3.	Kehayova-Stoycheva, M., Ivanov, S., Nedev, Y. Business training on sustainable development, decommissioning Management and Sustainable Development, Sofia, Forest Technical University, 38, 2013, 1, 88 - 91. ISSN 1311-4506



Sustainable developments of our civilization have long crossed the imaginary concept that borders to unreality. Scientists from different fields and decisions of different international and national forums show that the problems of resource use and sustainability of the environment are ripe to the extend in which the future of our planet and our civilization is critical. This leads to the idea that high-level conceptual and strategic issues for sustainable development need to be converted into working practices, approaches, methods, programs, tactics and operative actions of the organizations. To enable the implementation of this logic is necessary problems of sustainable development to be widely widespread in the curricula for students in business studies. This paper aims to monitor the degree of spread of disciplines related to issues of sustainable development in various degrees. The author's idea is to make a comparison between the practices of leading European, American and Asian universities and practice of the Bulgarian universities. The method applied here is content analysis of the curricula in business studies. Here is used the more widely term for the direction of training, business education, because of the differences that exist in the world practice.

10.	4.	Ivanov, S., Krалеva, V. Действащи лица за постигане на устойчиво развитие - очаквания и оценки за ефективност = Main Actors for Sustainable Development - Expectations and Perceptions of Effectiveness. Управление и устойчиво развитие = Management and Sustainable Development : XXI международна научна конференция, 22 - 24 март 2019, Юндола, България : Програма и резюмета, София : Лесотехнически университет, 2019, с. 51 ; 108. ISSN 1311-4506
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With the adoption of the new 2030 Strategy and its 17 goals, the European Commission has emphasised the importance of synergies between different institutions in achieving sustainable development. In relation to this topical issue, the main objective of the study is to explore the role and importance of the state, business, society and the individual in achieving sustainability. The relationships between (1) users' assessments of the importance of key players in achieving sustainability and their assessments of the effectiveness of their actions, and (2) respondents' demographic and behavioural characteristics and their ratings are explored. The study is based on empirical data collected through an online survey of 193 adult citizens of the Republic of Bulgaria, some of whom have accumulated experience related to solving social and environmental problems. Statistical methods such as univariate and bivariate distributions, hypothesis testing, and correlation analysis were used to analyze the collected data. The results of the analysis indicate that demographic and behavioral characteristics have little influence on the sustainability assessments formed, and that the actions of the state, business, society, and the individual are perceived as ineffective in balancing economic and social interests. The actions of the four players are also identified as weakly effective in achieving sustainability in the other two areas - economic development/environment and environment/social interests.

11.	5.	Kehayova-Stoycheva, M., Ivanov, S., Nedev, J. Sustainable Marketing Activities in the Green Circle, Management and Sustainable Development, Sofia., 38, 2013, 1, 43 - 48. ISSN 1311-4506
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Current trends in market development are related to the fragmentation of consumers and the formation of sustainable sub-segments. From this point of view, identifying the needs of smaller groups of consumers can be one of the main competitive advantages of companies



operating in such markets. Over the last few years, there have been trends towards the emergence of high net worth consumers as a distinct group for whom the concept of sustainability is becoming a defining feature. This necessitates the use of marketing activities that are directly linked to the concept of sustainable development. This report aims to trace Bulgarian marketing activities in the direction of sustainable marketing. The Green Circle, an initiative of several Bulgarian media, has already brought together more than 100 Bulgarian organisations from different sectors. It is these organisations and their commitments and behaviour that are the subject of the article.		
12.	6.	Ivanov, S. Marketing Effectiveness of Small Firms Investments. Izvestia. J. of Univ. of Econ. - Varna , 2014, № 2, c. 42 - 52. ISSN 2367-6357
Marketing efficiency acquires ever-increasing importance, both for the scientific community, and in the practice. At the corporate level there have - in theoretical plan - been developed and are applied a multitude of metrics for its assessment. The question whether these metrics are applicable and whether they are used in the activity of companies possessing scarce resources, has not yet been studied thoroughly. The main aim of this article is to ascertain within a particular market whether or not small businesses apply in their practice the developed metrics for assessment of the marketing efficiency of their investments.		
13.	7.	Ivanov, S. Guidelines for Analysing Advertising Content Using Qualitative Methods [Рекомендации по использованию качественных методов анализа рекламы]. Drucker's Bulletin, Novochoerkassk : Southern Russian State Polytechnic University (NPI) named after M.I. Platov, 2021, 6 (44), 36-44. ISSN 2312-6469
The main purpose of this article is to justify the use of quality methods for data collection in the analysis of advertising content. Based on a comparative analysis of two advertisements of two competing brands on the Bulgarian market, recommendations are formulated for the use of quality methods such as mini focus groups to extract the meanings of the elements of the advertising text. The results are checked by analysing quantitative data thru statistical procedures. Based on this, the need to apply a multidisciplinary approach in advertising research is discussed.		

IV. Research papers

General number	Number in the category	Title
14.	1.	Ivanov, S., Kraleva, V. Consumption of organic and eco-products - motives and influences of demographic characteristics. Economic science, education and real economy: development and interactions in the digital age : Proceedings of the Jubilee International Scientific Conference in Honour of the 100th Anniversary of the Founding of IU - Varna : Vol. 2, Varna : Science and Economics, 2, 2020, 748 - 758. ISBN 978-954-21-1038-5
The main objective of this report is to analyze the motives behind the decision to consume bio and eco-products and the role that demographic characteristics play in this process. In order to fulfill this goal, there was conducted a research including a combination of qualitative and		



quantitative studies among Bulgarian respondents. In the qualitative study it was found that the main motive for the purchase of bio and ecoproducts is the care for the personal and family health of the respondents. The analysis of the quantitative data collected within the research program reveals a fairly insignificant impact of demographic characteristics on the purchasing decision. The results of the conducted research can serve to build strategies for positioning bio and eco-products on the Bulgarian market. They can also be used in further studies of the decision-making mechanism in the segment of these consumers.		
15.	2.	Ivanov, S., Kraveva, V. Media Habits and Commitment to Sustainable Development. Integrated Politics of Research and Innovation: LIMEN 2018: Conference Proceedings from the Fourth International Scientific-Business Conference, Belgrade: All in One Print Center, 2018, 579 - 583. ISBN 978-86-80194-15-8
The link between media habits and the formation of an ideal view of sustainable development (SD) is poorly researched in scientific literature. Based on an empirical study among 229 Bulgarians, this report examines the role of different media channels in the formation of consumer expectations and assessments about the role of the four actors in achieving SD: the State, Business, Society, and the Individual. The results show that there exist relations between media habits and expectations' formation, whereas such links are not expressed in assessing achievements in terms of SD.		
16.	3.	Kraveva, V., Ivanov, S. Linking Demography to the Perception of (un)Sustainability. Recent Advances in Information Technology, Tourism, Economics, Management and Agriculture : Second International Scientific Conference : ITEMA 2018 : Conference Proceedings, November 8, 2018, Graz, Austria, Belgrade : Association of Economists and Managers of the Balkans, 2018, 375 - 381. ISBN 978-86-80194-13-4
In recent years, the issues of sustainable development and how to achieve it are widely discussed in the scientific literature. At the same time, there is a lack of consensus at all levels of what sustainable development means and whose responsibility it is. If at the institutional level this issue seems to be well defined, the perception of the individual about the concept of sustainability and the associated roles is poorly explored. In this paper it is argued that people have different understanding of sustainability drivers and their importance which is combined with their individual perception of how effectively problems are solved forms a gap of unsustainability. This gap in citizens' assessments can be seen as a motivating factor for their sustainable behavior. Based on an empirical study this report aims at linking the demographic profile of respondents to their individual perception of unsustainability by analyzing the mismatch between the ideal view of sustainable development and its perceived current state. In order to measure this gap there is developed a measurement scale. The research builds on a survey with a sample of 200 participants from Bulgaria. The data obtained are analyzed through descriptive statistical methods, correlation analysis and nonparametric tests. Characteristics such as gender, age, place of residence, social status, and forms of engagement with solving social and environmental problems are investigated. On the basis of the analysis there are defined specific areas where this gap is significant. The results of the study can be used in profiling the segment of active people sensitive to the problems of sustainability. The constructed measurement scale can be used in further research of the role that the gap observed between the ideal view and the perceived reality might have as a trigger for sustainable behaviour.		



17.	4.	Ivanov, S. Opportunities for exploring the role of sound in advertising through experiment. Marketing - experience and perspectives, Varna, 2017, 742-751. ISBN 978-954-21-0931-0
Typically, in advertising research and/or pre-testing, the main task is to examine the overall impact of advertising on consumer behavior, and the role of the individual elements from which it is composed remains in the background. Thus, the contribution of each of the elements of advertising to the cumulative effect of the impact is insufficiently understood and as a final result - difficult to correct, so that advertising can achieve its objectives more effectively. The main purpose of this report is to outline some of the advantages and disadvantages of the experiment in the study of the role of sound in advertising as part of the elements that make up the creative message.		
18.	5.	Ivanov, S. Practices of entrepreneurial marketing in a digital environment. Jubilee Scientific Conference with International Participation The New Idea in Education, Burgas, 1, 2016. ISBN 978-619-7126-28-0
Marketing skills of entrepreneurs developing small or medium-sized enterprises, can be identified as one of the key factors for the success or failure of the company. The aim of this report is to present the key marketing practices used by entrepreneurs and workers in small and medium-sized enterprises in the digital environment in order to outline the field of marketing competencies required for marketing companies on the market. The report analyzes the secondary and primary information related to the topics.		
19.	6.	Ivanov, S. Aspects of the typology of online advertising in Internet-based electronic media. // Sci. Conf. of Young Sci. Workers : 2014 : Proc. - Varna : Univ. ed. Science and Economics, 2014, c. 299 – 309. ISSN 1314-4812
The paper discusses the absence of a generally accepted typology of online advertising and provides guidelines for its construction. It defines basic characteristics of different types of Internet advertising based on which a set of classification variables can be proposed. A classification matrix is proposed, defined by the type of broadcast channel and the attributes by which content generated by electronic media, new online media and consumers, considered as media channels, can be differentiated. The discussion points related to the practical application of the proposed classification matrix and suggestions for its adaptation in different media environments are given.		
20.	7.	Ivanov, S. The Role of Social Networks for Small Businesses in Building Relations with Customers. Ukraine - Bulgaria - European Union: Current State and Prospects: Proceedings of the International Scientific Conflict, National Technical University - Kherson, UE - Varna, 2, 2014, 28 – 32. ISBN 978-966-8912-94-8
The paper examines the relationship between the social networks in which small business consumers participate and the use of social media in building and managing customer relationships. The paper discusses the need to include social media and social media marketing as part of the communication mix for small business representatives. Opportunities to optimize the costs and resources required to communicate with consumers through the use of social media are pointed out. Based on the results of an empirical study conducted among small businesses in Bulgaria, a summary of the most important metrics that companies use to evaluate the effectiveness of their online campaigns is provided. Recommendations related to the evaluation of the effectiveness of online communication campaigns in building and		



managing relationships with consumers through social media are formulated.		
21.	8.	Ivanov, S. Applied Semiotic Analysis of Creative Ads. New Challenges of Economic and Business Development - 2018 : Productivity and Economic Growth : 10th International Scientific Conference : Proceedings, May 10 - 12, 2018, Riga, University of Latvia, Riga : University of Latvia, 2018, 258 - 270. ISBN 978-9934-18-344-7
<p>One of the applications of semiotic analysis in the field of advertising is the study of the ad text elements and their interconnections. However, much less attention is paid to the impact of individual ad text elements on target customers. Semiotic analysis, combined with the experimental toolkit as part of the marketing research, makes it possible to highlight the impact of individual elements of the advertising text on customers rather than the impact of the ad as a whole, which is the common practice in pre-tests. The main purpose of this paper is to investigate the role of advertising storyline in its perception by consumers. The impact of different ads about two brand cars on an experimental group has been tested. Differences in the impact of a storyline built with and without the use of humour over the liking of advertising and the intention to buy have been studied. Focus group discussions were used to identify the variables included in the quantitative research. The main part of the study uses a quasi-experiment and a questionnaire to obtain primary data of the experiment. Such data were processed by applying some statistical procedures like one-dimensional and two-dimensional distributions, variance analysis, chi-square test, correlation analysis. Semiotic analysis of the advertising text was applied. The results of the research show a connection between the use of humour in plotting, the impact of advertising and the intention to buy. The scale used can be applied in subsequent advertising surveys. The proposed combination of semiotic analysis and experimental methods used in this paper enables a deeper study of advertising content in terms of advertising impact efficiency. Results can expand also the understanding of the impact of ad text elements on users in both theoretical and practical future research.</p>		
22.	9.	Kraleva, V., Ivanov, S. Towards a General Model of Sustainable Involvement. New Challenges of Economic and Business Development - 2018 : Productivity and Economic Growth : 10th International Scientific Conference : Proceedings, May 10 - 12, 2018, Riga, University of Latvia, Riga : University of Latvia, 2018, 358 - 366. ISBN 978-9934-18-344-7
<p>The constantly growing number of people who embrace sustainable initiatives and lifestyles is a sign of a raised social sensitivity to the universal problems of environmental change, social inequality and economic growth. In marketing literature it is echoed mainly in attempts to understand and influence consumer attitudes and behaviour towards green and fair trade products. These studies are, however, mainly concerned with the consumer as a buyer and neglect the other roles that he/she may perform with regard to sustainability. This article aims at proposing a theoretical model of the factors affecting consumer intentions for sustainable action which may take the form of both sustainable consumption and involvement which adds complexity to existing conceptualizations. The selection of variables to be included in the model is based partially on the theory of planned behaviour and the ideal point model. In order to set the basis for testing the proposed model, there is developed a scale, which measures one of the key constructs of the model-the gap between the ideal view of sustainable development and its perceived current state. The research methods used include semi-structured personal interviews and associative techniques to support the design of the model and an online survey</p>		



among target audience to empirically test the developed scale. As a result of the study some new perspectives to the explanation of how intentions for sustainable action are being formed is added. The constructed measurement scale can be used in further research that might include testing the validity of the model. Another research direction could be examining the differences imposed by varying cultural and economic backgrounds on a cross-national basis.

23.	10.	Krleva, V., Ivanov, S. Drivers and moderating factors of sustainable consumption and involvement International Multidisciplinary Scientific Geo Conference Surveying Geology and Mining Ecology Management, SGEM, 2020, 2020-August (5.2), pp. 169–176. ISBN 978-619-7603-11-8
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The paper aims at analysing the effect of different motivational drivers and moderating factors to the activation of sustainable behaviour in its two main forms - consumption and involvement. Further it aims at testing the relationship between activism and the choice and usage of products in a sustainable manner. To fulfil these tasks a theoretical model is designed on the basis of previous quantitative and qualitative research on the antecedents of sustainable behaviour. The research builds on a survey with a sample of 212 participants from Bulgaria with a different background. To analyse data there were used hypothesis testing and regression analysis. The results from the study confirm the moderating effect of locus of control and self-efficacy emphasized in literature and provide evidence for the relation between sustainable behaviour and activism. The findings, however, reveal also that behaviour, often categorized as sustainable (the triad reuse-reduce-recycle and active citizenship) is predominantly driven by factors other than the typical eco-centric values. These conclusions point on the need for rethinking how sustainable behaviour can be activated and can guide policy makers in designing a system of measures to help the transition to sustainable development. The results from this study can also assist responsible companies in building strategies for growing the segment of sustainable consumers and can be used to help further research on the relationship between sustainable consumption and involvement to track cross-national differences on similar markets.

V. Textbooks and practical textbooks

General number	Number in the category	Title
24.	1.	Vassileva, B., Ivanov, S. Social media. Varna : Science and Economics, 2022, 169. ISBN 978-954-21-1115-3

The textbook is aimed at students of the Bachelor and Master programmes, administered by the Department of Marketing at IU - Varna. The content is divided according to the curriculum of the discipline "Social Media" into six units, three of which are developed and written by chief. asst. proff. Svilen Ivanov.

Unit 2 - Social Media - examines the nature and specifics of social media. It defines the main types in terms of the characteristics of content creation and its communication with the target audiences of the media channel. A distinction is made between social media and social networks, with an emphasis on the use of the concept of networks in social media communications management. It also introduces the key concept, from a digital marketing perspective, of user personas and its use in planning and implementing digital marketing



campaigns. Emphasis is placed on basic analytical techniques for determining the effectiveness of communication and better managing it, with the focus falling on the mechanisms for determining key metrics rather than the specifics of measurement in each of the social media mentioned.

Unit 3 - Planning Creative Strategies in Social Media - looks at the planning and creative strategies involved in managing social media content. Basic terms and concepts related to marketing and communication strategy in the digital space are defined. The concepts of digital user funnel, digital user journey and traffic temperature are explored as interrelated strategies for social media content creation and management. Emphasis is placed on the use of specific marketing incentives related to these three concepts. The definition and selection of target audiences, positioning and targeting are linked to the concepts and tools discussed. The specifics of media planning in different social media are also pointed out and linked to creative strategies for visual and verbal content creation.

Unit 4 - "Advertising and advertising formats in the Internet environment" - examines the nature and specifics of advertising in the Internet environment. It provides guidelines for classifying the different types of online advertising, comparing the main characteristics of social media advertising and display advertising. The application, advantages and disadvantages of contextual advertising are discussed, linking them to the specificities of online targeting and retargeting. Guidance is given on the use of different approaches in evaluating the effectiveness of online advertising.

25.	2.	Uzunova, Y., Vassileva, B., Tonkova, E., Ivanov, S. Marketing. Varna: Knowledge and Business, 2016, 300. ISBN 978-619-210-011-7
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The textbook was developed by a team of authors for the needs of the discipline "Marketing" in distance learning and for this reason it is published only in electronic version. Its structure is in accordance with the requirements of the curriculum for distance learning. It is divided into 15 units, six of them developed and written by chief. asst. proff. Svilen Ivanov.

Unit 1 - Introduction to Marketing - describes the nature, functions and tasks of marketing, marketing and marketing philosophies, the marketing mix concept and its evolution. Marketing is seen as a managerial function and the main types of marketing are described.

Unit 2 - The Marketing Environment - examines the concepts of the external and internal environment of the organisation and the tools for analysing the environment. Unit 4 -

Consumer Markets and Purchasing Behaviour - introduces the basics of consumer behaviour and related concepts and models. Emphasis is placed on the purchasing decision process of individual consumers and a classification of decision types is presented. Unit 5 - Organisational Markets and Purchasing Behaviour - presents the basic concepts related to the study of organisational behaviour and the mechanisms of purchase decision making by firms.

Unit 14 - "Specifics in the Application of Marketing" - examines the specifics of marketing services, nonprofit organizations, and individuals and ideas. Unit 15 - "Social Responsibility Marketing" - addresses the concepts of corporate social responsibility, organizations as good corporate citizens, and ethical marketing. Particular attention is given to green marketing and the marketing of environmental products.

26.	3.	Vassileva, B., Tonkova, E., Uzunova, Y., Ivanov, S. Marketing: Handbook for seminar classes. Varna: Knowledge and Business, 2016, 300. ISBN 978-619-210-036-0
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The seminar manual is developed by a team of authors for the needs of the discipline "Marketing" in distance learning in electronic version. Its structure is in accordance with the



requirements of the curriculum for distance learning. It is divided into 15 main topics, six of them are developed and written by the head asst. The main topics of the course are developed by chief. asst. proff. Svilen Ivanov. These are Unit 1 - "Introduction to Marketing", Unit 2 - "Marketing Environment", Unit 4 - "Consumer Markets and Purchasing Behaviour", Unit 5 - "Organisational Markets and Purchasing Behaviour", Unit 14 - "Special Features in the Application of Marketing" and Unit 15 - "Social Responsibility of Marketing". The six units have the same structure and contain a rich set of electronic resources related to practical problem solving and case studies to practice the included basic theoretical concepts, metrics and analysis tools. A set of multiple-choice test questions is included with each unit. For each of the questions, the correct answer and associated reasoning is provided. References to electronic sources of information related to the content covered are included at the end of each unit.

VI. Other publications (scientific - popular articles)

General number	Number in the category	Title
27.	1.	Ivanov, S. Can We Speak Without Words. Knigovishte [Electronic] magazine
The article presents in accessible language the basic propositions of semiotic science. The focus is on the use of signs in the communication process, their encoding and decoding to convey messages within communication. The text, language and style are tailored to the children's audience of the e-magazine.		
28.	2.	Ivanov, S. Mysteries of the Milky Way. Riva, 2021. ISBN: 978-954-320-777-0
The book is an example of the transformation of marketing content into a literary text. It was created within the framework of a consulting contract for the leader on the Bulgarian market of organic products Bio Bulgaria Ltd. The book describes the main products, their creation and distribution processes on the Bulgarian market. The content is aimed at the target segment of the company - families with young children, sensitive to the environmentally friendly lifestyle and eating clean food.		

Varna,
05.07.2022 г.

Signature: _____

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ЗЗЛД и регламент (ЕС) 2016/ 679