



ПЛОВДИВСКИ УНИВЕРСИТЕТ „ПАИСИЙ ХИЛЕНДАРСКИ“
ФАКУЛТЕТ ПО ИКОНОМИЧЕСКИ И СОЦИАЛНИ НАУКИ

Приложение 10

ANNOTATIONS OF THE PRESENTED PUBLICATIONS

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MONOGRAPHS

<p>1. Dimitrova, G. (2021). Cluster approach for competitive positioning of the Bulgarian wine industry. P: University Publishing "Paisii Hilendarski", 203 pp., ISBN: 978-619-202-626-4 (published in Bulgarian language.</p>

Executive Summary: The monograph examines the possibilities for competitive positioning of the Bulgarian wine industry by applying the cluster approach to increase competitiveness. The relevance and importance are derived from the high levels of competition in the world wine market, associated with an increasing number of wine producers, types of wines and brands and under outlined dynamics of tastes and preferences, requiring the satisfaction of the variety of consumers' needs, purchasing power, status, income, wine culture, etc. Climatic changes, which unavoidably affect the quantity and quality of the wine produced, cannot be overlooked. These are some of the prerequisites influencing the many changes in the sector, including the observed "shifting of layers" in the world wine market. All of the above listed details produce a new market reality, which predetermines the overall structural transformation of the wine sector and leads to a rearrangement of the world wine map, where along with the countries of the so-called "old wine world" (European wine producers), with imposed traditions and good practices in winemaking, a second group of winemakers is competitively positioned, represented by the "new wine world", including countries such as South America, Australia, Asia, China, the USA, etc., which set and count on a more modern style and approach in the field of wine production and trade.

These regularities inevitably reflect on our native wine production as well as the need for the strategic differentiation and competitive positioning of the Bulgarian wine producers, who, according to specialists in the industry, follow a mixed style, combining elements of European traditionalism along with the more modernist flavor that the "new" ones are leaning on.

The specifics of the Bulgarian wine industry, with a large number of functioning micro, small and medium-sized enterprises with close market shares and the processes of concentration and specialization, are part of the prerequisites that led to the separation of wine-growing regions, forming wine regions, with

an orientation towards production of quality wines with protected geographical indication (PGI) and protected designation of origin (PDO). Attention is focused on the characteristics of wine regions thoroughly emphasized on their terroir, as a "sense of place", including both the specific conditions of the environment, incl. soil, climate, waters, relief, etc., as well as the way in which the local environment affects winemaking, including the production conditions and practices, the natural, human, social and cultural resources of the area, its uniqueness, the specific characteristics and cultivated varieties, the networks of relationships and joint activities, etc.

Based on the already established integration processes in the sector, including and cooperation between competitors¹, the constituted thesis in the monographic work is that **the cluster approach is applicable to the process of increasing the competitiveness of Bulgarian wine production**, and through its application, the focus is transferred from individual wine producers and their wines to the wines of a given region and the promotion of wine regions, as a basic prerequisite for imposing **an overall image of Bulgarian wine** on the national and international markets.

The subject of the monograph is the competitive positioning of the Bulgarian wine industry, through the construction of wine clusters (through the development of wine tourism), and **its object is** set to be: the predominant micro, small and medium-sized enterprises (SMEs) deriving out of the wine industry in the country.

Its main goal is to explore the possibilities for competitive positioning of the Bulgarian wine industry through the construction of regional wine clusters, imposing local identity and wines from authentic local varieties.

The goal was achieved through the implementation of the set **research tasks**, which form the structure of the monographic work, as follows:

1) Conceptual framework of the research (CHAPTER ONE)

Through the analysis and systematization of basic theoretical statements about competitiveness and the cluster approach, in **CHAPTER ONE**, the **conceptual framework of the research** is proposed, giving primary and basic arguments for the construction of wine clusters, putting a substantial focus on the development of wine tourism, as a key form of diversification and/or integration in the sector and a strategic alternative for the competitive positioning of the Bulgarian wine industry. It is represented a theoretical analysis and synthesis of main theoretical propositions regarding the applicability of the cluster approach in managing competitiveness and adapting the concept of industrial clusters to the formation of wine clusters. The alternative forms of tourism are examined, with an emphasis on wines, the development of which is accepted as a prerequisite for the construction of regional wine clusters to the designated wine regions. A conceptual project of a wine cluster based on wine tourism is also described.

2. Research methodology (SECOND CHAPTER)

On the basis of the adopted conceptual model, in the **SECOND CHAPTER**, a **methodological framework for the conducted research is presented, along with the adopted methods and approaches.**

The approaches used for the purposes of the research are: quantitative, qualitative, integrated, systemic, network and cluster. **The methods used** are: induction and deduction, analysis and synthesis, theoretical, marketing, comparative, sectoral, situational, diagnostic, expert, graphic and nomographic methods, as well as statistical methods for processing and analyzing the obtained results.

The proposed methodology includes:

¹ Димитрова, Г. (2019). Конкурентоспособност на микро- и малките предприятия от винарската индустрия (на примера на област Пловдив), книга на база дисертационен труд, УИ "П. Хилендарски", 260 стр., ISBN (print) 978-619-202-512-0, ISBN (online) 978-619-202-512-5.

1. Analysis of secondary sources of information.

2. Empirical research among SMEs from the wine industry on the territory of the country, carried out in the period January-February 2020, by conducting an online survey (structured interview) and in-depth interviews, within the framework of Project No. KP-06-M25/5/17.12 .2018 "Conceptual model for implementing innovations and increasing the competitiveness of industrial enterprises", financed by the National Fund of Scientific Research.

3. Participation in a focus group (March 2020) with reference to the research of wine tourism conducted by the Thrace Tourism Region Management Organization. A survey of the attitudes and preferences of consumers of wine and wine tourism (according to the respondent method), carried out in the period June-July 2020.

Statistical software for socio-economic research IBM SPSS Statistics 25 and Microsoft EXCEL are used to process the information.

The assessment of competitiveness, resp. the competitive advantages, the competitive status/competitive position of SMEs from the wine industry in the country, as well as the possibilities of the cluster approach to increase competitiveness, are based on *expert assessment*, including: assessment of the expert opinion of owners/managers of the investigated enterprises, wine experts and consumers of wine and wine tourism, and **consumer evaluation** (consumer opinion evaluation).

3. Analysis of the competitive environment and competitive positioning of the Bulgarian wine industry (CHAPTER THREE)

CHAPTER THREE presents the results of the conducted research:

1. An analysis of the **competitive environment** was made, covering the dynamics in the development of world wine production, and there've been tracked the trends of the development of production, sales, consumption, import and export of wine in the period 2010-2019.

2. The competitive position of the Bulgarian wine industry in the world wine market is shown, according to the achieved levels of competitiveness and the occupied market share. The results show that **our country's place in the world wine market** is not among the leaders and dominant "players", but although not so well known among mass consumers around the world, Bulgaria is recognizable and has an established image among industry specialists².

3. It is determined the *competitive status/competitive position* of SMEs from the wine industry in the country and **their strategic focus**.

Among the main formation factors of the competitive advantages (with the highest rating) are those derived from the non-price toolkit, as a significant part of the innovations in winemaking are observed in the product mix, and *the differentiation itself* is mainly derived through the realization of the products and the implementation of joint/related activities with interested parties, incl. distribution and promotional activities. A large percentage of promotional activities are aimed at realizing *wine tourism* in its various forms: tastings, visits to wine cellars, participation in wine forums and exhibitions, etc., which directs attention to individual wine regions and wines from local local varieties.

4. Results of a research of the possibilities of the cluster approach and its potential for the creation and sustainable functioning of **wine clusters** (based on wine tourism) are presented, as a way to increase the competitiveness of the wine regions, by creating an overall image of Bulgarian

² Somilierbg, <https://sommelier.bg/bg/винени-лица/item/939>, (01.2021).

wine and imposing their local identity. Potential in that specific direction has been established in relation to:

- the various forms of cooperation and cooperation between SMEs from the wine industry, which shifts the focus from individual wine producers to producers from individual *wine regions* and *the promotion of the wines of a given region*.
- the registered processes of fragmentation, concentration, specialization and integration in the sector, as well as the adopted *good practices* for its development.

All of them are defined as a step in the direction of building an image and suggest that the strategic direction for the competitive positioning of Bulgarian winemaking should be oriented precisely towards the creation of an overall product - a common brand and the imposition of a common identity of the wine regions, in the context of their uniqueness as wine tourist destinations, in view of the specifics of the terroir, authentic local varieties, local traditions and sights, local wineries and the production of quality wines with PGI and PDO, etc.

In this regard, the efforts of our country should be aimed at (further) developing and deploying the potential of the already launched events for the (further) creation and sustainable functioning of wine clusters (on the basis of wine tourism) for the imposition of an *overall image of the Bulgarian wine* around the world and the image of our country as a *wine destination*.

BOOK BASED ON A DEFENSED DISSERTATION WORK

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| <p>2. Dimitrova, G. (2019). Competitiveness of micro- and small enterprises from the wine industry (on the example of the Plovdiv region), UI "P. Hilendarski", pp. 260, ISBN (print) 978-619-202-512-0, ISBN (online) 978-619-202-512-5. (published in Bulgarian language)</p> |
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Abstract: The presented book is based on a protected dissertation work and is structured on the following parts: an introduction, three chapters, recommendations, bibliography and appendices with a total volume of 277 pages. The literature includes 212 sources, of which 142 are foreign and Bulgarian publications and 70 electronic. The book is aimed at assessing the competitiveness of the industrial enterprise and the possibilities for its improvement. The object of the research are micro and small enterprises from the wine industry (predominant in the sector). A Model for generating competitive advantages and a Conceptual Model for assessing and increasing competitiveness have been developed and tested on the research object. According to the proposed models, the competitive status is formed by the generated competitive advantages through the tools of company management and the marketing mix, and the competitive potential is derived from the integration processes in the sector and the implementation of joint and related activities. It is proposed a methodology for building aggregate composite indicators assessing the competitiveness of wineries and the attractiveness of the environment in which they operate. The research establishes the existence of a formed wine cluster on the territory of the Plovdiv region.

TEXTBOOK

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| <p>3. Dimitrova, G. (2022). Competitiveness of the Business Organization. P: UI "Paisii Hilendarski", 270, ISBN 978-619-202-790-2. (published in Bulgarian language)</p> |
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Summary: The textbook was developed in accordance with the established curriculum for the discipline "Competitiveness of the business organization" and is intended mainly for students and doctoral students studying at the Faculty of Economic and Social Sciences of Plovdiv University "Paisiy Hilendarski". It can also be useful to a wide range of readers interested in aspects of this key management category for today.

Competitiveness is considered as a leading concept for development and a foundation for the functioning of all the individual organizations and entire sectors, industries, regions, including and the positioning of national economies in the global economic space. On this point, the basis of the assessment of competitiveness is its management at different levels, which, despite the existing differences in terms of characteristics, criteria and assessment tools, in the context of the systemic approach are seen as interrelated and interdependent.

The purpose of the textbook is to provide readers with basic knowledge and skills for analyzing the competitive environment and the competitive behavior of business organizations, with a focus on evaluating the competitive status, identifying competitive potential and their competitive positioning. In order to fulfil its main goals, the textbook is structured in twelve topics, which examine the formed cause-and-effect relationships and present the methodological framework of the competitive process. Basic theoretical-methodological and practical-applied aspects for evaluation and analysis are proposed, outlining the individual stages (levels) of the process and deriving the national, sectoral, company and product competitiveness.

Each of the topics is followed by questions to test your knowledge and a practical assignment. All assignments on the individual topics of the lecture course, as a whole, form the model for assessing the competitiveness of the business organization, the conceptualization of which is presented at the end of the textbook. Two sample tests are also provided, through which students would be able to test their knowledge on the subject.

STUDIES

4. **Dimitrova, G.** (2020) Competitive positioning of the Bulgarian wine industry, plenary report. *First National Scientific Conference for students, doctoral students and young scientists "Innovations and Competitiveness"*, Fast Print Books, ISSN: 2738-7534, c. 14-42. (published in Bulgarian language)

Abstract. This study presents the results of research of the competitiveness of SMEs in the wine industry in the country, implemented within the project № KP-06-M25/5/17.12.2018 – “Conceptual Model for Innovation and Increasing the Competitiveness of Industrial Enterprises”, funded from the National Fund Scientific Research at the Ministry of Education and Science. It is part of a larger volume of work aimed at applying The Cluster Approach to Competitive Positioning of the Bulgarian Wine Industry. The purpose of the publication is to present the trends of the world wine market and the position of our country on it, as well as the leading factors for the formation of the competitive status of SMEs in the wine industry (predominant in the sector), their strategic focus and leading competitive advantages worldwide and in the country.

SCIENTIFIC ARTICLES in Scopus/Wos

5. **Dimitrova G.** (2021). Cluster Perspectives for Competitiveness of Higher Education Institutions. *Strategies for Policy in Science and Education, Web of Science, XXIX, 4, Volume 29, Web of Science, ISSN 1314–8575 (Online), ISSN 1310–0270 (Print), c. 335-353.*

Abstract. In a knowledge-based economy with high levels of competition where there is global economic competition between nations, the contribution of science and education is emerging as fundamental to their economic growth and competitiveness. This draws attention to the key factors for evaluation the competitiveness of higher education institutions (HEIs), as the article proposes a conceptual model for its evaluation, with a focus on cooperation between science, education and business, as a potential way for competitive positioning in the country. The integration processes in the sector stand out, and hence - the importance of the cluster approach to increase competitiveness and its applicability to HEIs.

6. **Dimitrova, G.,** Dakova, M. (2021). Clusters for Transfer of Knowledge and Technology or the Contribution of Higher Education to Economic Development. *Pedagogika-Pedagogy Research, 93, Number 4, 2021. Web of Science, ISSN 1314–8540 (Online), ISSN 0861–3982 (Print), c. 512-524. (published in Bulgarian language).*

Abstract: At the base of economic growth is the ability to create knowledge that can turn into a real economic result. This determines the great importance of scientific research and innovation for the prosperity and sustainable development of every economy. This focuses on technological transfer from science (knowledge producers) to business (knowledge users) and the implementation of innovation in practice. The purpose of the publication is to draw attention to the existing centers within the higher education institutions designed to mediate these processes.

The analysis focuses on the case study of The University of Plovdiv “Paisii Hilendarski” and research institute and the activities of the centers of technological transfer, excellence and competencies formed.

7. **Dimitrova, G.,** Keskinova, D. (2020). Composite Indicators for the Evaluation of the Competitiveness of an Industrial Enterprise (The Case of the Wine Industry), *Economic Studies, Vol. 29 Issue 2, SCOPUS, p. 74-91 (characters with spaces – 42191/1800 – p. 23)*

Abstract: Competitiveness management is both a subject, a goal and a challenge in the research and expertise of many scientists, analysts, researchers and managers. With its multidimensional and multilevel structure defining it, the category is regarded as a foundation for the functioning of both individual economic units and entire sectors and economies of countries. Recognizing that competitive enterprises are a major drive of the nation's competitiveness (Garelli, 2002), the focus is on the microeconomic aspects of the category, with a reasoned focus on

industrial enterprises. All this determines the evaluation of the company's competitiveness as particularly significant, both theoretically and practically. In this regard, the present study presents an algorithm for the construction of composite indicators for its evaluation, as well as the results of its testing in micro and small enterprises from the wine-producing industry in the Plovdiv region.

8. **Dimitrova, G.**, Angelova, M. (2020). Development of Villages Through Their Application as Wine Destination. *Journal "Balkanistic Forum"*, 1, "Village between modernity and museum". Published by the International University Seminar for Balkan Studies and Specializations at the Neophyte Rilski University of Applied Sciences, year XXIX, Scopus, WoS, ISSN 1310-3970 (Print), ISSN 2535-1265 (Online), ctp.172-185. (published in Bulgarian language).

Abstract: The article examines the determinant role of local conditions for the enhancement of business competitiveness and the development of the region. The idea is that products are not the same, when produced outside the environment they come from. This is part of the terroir concept (a sense of place) that is considered fundamental to the specialization of a given region and largely shapes the opportunities for the competitive positioning and development of the companies operating in it. The results are based on the example of small wine cellars in Plovdiv region and the placement of the region as a local wine destination.

9. Stoyanova, D., Madzhurova, B., **Dimitrova, G.**, Raychev, S. (2020). Promoting Cooperation between Higher Education Institutions and Business, *Strategies for Policy in Science and Education, Web of Science*, Volume 28, Number 5/2020, ISSN 1314-8575 (Online), ISSN 1310-0270 (Print), c. 453-467.

Abstract: This article examines the role of higher education institutions and businesses in creating and disseminating innovation. The dynamics and the relationship between innovation and key macroeconomic indicators for economic growth, the labor market and income inequality in Bulgaria and the EU have been empirically examined. The results show that the perceived direction of development of the EU and Bulgaria, in the context of innovations - science, scientific achievements and public innovative approaches and policies - has a positive impact on economic growth and the labor market.

10. Raychev, S., **Dimitrova, G.**, Madzhurova, B., Stoyanova, D. (2020). Innovations as a Factor for Economic Growth and Labor Market Development. *Marketing and Management of Innovations*, 3, 22-31. <http://doi.org/10.21272/mmi.2020.3-02>.

Abstract: This paper summarises the arguments and counterarguments within the scientific discussion on the effects of R&D investment on the essential components of the economic development such as economic growth, competitiveness, labour market and inequality reduction. The main purpose of the research is to highlight the position of Bulgaria in the world economy concerning R&D development. In the article frame, the authors compared the R&D expenditures dynamics of Bulgaria and the EU28 by the prism of innovations in business and higher education.

Systematisation literary sources and approaches for solving the problem indicated that R&D caused the changes in the job market that led to the necessity to adjust the university system. There is currently a lag. Methodological tools of this research were as follows: the method of processing quantitative data, content and comparative analyses, situational and sectoral analyses, and graphical dynamic analysis. The object of research is the dynamics of investments in innovations in Bulgaria and EU28. The emphasis is placed on the role of research centres, enterprises, clusters and education institutions in R&D development to assess the level of innovation achieved through R&D. The obtained results of an empirical analysis showed that the cluster approach raised R&D to a new level and helped to bring universities and business together. Rethinking of the public policies and investing in technology centres will help for the adaptation to the new realities of the labour market. The research results could be useful for employers, high tech research centres and universities. This study is expected to be the base for further studies dedicated to boosting economic competitiveness and social welfare due to the promoting implementation of innovations.

11. Angelova, M., Pastarmadzhieva, D., Georgiev, P., **Dimitrova, G.** (2018). An Innovative model for business financing in the area of wine production; Journal of International Studies, Centre of Sociological Research, Poland, vol. 11/4./ 2018, Scopus indexed, (ISSN 2306-3483 Online, 2071-8330 Print), reviewing process, www.jois.ue, 2018, https://www.jois.eu/?471,en_an-innovative-model-for-business-financing-in-wine-production

Abstract. Development of markets and market relations always leads to enhanced competition and increased consumer demand, thus making quality one of the key factor in success and survival of any organization. An important prerequisite for improving quality is also having an opportunity for flexible financing of organizations. The study focuses on small and medium-sized wine producers, located in Southern Wine Region in Bulgaria. The main purpose is to identify the challenges these producers are facing, related to ensuring financial funds. We base our conclusions on the data from various official sources including the European Commission and Bulgarian National Agencies as well as our own data. The latter has been collected through questionnaires, spread among local wine producers at the beginning of July 2017. The selected approach confirmed some of the conclusions made in the official sources concerning the challenges faced by SMEs. Regarding the methodology we have concluded that it is better to reduce the number of questions or combine some of them. We also intend to start personal communication with managers of the companies in question. Also, we believe that in-depth interviews will help us understand better the circumstances behind the specific answers provided in the survey.

SCIENTIFIC ARTICLES outside of Scopus/Wos

12. **Dimitrova, G. (2021).** Competitive Advantages of the Bulgarian Wine Sector, SHS Web Conf., 120 (2021) 03008, <https://doi.org/10.1051/shsconf/202112003008>

Abstract: The wine industry is traditional sector in the Bulgarian economy. However, at the end of the XX century it faced various challenges. Later, it has started to restore and has developed in number of areas. Nowadays it has new characteristics, based on its strengths and weaknesses. Thus, the purpose of the current study is to identify the competitive advantages of the wine sector in Bulgaria. The object of the research are Bulgarian wine producers, who are small and middle size enterprises (SMEs). The focus of the study is a selection of indicators, which contribute for the identification of their competitive advantages. The data used is of own survey, performed among Bulgarian wine producers. The results show that the main advantages are targeted at qualitative wines from authentic local sorts. This justifies the obligatory direction for differentiation and validation of the Bulgarian wine producers by promoting the wines of local varieties and establishing the identity of the wine regions.

13. **Dimitrova, G.** (2021). Higher Education Institutions in the Conditions of Knowledge Economy and Industry 4.0 - Potential and Perspectives. *Humanitarian Balkan Research*. 2021. Vol. 5. № 2(12), ISSN print: 2603-4859; ISSN online: 2683-1090, 46-50, doi: 10.34671/SCH.HBR.2021.0502.0011 (published in Bulgarian language)

Abstract. The observed processes of globalization, internationalization and technological development presuppose the need for the strategic reorientation of a number of sectors in connection with their competitive positioning and development in the new conditions of the macroeconomic environment and the fourth industrial revolution. The changes inevitably affect higher education institutions - a key player in the processes related to the creation of knowledge and its transfer to the economy. There is a need to promote cooperation between science, education and business, which is seen as a key step in the transition to a knowledge economy, in line with the key priorities for economic development and competitiveness set out in the Europe 2020 Strategy. The main goal is to highlight the challenges facing HEIs, preceded by the emerging "new economic model" derived from Industry 4.0 and adaptation to the knowledge economy. A possible potential in the field is their strategic transformation from classical to research universities, with an equal focus on education and research.

14. **Dimitrova, G.** (2020). Wine Tourism Clusters as Means to Build Local identity. *KNOWLEDGE International Journal*, Institute of Knowledge Management, Vol. 42.5. Scientific Papers Social Sciences, 901-906.

Abstract: The world wine market operates in conditions of fierce competition, which is a challenge for the Bulgarian wine production is to differentiate strategically and to position itself competitively on the world markets. In the Bulgarian wine industry, where SMEs predominantly function, the formation of new methods of competitive behavior becomes an almost axiomatic condition for adapting to changes in the environment and positioning in the competitive market. This is a prerequisite for redirecting the individual efforts of the winemakers to cooperate in order to create sustainable associations, to achieve a synergetic effect from their joint activities and to

increase their competitiveness. This draws attention to the integration processes in the Bulgarian wine sector and the opportunities for creating wine clusters. In the article are considered the possibilities for the realization of alternative tourism (with the focus on wine tourism), by using the cluster method, as a way to increase the competitiveness of the business and the to build the wine regions. It is based on the idea for the determinative role of the local environment when forming the competitive advantages and increasing of the competitive ability of the local business and the region at all, in relation to the specifications of the terroir. Considered is also the realization of joint and related activities between the concerned parties and the existing sound practices towards development of the region and its imposition as a local wine, culinary, cultural, historical, tourist, and etc. destination. The main focus is to the build the identity of the regions and promotional activities (implemented as joint activities between stakeholders) for the implementation of wine tourism and its imposition them as a local wine destinations.

The presence collaboration and cooperation in the researched industry is an indicator for the offset of the focus away from the separate wine producers towards the producers of given wine area and the popularization of the wines of given region. The specified must be considered a step towards the creation of an aggregate product of given region, without and analogue, because of the specifications of the terroir. Based on the results from the conducted study, an overall conclusion can be made, that for Bulgaria exists a potential in the creation and functioning of wine clusters, based on the example of the wine tourism (and from there also for clusters in the tourism). The combined efforts of all interested parties are needed for the stable development of the above mentioned, in accordance with the existing possibilities, good practices, and potential.

15. **Dimitrova, G.** (2020). Clusters perspectives for competitive position of the Bulgarian wine sector. *Balkan scientific review*, t. 4 No 3(9), ISSN print: 2603-4867, ISSN online: 2683-1082 UDC 332.14, DOI: 10.34671/SCH.BSR.2020.0403.0014, pp. 94-98.

Abstract: As a result of increased competition, dynamics in consumer preference and climate change, a complete structural transformation of the wine sector is observed, in addition to a reorganization of the layers of the global wine market. This invariably has an effect on the national winemaking. In its search for its place in this „palette“ of a growing number of wine-makers and an incredible variety in the types of wines and trademarks, a key moment for Bulgarian wine-making is to strategically differentiate and competitively position itself on the global markets. Possible direction for competitive positioning on the prevalent functioning SMEs in the Bulgarian wine industry is the processes of clustering and tying them in to wine clusters, by using the cluster approach (with the focus on wine clusters), as a way to increase their competitiveness. The main focus is to the build the identity of the regions and its imposition them as a local wine destinations.

28. **Dimitrova, G.**, Angelova, M., Pastarmadzhieva, D.(2019). Innovation activity as an element of the competitiveness of wine industry: a conceptual framework. *Trakia Journal of Sciences*, Vol. 17, Suppl. 1, ISSN 1313-7069 (print), ISSN 1313-3551 (online), doi:10.15547/tjs.2019.s.01.038, pp 221-226.

Abstract: Competitiveness is a fundamental indicator of great importance for the functioning of both enterprises and national economies. A number of factors influence the assessment of an enterprise's competitiveness. Among these factors is innovation activity. For Bulgaria wine production is a traditional sector with potential for development in different directions. Given the increasing competition on the domestic and world wine market, a research of the Bulgarian wine industry is more than necessary. One of the directions that can contribute to increasing the competitiveness of the sector is increasing the innovation activity of the wine producers. In this sense, the aim of this study is to conceptualize the role of innovation activity as an element of competitiveness, and in particular its role in improving the competitiveness of the wine industry. For this purpose, a number of theoretical sources and empirical studies on innovation activity and competitiveness in both general and wine-making are reviewed. Systematization of the studied literature was made and summaries were made about the possible contribution of the innovation activity in improving the competitiveness of Bulgarian wine production.

29. **Димитрова, Г.** (2019). Винен клъстер в България – възможности и перспективи (на примера на област Пловдив), *Списание "Икономически и социални алтернативи*, бр. 3/2019, Simple Impact Factor: 0.11, ISSN 1314-6556 (Print), ISSN 2534-8965 (on line), с. 49-63. (published in Bulgarian language)

Abstract: The restructuring of the world wine market and the change in consumer tastes and preferences require the formation of new ways to adapt to changes in the environment and competitive positioning of Bulgarian wine producers, who are predominantly micro, small and medium-sized enterprises. There is the emergence of a new type of interrelationships and relationships in which competing companies cooperate and combine their competitive advantages in order to achieve a synergistic effect of joint activities and increase their competitiveness. The application of such practices testifies to the presence of integration processes in the sector and compatibility with the goals set in the National Strategy for the Development of Viticulture and Winery in the Republic of Bulgaria 2005-2025 (for the realization of Bulgarian wines on the domestic and foreign markets). Therefore, the idea of wine clusters is gaining more and more supporters, and the aim of the present study is to reveal the effectiveness of integration processes in the sector, as an opportunity to utilize its competitive potential and a prerequisite for the construction and functioning of wine clusters.

30. **Dimitrova, G.**, Dimitrova, T. Competitiveness of the Universities: measurement capabilities. *Fourth International Scientific Conference Business and Regional Development*, Trakia University, Faculty of Economics, TRAKIA JOURNAL OF SCIENCES, ISSN 1313-7069, 2017, pp. 311-316.

Abstract: In recent years, the issue of the competitiveness of the Universities has become very relevant. It is clear that this has not happened by accident - there are 51 Universities present in Bulgaria (37 public and 14 private ones), it is unacceptable to not move in a direction aimed at finding various sources of competitive advantages. This article reviews how well the term competitiveness of an University is understood. It also codifies the criteria used to measure the phenomenon - the competitiveness of the Universities.

SCIENTIFIC REPORTS in Scopus/Wos

19. Angelova, M., Georgiev, P., **Dimitrova, G.**, D. Pastarmadzhieva. (2019). Business-Science-Education: a Collaboration for Competitive and Sustainable Growth of the Wine Industry, *IOP Conference Series: Materials Science and Engineering*, 618 012070, Scopus, <https://iopscience.iop.org/article/10.1088/1757-899X/618/1/012070/meta>

Abstract: Optimization of the collaboration “business-science-education” is a prerequisite for the increase of the competitiveness of the enterprises. The article introduces a scientific solution of a practical problem through the creation of a model for informal education of specialists in the wine industry. The presented models are a part of the Virtual Educational Space (VES) as a smart space, context-dependent, based on a script and a controlled infrastructure. The results of the approbation of the model prove its significance for the practical processes and the increase of the competency of the specialists in connection to the implementation of innovation. Particularly to the wine industry, the suggested model for informal education represents a specific innovation, which approbates the known “good practices” in the strategy “Lifelong Learning”.

SCIENTIFIC REPORTS outside of Scopus/Wos

20. **Dimitrova, G.** (2021). Competitiveness of the Bulgarian Wine Market. *Scientific Works of the Union of Scientists in Bulgaria – Plovdiv*, Series B. Natural Sciences and the Humanities, Vol. XXI. ISSN 1311-9192 (Print), ISSN 2534-9376 (On-line), 75-80. (published in Bulgarian language).

Abstract: The growing competition on the world wine market presupposes strategic activities by the Bulgarian wine industry, aimed at promoting clearly distinctive products (of authentic local varieties) and establishing the image of our wine regions worldwide. This is considered a potential opportunity for differentiation and competitive positioning of Bulgarian

wine production. Based on the established world good practices, the main step in this direction is cooperation and co-operation between wine producers, and the role of the state in these processes is fundamental. The first steps have been taken. The results are forthcoming.

21. **Dimitrova, G.**, Dimitrova, T. (2020). Competitive Positioning of the Higher Education Institutions. *Scientific Works of the Union of Scientists in Bulgaria - Plovdiv Series A. Public sciences, art and culture*, ISSN 1311-9400 (print), ISSN 2534-9368 (on line), 62-67. (published in bulgarian language)

Abstract: One of the main challenges for the European Union is developing competitive global educational systems as a prerequisite for the increase in competitiveness among higher schools (HEI's). The specifics of the educational environment in our country are changing adequately according to the dynamics of the macroeconomic circumstances. Bulgarian HEI's find themselves influenced by the globalization and internationalization processes as well as the increasing competition among them. Per data released by the National statistical institute, there are 54 accredited HS in our country which leads to the logical question about their competitive positioning and development in a highly competitive environment – which is the subject of this current article. The goal of the paper is to systemize some of the theoretic formulations related to the organizations' competitive positioning and to come up with solid indicators for the competitive position of the higher school.

22. Dakova, M., **Dimitrova, G.**, Dimitrova, A. (2020). Challenges to cooperation between science, education and business. *Jubilee International Scientific Conference "Economic and Social (Dis)Integration"* ISBN 978-619-202-565-6 (print), ISBN 978-619-202-566-3 (e-book), c. 571-586. (published in Bulgarian language)

Abstract: The Europe 2020 strategy, which was adopted in 2010, sets "three mutually reinforcing priorities" - smart (knowledge economy), sustainable (competitive economy) and inclusive (economy of high employment) growth. The emphasis is on creating a sustainable relationship between science, education and business - the three sides of the so-called "knowledge triangle", leading to increased competitiveness of each in a dynamic business environment. The aim of the article is to reveal the opportunities and benefits of such cooperation as well as the existing good practices in the field.

23. **Dimitrova, G.**, Dimitrova, A. (2020). Competitive positioning and strategies for the development of micro- and small wine producers (on the example of the Plovdiv region). *Jubilee International Scientific Conference "Economic and Social (Dis)Integration"*, ISBN 978-619-202-565-6 (print), ISBN 978-619-202-566-3 (e-book), c. 440-454. (published in Bulgarian language)

Abstract: The wine industry is a traditional sub-sector for the Bulgarian economy. Micro and small enterprises are predominantly operating in the sector, which because of their limited

resources are uncompetitive. The main challenge for them is to look for and form new ways to compete in a growing competition positioning. This is an expression of their strategic orientation and the aim of the article is to present (on the example of a research conducted in Plovdiv region) the homogeneity in their strategic actions and the heterogeneity in the implementation of their strategic decisions.

24. **Dimitrova, G.,** Dakova, M., Dimitrova, A. (2020). Technological Transfer – Challenges and Prospects for Higher Education Institutions. *Proceedings of the Jubilee International Scientific Conference dedicated to the 100th anniversary of the University of Economics – Varna*, University publishing house „Science and Economics“ University of Economics – Varna, t. 1, ISBN 978-954-21-1037-8, c. 520-531. (published in Bulgarian language).

Abstract: Achieving effective cooperation between science, education and business is one of the EU's top priorities. This is reflected in the policies of the Member States aimed at developing research and creating an environment to stimulate and strengthen collaboration in the so-called "Knowledge triangle". This publication focuses on R&D in our country. The main purpose is to highlight the contribution of HEIs to R&D development in the country and to highlight the key role of research centers at HEIs, as units mediating the transfer of technology from HEIs to business organizations. This is defined as a leading factor in increasing the competitiveness of HEIs, and hence the competitiveness of the national economy.

25. **Dimitrova, G.** (2020). R&D as a Factor for the Competitiveness of Higher Education. *Scientific Research of the Union of Scientists in Bulgaria – Plovdiv, series B. Natural Sciences and Humanities*, Vol XX, ISSN: 1311- 9192 (Print), ISSN:2534-9376 (On-line), 105-109. (published in Bulgarian language)

Abstract: Investment in research and innovation is one of the EU's top priorities. A leading moment in the field is R&D, with a focus on HEIs, due to their indisputable contribution to building a competitive knowledge-based economy. This is the subject of two consecutive publications. The subject of this publication is the financing and implementation of research activities by HEIs, as a factor in increasing their competitiveness. The possibilities for creating the added value for HEIs through their cooperation with the business and the transfer of knowledge and technologies, as a prerequisite for their establishment as research universities. The second focuses on the profile of the 'researcher' and the publishing activity of the HEIs, with a view to promoting the research and results of the R&D of the HEIs.

26. **Dimitrova, G.,** Dakova, M. (2020). R&D – Profile of the Researcher and Publication Activity of the Higher Education. *Scientific Research of the Union of Scientists in Bulgaria – Plovdiv, series B. Natural Sciences and Humanities*, Vol XX, ISSN: 1311- 9192 (Print), ISSN:2534-9376 (On-line), 110-115. (published in Bulgarian language)

Abstract: Investment in research and innovation is one of the EU's top priorities. A leading moment in the field is R&D, with a focus on HEIs, due to their indisputable contribution to building a competitive knowledge-based economy. This is the subject of two consecutive publications. The first of them presented the financing and implementation of research activities by HEIs, as a factor in increasing their competitiveness and the possibilities for creating the added value for HEIs through their cooperation with the business. This publication focuses on the profile of the "researcher" and the publishing activity of the HEI, with a view to promoting the research and results of the R&D of the HEI.

27. Georgiev, P., Angelova, M., Pastarmadhieva, D., **Dimitrova, G.** (2019). A Model for Informal Learning of Specialists from Wine Industry. „*Knowledge. Creativity. Innovations. Industrial Management*“ Vol. 3, issue 2/2019, pp.189-193 (Print ISSN 2535-0021, Web ISSN 2535-003X); XVI International Scientific Congress "Machines. Technologies. Materials" Borovets. (published in Bulgarian language)

Abstract: The research presents the opportunities for creating a conceptual model for informal learning of specialists from wine industry. In essence, the model represents innovation, according to the lack of a specialized educational and training model. Increasing the human resource quality through using and applying appropriate methods and technics (Life-Long Learning, etc.) contributes to the organization stability. The dynamic variation of the economic environment necessitates providing competent, motivated and high qualified employee which is a precondition for a strategic growth and prosperity of the enterprises. The object of the survey is specialists from wine industry, located in the Plovdiv Territorial Unit (according to the division of the territorial units and wine regions in Bulgaria of the Executive Agency for Vine and Wine). The subject of the study is the introduction of innovative training and the development of a useful model for non formal learning through agency-oriented systems. The possibility of designing and practicing a new type of training targeted at specialized personnel is a prerequisite for the sustainable development of enterprises and increasing their competitiveness. As a result, methodological approaches are presented for the development of a conceptual model for informal learning.

28. Stanev, V., **Dimitrova, G.** (2017). The Corporate Image in the Context of Competitiveness. *Scientific Works of the Union of Scientists in Bulgaria - Plovdiv Series A. Public sciences, art and culture*, t. IV, ISSN 1311-9400 (Print), ISSN 2534-9368 (on line), 2017, c. 79-82. (published in Bulgarian language).

Abstract: In conditions of dynamic environment, the organization has to adapt to changes in markets, consumer preferences and competition. Undoubtedly, the generation of competitive advantages increases the competitiveness of the organization, but they must be adequately communicated to become "visible". One of the factors of this purposeful visibility is the building of an adequate corporate image, as the market is not the goods, the services, the brand or the

organization itself, and the preconceived notion of them. This problem will be developed in two consecutive and interconnected papers. The first will focus on some of the basic features and characteristics of corporate image in the context of competitiveness.

29. **Dimitrova, G.,** Stanev, V. (2017). The Corporate Image as a Competitive Advantages. *Scientific Works of the Union of Scientists in Bulgaria - Plovdiv Series A. Public sciences, art and culture*, t. IV, ISSN 1311-9400 (Print), ISSN 2534-9368 (on line), 2017, c. 83-86. (published in Bulgarian language).

Abstract: In conditions of dynamic environment, the organization has to adapt to changes in markets, consumer preferences and competition. Undoubtedly, the generation of competitive advantages increases the competitiveness of the organization, but they must be adequately communicated. One of the factors of this purposeful visibility is the building of an adequate corporate image. This problem has been developed in two successive texts. The focus of the first was on the core features of the corporate image. This, as a natural extension, explores the relationship between the competitiveness and competitive advantages of the organization and the corporate image as a competitive advantage.

30. **Dimitrova, G.,** Dakova, M. (2016). Cooperation between business, science and education - a factor for sustainable development and competitiveness. International Conference "Science and Business for Smart Future", Varna Free University "Chernorizets Hrabar", Faculty of International Economics and Management, pp. 95-102. (published in Bulgarian language).

Abstract: The aim of the report is to justify the benefits of the cooperation between business, education and science and to present the relationship between them, leading to the transformation of knowledge into growth, sustainable development and competitiveness of business organizations and educational institutions. The main thesis is that through so-called "triangle of knowledge" there are created competitive advantages, associated with researches and innovations which have crucial significance not only in national but also in global scale. On the other hand, it is the disclosure of educational programs related to market needs and providing highly skilled business. The survey is based on the experience of University of Plovdiv "Paisii Hilendarski".

January, 2023

Signature:

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