

CONTENT

PLENARY SESSION

Prof. Milen Baltov, PhD

FINANCIAL MODELS AND INSTRUMENTS TOWARDS CIRCULAR ECONOMY	3
--	---

Prof. Datuk Ts. Dr. Hajah Roziah binti Mohd Janor

INTEGRATED-BASED COMPETENCIES IN COUNTERING FINANCIAL CRIMES	17
---	----

Dr. Agus Joko Pramono

FINANCIAL CRIME INVESTIGATION: METHODOLOGIES AND TECHNIQUES	24
--	----

Prof. Dato' Dr. Roslee Bin Rajikan

DEVELOPMENT AND IMPLEMENTATION OF STRATEGIC PLAN FOR A RESEARCH UNIVERSITY: THE CASE OF UKM	34
---	----

Ewa Wójcik, PhD & Prof. Dr. Elena Bulmer, PhD

ESG FACTORS AS A FRAMEWORK FOR SUSTAINABLE LEADERSHIP. COMPARATIVE STUDY OF SPANISH AND POLISH LEADERS	43
--	----

Prof. Nikolay Shterev, PhD & Assoc. Prof. Petya Biolcheva, PhD

INTELLIGENT SYSTEMS IN THE CIRCULAR ECONOMY	54
---	----

Prof. Jamaliah Said, PhD

BUSINESS WITHOUT BOUNDARIES	63
-----------------------------------	----

Prof. Renier Steyn, PhD

BEYOND THE SOFT LAW- HOW THE LEGISLATOR CAN RULE THE SOCIAL RESPONSIBILITY?	74
--	----

FORUM 1. GOVERNANCE FOR SUCCESS: EXPLORING OPPORTUNITIES IN A DYNAMIC BUSINESS LANDSCAPE

Agnieszka Jakubowska, PhD

WORKING CONDITIONS AS A DETERMINANT OF HEALTH INEQUALITIES BETWEEN THE OLD AND NEW EU COUNTRIES	86
--	----

Prof. Peet Venter, PhD

LEADING FOR ORGANIZATIONAL INNOVATIVENESS: MANAGERIAL PERSPECTIVES FROM SOUTH AFRICA	100
---	-----

Assoc. Prof. Gábor Mélypataki, PhD

BEYOND THE SOFT LAW- HOW THE LEGISLATOR CAN RULE THE SOCIAL RESPONSIBILITY?	105
--	-----

Assoc. Prof. Kamila Radlińska, PhD	
INDUSTRIAL REVOLUTION: HUMAN RESOURCES CHALLENGES	108
Prof. César Augusto Ortiz Neira	
WOMEN'S RIGHTS IN COLOMBIA	117
Prof. Chm. Dr. Marinah Binti Mohd Ariffin	
MARITIME ARCHAEOLOGY: WHEN OPPORTUNITY KNOCKS ..	126
Nur Aima Shafie, Aziatul Waznah Ghazali, Chen Ranran, Zuraidah Mohd Sanusi, Jamaliah Said	
INTERNAL AUDIT, INTERNAL CONTROL EFFECTIVENESS, CORPORATE GOVERNANCE STRUCTURE AND FINANCIAL REPORTING QUALITY: INVESTIGATING THE INTERNAL LINE OF DEFENSE OF MANUFACTURING FIRMS IN CHINA	130
Aziatul Waznah Ghazali, PhD	
GOVERNANCE FOR SUSTAINABLE SOCIAL ENTERPRISE PERFORMANCE: MOVING BEYOND CONTROL MECHANISMS	135
FORUM 2. GOVERNANCE FOR SUCCESS: EXPLORING OPPORTUNITIES IN A DYNAMIC BUSINESS LANDSCAPE	
Sandra Miyey Parra Ramirez, Esperanza Rincón-Castiblanco, Lina Marcela, Pérez-Suárez	
BIBLIOGRAPHICAL REVIEW OF STUDIES PUBLISHED BETWEEN 2000-2021, RELATING GOOD PRACTICES OF CORPORATE SUSTAINABILITY-ORIENTED TO THE MANAGEMENT OF VALUE CHAIN	141
Assist. Prof. Barbara Węglarz, PhD	
SOCIAL ENTREPRENEURSHIP IN POLAND	145
Prof. Santiago Torres Sánchez	
INTERCULTURAL COMMUNICATION AS A POSSIBILITY TO REFLECT ON THE TERRITORY	154
Asist. Prof. Jeļena Budanceva	
PROFESSIONAL BURNOUT SYNDROME AMONG FEMALE TEACHING STAFF IN LATVIA	157
Colene Hind, PhD	
THE FIVE INNOVATION CLUSTERS: A SYSTEMS PERSPECTIVE ON ORGANISATIONAL READINESS FOR ENHANCED INNOVATION BEHAVIOUR	167
	173

Cilia Yael Galvez Sapuy, Andrea Pabón, Tatiana Peñuela KNOWLEDGE TRIANGLE IN HIGHER EDUCATION: A COMMITMENT TO PROCESS LEADERSHIP, CURRICULAR ARTICULATION AND INTERDISCIPLINARITY	
Prof. Héctor Gerardo Toledo Rosillo & Violena Hubenova Nencheva, PhD SUSTAINABLE LEADERSHIP IN PRACTICE OF SPANISH AND POLISH LEADERS. A COMPARATIVE STUDY	184
FORUM 3. GOVERNANCE FOR SUCCESS: EXPLORING OPPORTUNITIES IN A DYNAMIC BUSINESS LANDSCAPE	
Nikola Iliev, PhD PRACTICAL EXAMPLE OF THE APPLICATION OF LEAN 6 SIGMA METHODOLOGY IN DATA SCIENCE	193
Assoc. Prof. Yanica Petkova Dimitrova, PhD THE PERCEPTION OF THE CULTURE OF INNOVATION IN BULGARIAN SMALL AND MEDIUM-SIZED ENTERPRISES AS A CONDITION FOR INCREASING COMPETITIVE PERFORMANCE	200
Assoc. Prof. Albena Yanakieva, PhD APPLICATION OF DELPHI METHOD FOR MANAGEMENT DECISION MAKING IN HEALTH TOURISM	209
Assoc. Prof. Iliyana Ankova, PhD THE INCLUSION OF SUSTAINABILITY CONCEPTS IN THE BULGARIAN HIGHER EDUCATION IN ACCOUNTING	216
Assoc. Prof. Sonia Stefanova, PhD & Assoc. Prof. Zlatina Karadzova, PhD CHALLENGES FOR THE BULGARIAN TOURISM MARKET AFTER THE PANDEMIC COVID 19 – PARADIGMS, PROBLEMS AND PERSPECTIVES	224
Assoc. Prof. Mihail Prodanov, PhD AN ALGORITHM FOR ANALYSING MESSAGES IN THE CONTEXT OF ONE-WAY PERSUASIVE COMMUNICATION	232
Assoc. Prof. Nadya Velinova-Sokolova, PhD EVALUATION OF FINANCIAL INSTRUMENTS IN THE CONTEXT OF SUSTAINABLE FINANCE	239
Prof. Maria Alexieva, PhD THE KNOWLEDGE TRIANGLE AND THE ROLE OF THE TEACHER FOR THE DEVELOPMENT OF KEY COMPETENCES IN THE PRIMARY SCHOOL	247

Assoc. Prof. Vilyana Yankova Ruseva, PhD	
DIGITAL WASTE MANAGEMENT AS A TOOL OF ESG MODEL ..	254
Prof. Diana Sabotinova, PhD	
ESG SCORING SYSTEMS	262
Prof. Sava Dimov, PhD	
AN ETHICAL BRIDGE BUILT ON SHARED VALUES BETWEEN ISLAMIC FINANCE AND ESG	272
Assoc. Prof. Galina Stoyanova, PhD	
ESG STANDARDS AND THE NEW CHALLENGES FOR SECURITY AND SUSTAINABILITY IN INSURANCE	282
Assoc. Prof. Dimitar Minchev, PhD	
ELECTRONIC LEDGER OF BURGAS FREE UNIVERSITY	296
Assoc. Prof. Rumiana Jeleva, PhD	
SUSTAINABILITY CODE IN BULGARIA: CONCEPTUALIZATION, MODELS, PERSPECTIVES	303
Prof. Mariya Neycheva, PhD	
WORKERS' QUALIFICATION AS A FACTOR FOR LABOR MARKET DISEQUILIBRIUMS	311
Assoc. Prof. Silviya Letskovska, PhD & Radoslav Simionov	
USE OF CHEMICAL ADDITIVES TO IMPROVE THE PROPERTIES OF CONCRETE MIXTURES IN THE CONSTRUCTION OF CRITICAL INFRASTRUCTURE	315
Prof. Radostin Dolchinkov, PhD & Radoslav Simionov	
ANALYSIS AND ESTABLISHMENT OF THE ROOT CAUSES OF INCIDENTS WHEN WORKING WITH CRITICAL INFRASTRUCTURE	322
Assoc. Prof. Kamen Seymenliyski, PhD & Radoslav Simionov	
MODERN METHODS OF DESIGNING AND BUILDING CRITICAL INFRASTRUCTURE	326
Prof. Radostin Dolchinkov, Assoc. Prof. Kamen Seymenliyski & Eng. Kolyo Oreshkov	
SAFETY IN HIGH-VOLTAGE MARINE SYSTEMS: CHALLENGES, SOLUTIONS AND MODERNISATION	330
Assoc. Prof. Atanas Luizov, PhD	
ESG STANDARDS AND MARKETING	338

Sabrie Meumune & Atanaska Tacheva	
INNOVATION THROUGH ETVINNING PROJECT WORK "MAGICAL WORLD OF COLORS" FOR FORMING KEY COMPETENCES IN PRE-SCHOOL CHILDREN	344
Jovita Grigorova	
CURRENT ISSUES OF THE JUDICIAL PRACTICE CONCERNING THE CRIMES OF ILLEGAL CROSSING OF THE STATE BORDERS OF THE REPUBLIC OF BULGARIA AND A COMPARATIVE ANALYSIS WITH THE JUDICIAL PRACTICE CONCERNING THE CRIMES, RELATED TO HUMAN TRAFFICKING	348
Ina Dimitrova	
DIAGNOSTIC VERSION OF STUDYING THE EMOTIONAL HEALTH OF PRE-SCHOOL CHILDREN AFTER THE PARENTS' DIVORCE	354
DOCTORAL COLLOQUIUMS ON GOVERNANCE AND STRATEGIC MANAGEMENT	
Stefan Roters	
DIGITALIZATION AS IGNITOR FOR BUSINESS MODEL TRANSFORMATION IN THE CHEMICAL DISTRIBUTION INDUSTRY	360
Vanessa Suciutto	
SUCCESS FACTORS FOR ACCELERATING THE INNOVATION PROCESS AND INCREASING THE USER ACCEPTANCE OF INNOVATIONS – A CASE STUDY ANALYSIS OF PAST IT INNOVATIONS	366
Diana-Marie Schröder	
DIGITAL MATURITY	379
Alwin Bathija	
PREDICTIVE ANALYTICS TO ENSURE CUSTOMER CENTRIC BUSINESS MODELS AND AVOID MARKET SHARE LOSSES THROUGH DISRUPTION	389
Radoslav Mirinchev	
COMPLEX PHYSICAL AND REHABILITATION ACTIVITY PROGRAMS	401
Georgi Hadzhiev	
APPLICATION OF CIRCULAR ECONOMY MODELS ALONG THE BLACK SEA COAST	411

Alexander Kamburov	
THE INCREASING ROLE OF CORPORATE SUSTAINABILITY REPORTING IN THE EUROPEAN UNION AND ITS POTENTIAL EFFECTS ON HEALTH CARE INSTITUTIONS	418
Assist. Prof. Aleksandar Ivanov, PhD	
SECURITY IN WIRELESS SENSOR NETWORKS	427
Rumen Angelov, PhD	
THE CONCEPT OF SMART CITIES IN THE CONTEXT OF THE GREEN (CIRCULAR) ECONOMY	435