



## **APPLY FOR MARIE SKŁODOWSKA-CURIE INDIVIDUAL FELLOWSHIP AT THE UNIVERSITY OF NATIONAL AND WORLD ECONOMY SOFIA, BULGARIA**

The University of National and World Economy (UNWE)<sup>1</sup> is looking for prospective applicants under 2016 Marie Skłodowska-Curie Individual Fellowships call (H2020-MSCA-IF-2016).

Established in 1920, with 21 430 students UNWE is the oldest, most prestigious and largest economic university in South-Eastern Europe, the first in the rankings of Bulgarian universities with economic specialities. In 2012 UNWE obtained for the second time the highest institutional assessment (9,65/10) among all Bulgarian universities from the National Agency for Evaluation and Accreditation (full member of the European Association for Quality Assurance in Higher Education (ENQA)). The University holds also a certificate of quality training ISO 9001:2008 awarded by Moody International Certification GmbH.

UNWE has eight faculties: General Economics, Finance and Accounting, Business Faculty, Economics of Infrastructure, International Economics and Politics, Management and Administration, Applied Informatics and Statistics, and Law. In regular and distance learning the university provides training in 39 undergraduate programs and 40 graduate programs. It also provides training in 21 doctoral programs, incl. in World Economy and International Economic Relationships, Marketing, Planning, Economics and Management (Agrarian Economics), Economics and Management (Environmental Economics), Economics and Management (Business Logistics). Traditionally UNWE has the highest number of employed graduates in Bulgaria, many in senior positions.

UNWE's academic and research staff comprises 587 members. Their key areas of expertise are: strategic analyses of the Bulgarian economy and forecasts for its development, macroeconomics and regional models of growth and restructuring, strategic plans for country and regional development, analyses of the financial sector, social policy, entrepreneurship, agricultural policy and sustainable development, social management, foreign policy, national security, public, criminal and private legal studies etc.

**The following UNWE's departments could offer collaboration to individual experienced researchers willing to develop a project proposal under call H2020-MSCA-IF-2016:**

### **- INTERNATIONAL ECONOMIC RELATIONS AND BUSINESS DEPARTMENT**

The Department of International Economic Relations and Business at the UNWE has a history of over 60 years. Its purpose is to promote research and training in the field of international economics and international business. At present 24 full-time academics are involved in teaching and researching, all of them hold a PhD degree in economics, 4 are full professors and 9 – associate professors. The academic staff delivers high quality teaching, offering a wide range of courses, publishes in leading academic journals and disseminates research results to business and society.

The Department offers a Bachelor's program in international economic relations, taught entirely in English. It also provides Master's programs in international economic relations,

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<sup>1</sup> [www.unwe.bg](http://www.unwe.bg)

international business (in English), international business in the Internet, international project management, international finance, and international trade and development. The PhD program in world economy and international economic relations includes courses in international trade, international finance, international business, international market studies and European integration.

The department's faculty carries out diverse research activity on topical issues of the development of the Bulgarian, the European and the world economy. While scholars focus on specific fields at the same time much of our research is cross-disciplinary exploiting the synergy between theoretical, policy and business perspective that various department members have. Recent successfully completed research projects include topics on international competitiveness of export oriented Bulgarian industries, regional cooperation and integration in South-Eastern Europe, effects of the Eurozone debt crisis, regulatory impact assessment, and industrial policy of Bulgaria among others.

The Department of International Economic Relations and Business conducts thematic research and welcomes scholars from around the world for a research stay in the following major areas:

- Globalization and the new global economic order;
- International trade and economic development;
- International financial system;
- International competitiveness on European, national, sectoral, enterprise level;
- Innovation and industrial policies;
- European economic integration;
- Foreign direct investment;
- International business and marketing;
- International project management;
- Corporate governance;
- International market analyses and forecasts.

#### - **NATURAL RESOURCE ECONOMICS DEPARTMENT**

The Natural Resource Economics Department is a successor of the Agricultural Economics Department established in 1921 year at the first Bulgarian university. After various transformations it joined the University of National and World Economy in 1976. Thousands of students from almost thirty countries have been graduated in the department including about three hundred at Ph.D. level and more than fifty - D.Habil.

The department aims to train socially active and sensitive to the nature young people in entrepreneurial spirit, critical thinking, and understanding of the present world. Studying here is a challenging journey for both faculty and students. They share their knowledge and enthusiasm to build theoretical knowledge and practical skills using modern teaching methods and approaches.

At present eighteen full-time academics – professors and assistants are members of the department. All of them hold at least a Ph.D. degree. More than a half has an experience as visiting lecturers in other universities in the country and abroad.

Natural Resource Economics Department offers educational programs in two areas: a) Agricultural Economics and Business, and b) Environmental Economics, in Bachelor, Master, and Doctoral level. B.Sc. and Ph.D. degrees are taught also in English. All students receive common for the European Union diplomas. Rich is the experience in academic exchange based on active participation in European mobility schemes, in CEEPUS initiative, and in various cooperative programs with other countries all over the world.

The Department leads the development of Agricultural Economics and of Environmental Economics within the country and in the region. The research interest of the staff members covers:

- Agricultural, Rural and Environmental Policy;
- Economic Development of the Regions;
- Farm Structures and Performance;
- Agrarian and Environmental Institutions and Governance;
- Sub-sectoral Analyses;
- Sustainable Development;
- Alternative Agricultural Systems;
- Consumers' Behavior;
- Food Security;
- Protected Territories Management;
- Economic Aspects of Land, Water, and Forest Usage;
- Mathematical and Computer Applications Including GIS.

Research in these fields is permanent and intensive. The Department welcomes colleagues from other universities and countries for teaching and research visits and related common initiatives.

#### - **MARKETING AND STRATEGIC PLANNING DEPARTMENT**

The Department of “Marketing and Strategic Planning” at the UNWE has a history of over 60 years. Its purpose is to promote research and training in the field of marketing and economic planning. At present 22 full-time academics are involved in teaching and researching, all of them hold a PhD degree in Economics, 4 are full professors and 7 – associate professors. The academic staff delivers high quality teaching, offering a wide range of courses publishes in leading academic journals and disseminates research results to business and society.

The Department offers a Bachelor’s program “Marketing and Strategic Planning”, taught entirely in English. It also provides the Following Master’s programs: “Marketing”, “Advertising Management”, “Brand Management”, “Corporate Strategies”, and “Corporate Strategies”. The Department “Marketing and Strategic Planning” also offers a PhD program in “Marketing” that is taught entirely in English.

The Department conducts thematic research and welcomes scholars from around the world for a research stay in the following major areas:

- General marketing;
- Advertising;
- Branding and brand management;
- Green marketing;
- Merchandising;
- Competitive strategies;
- International marketing;
- Marketing channels;
- Product management;
- Price strategies;
- Sales promotions;
- Marketing planning and marketing strategies;
- Relationship marketing;
- Marketing communications;
- Online marketing;
- Brand positioning;

- Market segmentation;
- National economic planning;
- Corporate planning and corporate strategies;
- Regional planning;
- Theory of games.

- **DEPARTMENT OF LOGISTICS**

The Department of Logistics was founded in 1991 at the UNWE. It conducts training and research in the area of logistics and supply chain management. At presents the department consists of 7 full-time academics, all of them hold a PhD degree in economics and management with a dedicated focus on supply chain management and logistics, one is a full professor and three – associate professors. The academic staff is the leading teaching and research body in the supply chain management and logistics fields in Bulgaria with high research productivity and reputation. It delivers training on a wide range of high quality courses and successfully disseminates research results to business and scientific society.

The Department offers a Bachelor's program in Business Logistics. It also provides Master's programs in Business Logistics, Supply Chain Management and a Master's program in Supply Chain Management taught in English. The PhD program in Business Logistics includes courses in theory and practice of logistics and supply chain management, research methods in logistics, modeling and simulation in logistics among others.

The Department carries out extensive scientific research projects in the sphere of logistics and supply chain management. Their main topics are the opportunities, challenges and the latest trends in the development of logistics in Bulgaria and worldwide and its practical and scientific implications. Recent successfully completed and current research projects concern the development of logistics in Bulgaria, contemporary aspects of the development of logistics service providers, energy resources supply chain management, sustainable logistics.

The Department of Logistics conducts research and welcomes foreign scholars for a research stay in the following major areas:

- Current and future challenges in logistics and supply chain management;
- Contemporary strategies and business models for integrated management of supply chains;
- Logistics systems modeling;
- Sustainable logistics and supply chain management;
- EU and state policies in the area of logistics;
- Original organizational solutions in logistics;
- Innovations and services provided by the logistics sector;
- Logistics infrastructure issues;
- Information and communication technologies and systems in logistics
- Contemporary issues and best practices in logistics and supply chain management education.

***If you are interested in developing a project proposal under H2020-MSCA-IF-2016 call together with one of the departments presented above please contact Prof. D.Sc.(Econ.) Stanka Tonkova, Director of the Center for Research and Education Projects at UNWE ([tonkova@unwe.bg](mailto:tonkova@unwe.bg)). She will provide assistance in establishing contacts with the chosen department. Expressions of Interest (CV and a brief description of your research area) will be accepted by July 15, 2016 at the very latest.***