

Volume 59 of PROCEEDINGS includes the papers presented at the scientific conference RU & SU'20, organized and conducted by University of Ruse "Angel Kanchev" and the Union of Scientists - Ruse. Series 5.1. contains papers reported in the Economics and Management.

Book	Code	Faculty and Section
Agrarian and Industrial Faculty		
1.1.	FRI-ONLINE-1-AMT&ASVM	Agricultural Machinery and Technologies, Agrarian Science and Veterinary Medicine
	FRI-ONLINE-1-MR	Maintenance and Reliability
	FRI-ONLINE-1-THPE	Thermal, Hydro- and Pneumatic Equipment
	FRI-ONLINE-1-EC	Ecology and Conservation
	FRI-ONLINE-1-ID	Industrial Design
1.2.	WED-ONLINE-SSS-AMT&ASVM	Agricultural Machinery and Technologies, Agrarian Science and Veterinary Medicine
	WED-ONLINE-SSS- MR	Maintenance and Reliability
	WED-ONLINE-SSS-THPE	Thermal, Hydro- and Pneumatic Equipment
	WED-ONLINE-SSS-EC	Ecology and Conservation
	WED-ONLINE-SSS-ID	Industrial Design
Faculty of Mechanical and Manufacturing Engineering		
2.1.	FRI-ONLINE-1-MEMBT	Mechanical Engineering and Machine-Building Technologies
2.2.	WED-ONLINE-SSS-MEMBT	Mechanical Engineering and Machine-Building Technologies
Faculty of Electrical Engineering Electronics and Automation		
3.1.	FRI-ONLINE-1-EEEA	Electrical Engineering, Electronics and Automation
3.2.	FRI-ONLINE-1-CCT	Communication and Computer Technologies
3.3.	THU-ONLINE-SSS-EEEA	Electrical Engineering, Electronics and Automation
	THU-ONLINE-SSS-CCT	Communication and Computer Technologies
Faculty of Transport		
4.1.	FRI-2.209-1-TMS	Transport and Machine Science
4.2.	FRI-2.204-SITSTL	Sustainable and Intelligent Transport Systems, Technologies and Logistics
4.3.	WED-ONLINE-SSS-TMS	Transport and Machine Science
Faculty of Business and Management		
5.1.	FRI-ONLINE-1-EM	Economics and Management
5.2.	FRI-ONLINE-1-ESSIR	European Studies, Security and International Relations
5.3.	THU-ONLINE-SSS-EM	Economics and Management
Faculty of Natural Sciences and Education		
6.1.	FRI-ONLINE-1-MIP	Mathematics, Informatics and Physics
6.2.	FRI-ONLINE-1-PP	Pedagogy and Psychology
6.3.	FRI-ONLINE-1-LL	Linguistics and Literature
	FRI-ONLINE-1-AS	Art Studies
6.4.	FRI-ONLINE-1-ERI	Education - Research and Innovations
6.5.	THU-ONLINE-SSS-FM	Financial Mathematics
	THU-ONLINE-SSS-PP	Pedagogy and Psychology

Faculty of Law		
7.1	FRI-ONLINE-1-LS	Law Studies
7.2	FRI-ONLINE-1-NS	National Security
7.3	MON-ONLINE-SSS- L	Law Studies
Faculty of Public Health and Health Care		
8.1	FRI-ONLINE-1-HP	Health Promotion
8.2	FRI-ONLINE-1-SW	Social Work
8.3	FRI-ONLINE-1-MCDA	Medical and Clinical Diagnostic Activities
8.4	FRI-ONLINE-1-HC	Health Care
8.5	THU-ONLINE-SSS-HP	Health Promotion
	THU-ONLINE-SSS-SW	Social Work
	WED-ONLINE-SSS-HC	Health Care
Quality of Education Directorate		
9.1.	FRI-ONLINE-QHE	Quality of Higher Education
Razgrad Branch of the University of Ruse		
10.1	FRI-LCR-1-CT(R)	Chemical Technologies
10.2	FRI-LCR-1-BFT(R)	Biotechnologies and Food Technologies
10.3	TUE-ONLINE-SSS-BFT(R)	Biotechnologies and Food Technologies
	TUE-ONLINE-SSS-CT(R)	Chemical Technologies
Silistra Branch of the University of Ruse		
11.1	FRI- ONLINE-H(S)	Humanities
	FRI- ONLINE-PPTM(S)	Pedagogy, Psychology, and Teaching Methodology
	FRI- ONLINE-TS(S)	Technical Sciences
11.2	FRI- ONLINE-H(S)	Humanities
	FRI- ONLINE-SSS-PPTM(S)	Pedagogy, Psychology, and Teaching Methodology
	FRI- ONLINE-SSS-TS(S)	Technical Sciences

The papers have been reviewed.

ISSN 1311-3321 (print)

ISSN 2535-1028 (CD-ROM)

ISSN 2603-4123 (on-line) Copyright © authors

The issue was included in the international ISSN database, available at <https://portal.issn.org/>.

The online edition is registered in the portal ROAD scientific resources online open access



PROGRAMME COMMITTEE

- **Prof. Amar Ramdane-Cherif**
University of Versailles, France
- **Assoc. Prof. Manolo Dulva HINA**
ECE Paris School of Engineering, France
- **Prof. Leon Rothkrantz**
Delft University of Technology, Netherlands
- **Assoc. Prof. Antonio Jose Mendes**
University of Coimbra, Portugal
- **Prof. Ville Leppanen**
University of Turku, Finland
- **Assoc. Prof. Marco Porta**
University of Pavia, Italy
- **Prof. Douglas Harms**
DePauw University, USA
- **Prof. Zhanat Nurbekova**
L. N. Gumilyov Eurasian National University, Nur Sultan, Kazakhstan
- **Prof. Mirlan Chynybaev**
Kyrgyz State Technical University, Bishkek, Kyrgyzstan
- **Prof. Ismo Hakala, PhD**
University of Jyväskylä, Finland
- **Prof. Dr. Artur Jutman**
Tallinn University of Technology, Estonia
- **Prof. RNDr. Vladimír Tvarozek, PhD**
Slovak University of Technology in Bratislava, Bratislava, Slovakia
- **Doc. Ing. Zuzana Palkova, PhD**
Slovak University of Agriculture in Nitra, Nitra, Slovakia
- **Andrzej Tutaj, PhD**
AGH University of Science and Technology, Krakow, Poland
- **Prof. Valentin NEDEFF Dr. eng. Dr.h.c.**
“Vasile Alecsandri” University of Bacău, Romania
- **Dr. Cătălin POPA**
“Mircea cel Bătrân” Naval Academy, Constantza, Romania
- **Prof. dr Larisa Jovanović**
Alfa University, Belgrade, Serbia
- **Prof. dr hab. Edmund LORENCOWICZ**
University of Life Sciences in Lublin, Poland
- **Assoc. Prof. Ion MIERLUS - MAZILU, PhD**
Technical University of Civil Engineering, Bucharest, Romania
- **Prof. Dojčil Vojvodić PhD**
Faculty of Philosophy, University of Novi Sad, Serbi
- **Assoc. Prof. Alexandrache Carmen, PhD**
Department of Teacher Training, “Dunarea de Jos”, Galati University, Romania
- **Prof. Alberto Cabada**
University of Santiago de Compostela, Faculty of Mathematics, Santiago de Compostela, Spain
- **Kamen Rikev, PhD**
Institute of Slavic Philology, Maria Curie-Skłodowska University in Lublin, Poland
- **Dra. Clotilde Lechuga Jiménez, PhD**
Education Science Faculty (Teatinos Campus), University of Malaga (Spain)
- **Assoc. Prof. Despina Sivevska, PhD**
Faculty of Educational Sciences, University "Goce Delcev"-Stip, Macedonia

- **Liqaa Habeb Al-Obaydi, PhD**
English Department, College of Education for Human Sciences, University of Diyala, Iraq
- **Prof. Igor Kevorgovich Danilov, DSc**
Yuri Gagarin State Technical University of Saratov, Russia
- **Prof. Aleksander Valentinov Sladkowski, DSc**
Silesian University of Technology, Poland
- **Prof. Dr. Vera Karadjova,**
“St. Kliment Ohridski” University – Bitola, Faculty of tourism and hospitality – Ohrid, Republic of North Macedonia
- **Prof. Dr. Aleksandar Trajkov**
“St. Kliment Ohridski” University - Bitola, Faculty of tourism and hospitality – Ohrid, Republic of North Macedonia
- **Prof. Dr. Petar Pepur**
University of Split, Croatia
- **Prof. Dr. Korhan Arun**
Namik Kemal University, Tekirdağ, Turkey
- **Prof. Yuliya Yorgova, PhD**
Burgas Free University, Bulgaria
- **Prof. Claudia Popescu, PhD**
Bucharest University of Economic Studies, Romania
- **Prof. Dr. Gerhard Fiolka**
University of Fribourg, Switzerland
- **Prof. Haluk Kabaalioglu, PhD**
Yeditepe University, Turkey
- **Prof. Silva Alves, PhD,**
University of Lisbon, Portugal
- **Hanneke van Brugge, DHC mult**
Appeldoorn, The Netherlands
- **Prof. Nino Žganec, DSc**
President of European Association of Schools of Social Work, University of Zagreb, Croatia
- **Prof. Violeta Jotova**
Direction Pediatrics at St. Marina University Hospital - Varna, Bulgaria, Chair ESPE
Postgraduate Qualification Committee
- **Prof. Tanya Timeva, MD, PhD**
Obstetrics and Gynecology Hospital "Dr. Shterev", Sofia, Bulgaria
- **Prof. Kiril Stoychev, PhD,**
Institute of Metal Science, Equipment and Technologies “Acad. A. Balevsci” with
Haydroaerodinamics centre – BAS, Bulgaria
- **Assoc. Prof. Mark Shamtsyan, PhD**
Technical University, Saint Petersburg, Russia
- **Assoc. Prof. Oleksii Gubenia, PhD**
National University of Food Technologie, Kiev, Ukraine
- **Assoc. Prof. Olexandr Zaichuk, DSc**
Ukrainian State University of Chemical Technology, Dnepropetrovsk, Ukraine
- **Prof. Eugene Stefanski, DSc**
Samara University, Russia
- **Doc. Dr Tatiana Strokovskaya**
International University of Nature “Dubna”, Dubna, Russia
- **Prof. DSc. Petar Sotirov**
Maria Curie-Sklodowska University of Lublin, Poland
- **Prof. Papken Ehasar Hovsepian**
Sheffield Hallam University, Sheffield, UK

- **Accos. Prof. Krassimir Dochev Dochev, PhD**
University of Portsmouth School of Engineering, UK
- **Mariana Yordanova Docheva, PhD**
University of Portsmouth School of Engineering, UK
- **Assoc. Prof. Ivan Antonov Lukanov, PhD**
University of Botswana, Faculty of Engineering and Technology, Gaborone, Botswana
- **Assoc. Prof. Petko Vladev Petkov, PhD**
Research Associate Cardiff University, UK
- **Prof. Stepan Terzian DSc**
Bulgarian Academy of Science, Bulgaria
- **Prof. Dr. Gabriel Negreanu**
University Politehnica of Bucharest, Romania

ORGANISING COMMITTEE

- ◆ **ORGANIZED BY: UNIVERSITY OF RUSE (UR) AND UNION OF SCIENTISTS (US) - RUSE**
- ◆ **ORGANISING COMMITTEE:**
 - **Chairperson:**
COR. MEM Prof. Hristo Beloev, DTSc – Rector of UR, Chairperson of US - Ruse
 - **Scientific Secretary:**
Prof. Diana Antonova PhD, Vice-Rector Research,
dantonova@uni-ruse.bg, 082/888 249
 - **Members:**
 - **Agricultural Machinery and Technologies, Agrarian Sciences and Veterinary Medicine**
 - **Maintenance and Reliability**
 - **Thermal, Hydro- and Pneumatic Equipment**
 - **Ecology and Conservation**
 - **Industrial Design**
Assoc. Prof. Plamen Manev,
pmanev@uni-ruse.bg, 082 888 542
 - **Contemporary Foreign Language Teaching; Didactics, Pedagogy and Psychology;**
(16.10., Silistra)
Assoc. Prof. Diana Zhelezova-Mindizova, PhD,
dmindizova@uni-ruse.bg
 - **Linguistics; Theory of Literature and History; Philosophy** (16.10., Silistra)
Assoc. Prof. Romyana Lebedova, PhD,
rlebedova@uni-ruse.bg
 - **E-Learning; Energy Effectiveness; Natural Sciences; Technical Sciences; Mathematics and Informatics** (16.10., Silistra)
Pr. Assist. Evgenia Goranova, PhD,
egoranova@uni-ruse.bg
 - **Chemical Technologies** (06-07.11., Razgrad)
 - **Biotechnologies and Food Technologies** (06-07.11., Razgrad)
Assoc. Prof. Tsvetan Dimitrov, PhD,
conf_rz@abv.bg, 0887 631 645
 - **Mechanical Engineering and Machine-building Technologies**
Assoc. Prof. Dimitar Dimitrov, PhD,
ddimitrov@uni-ruse.bg, 0886 474 834, 082/888 653
 - **Electrical Engineering, Electronics and Automation**
Assoc. Prof. Boris Evstatiev, PhD,
bevstatiev@uni-ruse.bg, 082 888 371
 - **Communication and Computer Systems**
Assoc. Prof. Galina Ivanova, PhD, giivanova@uni-ruse.bg, 082 888 855
Pr. Assist. Ivanka Tsvetkova, PhD, itsvetkova@uni-ruse.bg, 082 888 836
 - **Transport and Machine Science**
Assoc. Prof. Simeon Iliev, PhD,
spi@uni-ruse.bg, 082 888 331

- **Sustainable and intelligent transport systems, technologies and logistics**
Prof. Velizara Pencheva, PhD,
vpencheva@uni-ruse.bg, 082 888 558, 082 888 608
- **Economics and Management**
Pr. Assist. Miroslava Boneva, PhD, mboneva@uni-ruse.bg, 082/888 776
Pr. Assist. Elizar Stanev, PhD, estanev@uni-ruse.bg, 082/888 703
- **European studies, security and international relations**
Prof. Vladimir Chukov, DSc, vlachu1@gmail.com, +359 82 825 667
Assoc. Prof. Mimi Kornazheva, PhD, mkornazheva@uni-ruse.bg, +359 82 825 667
- **Mathematics, Informatics and Physics**
Prof. Tsvetomir Vasilev, PhD,
tvasilev@uni-ruse.bg, 082/888 475
- **Education – Research and Innovations**
Assoc. Prof. Emilia Velikova, PhD,
evelikova@uni-ruse.bg, 0885 635 874
- **Pedagogy and Psychology**
Assoc. Prof. Bagryana Ilieva, PhD,
bilieva@uni-ruse.bg 082 888 219
- **History, Ethnology and Folklore**
Pr. Assist. Reneta Zlateva, PhD
rzlateva@uni-ruse.bg, 082/888 752
- **Linguistics, Literature and Art Science**
Assoc. Prof. Velislava Doneva, PhD,
doneva_v@uni-ruse.bg, 0886 060 299
- **Health Promotion**
Assoc. Prof. Stefka Mindova, PhD,
smindova@uni-ruse.bg, 0882 895 149
- **Social Work**
Prof. Sasho Nunev DSc,
snunev@uni-ruse.bg, 0886 802 466
- **Medical and clinical diagnostic activities**
Assoc. Prof. Nikola Sabev, DSc,
nsabev@uni-ruse.bg, 0882 123 305
- **Health Care**
Pr. Assist. Greta Koleva, PhD,
gkoleva@uni-ruse.bg, 0882 517 173
- **Law**
Assoc. Prof. Elitsa Kumanova, PhD,
ekumanova@uni-ruse.bg, 0884 980 050
- **National Security**
Assoc. Prof. Milen Ivanov, DSc,
poligon@abv.bg, 082 888 736
- **Quality of Higher Education**
Prof. Ivanichka Serbezova, PhD, iserbezova@uni-ruse.bg
Daniela Todorova, dtodorova@uni-ruse.bg, 082 888 378.

• **REVIEWERS:**

Prof. Borislav Borisov, DSc
Prof. Krasimir Enimanev, DSc
Prof. Sasho Nunev, DSc
Prof. Aneta Deneva, PhD
Prof. Andrey Zahariev, PhD
Prof. Dimitar Damyanovski, PhD
Prof. Ognyan Andreev, PhD
Prof. Silviya Trifonova, PhD
Prof. Yuliya Yorgova, PhD
Assoc. Prof. Elitsa Petrova, DSc
Assoc. Prof. Aneta Marichova, PhD
Assoc. Prof. Bistra Tsenova, PhD
Assoc. Prof. Emil Kotsev, PhD
Assoc. Prof. Georgi Valchev, PhD
Assoc. Prof. Ilian Minkov, PhD
Assoc. Prof. Ina Nikolova, PhD
Assoc. Prof. Iskra Panteleeva, PhD
Assoc. Prof. Ivanka Dimitrova, PhD
Assoc. Prof. Julia Doncheva, PhD
Assoc. Prof. Lyubomir Todorov, PhD
Assoc. Prof. Lyudmila Mihaylova, PhD
Assoc. Prof. Nikolay Neykov, PhD
Assoc. Prof. Siyka Demirova, PhD
Assoc. Prof. Stoyan Kraychev, PhD
Assoc. Prof. Toni Mihova, PhD
Assoc. Prof. Veneta Hristova, PhD
Assoc. Prof. Vera Pirimova, PhD
Assoc. Prof. Veselin Popov, PhD
Pr. Assist. Martin Ivanov, PhD
Pr. Assist. Nataliya Venelinova, PhD
Pr. Assist. Velina Koleva, PhD
Pr. Assist. Anna Otsetova, PhD
Pr. Assist. Daniela Yordanova, PhD
Pr. Assist. Maria Vasilska, PhD
Pr. Assist. Tzvetelin Gueorgiev, PhD
Pr. Assist. Violeta Vaskova, PhD

ECONOMICS AND MANAGEMENT

Content

1. FRI-2B.412-1-EM1-01	13
Main Aspects of the Development of Science “Quality Management” <i>Kiril Kirov, Kalin Proinov</i>	
2. FRI-2B.412-1-EM1-02	19
Analysis of the Stages of Development of Quality Management <i>Kiril Kirov, Kalin Proinov</i>	
3. FRI-ONLINE-1-EM1-03	25
Literature Review on Integrated Systems for Quality Management, Environment and Health and Safety <i>Neli Babekova, Pavel Vitliemov</i>	
4. FRI-ONLINE-1-EM1-04	31
Process Effectiveness or process Efficiency: Which Indicator is More Important for Organizations? <i>Anton Nedyalkov</i>	
5. FRI-ONLINE-1-EM1-05	39
Analysis Efficiency and Effectiveness with Lean Toolbox in Service Providing Companies <i>Adriana Simeonova</i>	
6. FRI-ONLINE-1-EM1-06	40
Theoretical Aspects of Production Infrastructure at Industrial Enterprises <i>Vasil Tanev, Anton Nedyalkov</i>	
7. FRI-ONLINE-1-EM1-07	47
Literature Review on Business Intelligence Systems for Analysis of Manufacturing Process <i>Georgi Georgiev, Pavel Vitliemov</i>	
8. FRI-ONLINE-1-EM1-08	53
The Use of System Dynamics Modelling for Innovation Risk Management <i>Ivelina Lyubenova, Milena Kirova</i>	
9. FRI-2B.412-1-EM1-09	59
Business Models and Monetization of Video Games <i>Elizar Stanev</i>	
10. FRI-ONLINE-1-EM1-10	67
The Influence of Individual Differences on Personal Behaviour in Organizational Environment <i>Krasimira Zagorova</i>	
11. FRI-ONLINE-1-EM1-11	73
Some Challenges upon Higher Education in the Autumn of 2020 <i>Miglena Pencheva</i>	
12. FRI-ONLINE-1-EM1-12	74
Aspects of Management of Consumer Behaviour towards Educational Product <i>Svilena Ruskova, Svilen Kunev, Bozhana Stoycheva</i>	
13. FRI-2B.412-1-EM1-13	82
For Marketing Board of Beekeeping from Ruse Region	

	<i>Lyubomir Lyubenov</i>	
14.	FRI-ONLINE-1-EM1-14 Research of the Interconnection Between: Social Class Belonging and Organic Food Consumption <i>Svilena Ruskova, Bozhana Stoycheva</i>	87
15.	FRI-ONLINE-1-EM1-15 Cluster Research on the Influence of Social Classes to the Bulgarian Organic Food Market <i>Svilena Ruskova, Bozhana Stoycheva</i>	96
16.	FRI-ONLINE-1-EM1-16 Methodology for the Study of Burnout Syndrome in the Field of Healthcare <i>Svilena Ruskova, Ivalina Ruseva</i>	97
17.	FRI-ONLINE-1-EM1-17 Empirical Study of Burnout Syndrome in the Field of Healthcare <i>Svilena Ruskova, Ivalina Ruseva</i>	105
18.	FRI-ONLINE-1-EM1-18 Environment Protection as a Manifestation of Corporate Responsibility of “Kozloduy” NPP EAD <i>Irina Kostadinova</i>	112
19.	FRI-ONLINE-1-EM1-19 Tools Representing the Relationship between Anxiety, Creativity, Innovation: Metadata Analysis <i>Silvia Beloeva, Diana Antonova</i>	118
20.	FRI-ONLINE-1-EM1-20 Leadership Style Impact on Employee Motivation in a Business Organization (By the Example of a Large Retail Chain in Bulgaria) <i>Milena Todorova, Gergana Boneva</i>	124
21.	FRI-2G.404-1-EM2-03 Effects of COVID-19 on the Banking Sector – Evidence for Bulgaria <i>Kamelia Assenova</i>	131
22.	FRI-ONLINE-1-EM2-04 Covid-19 and the Risk of Deflation for the Bulgarian Economy <i>Emil Trifonov, Georgi Georgiev</i>	132
23.	FRI-ONLINE-1-EM2-05 Covid-19 and Digitalisation – Some Challenge and Opportunity for the European Economy <i>Alexander Petkov p.m.a., Monika Varbanova</i>	139
24.	FRI-2G.404-1-EM2-06 Research on the Attitudes Towards Education in Crises Management in Era of Digital Economy <i>Daniel Pavlov, Miroslava Boneva</i>	140
25.	FRI-2G.404-1-EM2-07 Exposure of European Countries to Contemporary Asymmetric Shocks <i>Petar Penchev</i>	147
26.	FRI-2G.404-1-EM2-08 Differences Between Countries which Can be Corrected with an Independent Monetary Policy <i>Petar Penchev</i>	152

27.	FRI-ONLINE-1-EM2-09 New Trends in Natural Resources Productivity in Bulgaria <i>Dafina Doneva</i>	156
28.	FRI-2G.404-1-EM2-10 The Bulgarian Labour Market – Regional Differences During the Period 2013-2018 <i>Aleksandar Kosuliev</i>	162
29.	FRI-ONLINE-1-EM2-11 The Minimum Wage and Minimum Wage Employment in the Ruse District During the Period 2007-2017 <i>Aleksandar Kosuliev</i>	168
30.	FRI-ONLINE-1-EM2-12 Opportunities for Optimization of the Territorial Organization of Bulgaria as a Factor for Regional Development <i>Kamen Petrov</i>	174
31.	FRI-ONLINE-1-EM2-13 Model of Growth of Small Firms with Trademark Property Rights <i>Neli Rasheva</i>	181
32.	FRI-ONLINE-1-EM2-14 Opportunities for INteraction Among Intrapreneurs in a Small Industrial Company <i>Denitsa Fileva, Daniel Pavlov</i>	188
	Dedication	194