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Ikonomichesko razvitie **Economical Development**

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The study discusses issues related to the emergence and development of marketing, the stages, approaches and paradigms used for marketing activities in the U.S. and Europe. Particular attention is paid to some new marketing theories, developed in European countries as alternatives to marketing-management.

Key words: marketing, paradigms, new theories.

JEL: M31.

Izvluchane na znania ot nestrukturirani danni chrez analiz na mnenieto na potrebitelya

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Knowledge Discovery from Unstructured Data using Sentiment Analysis

**Stanimira Yordanova,
Kamelia Stefanova 13**

Information in a business organization is constantly growing today in a form of structured and unstructured data. According to Gartner, Inc.,

(2016), a world's leading information technology research and advisory company, "by 2018 more than half of large organizations globally will compete using advanced analytics". One of the trends that influences the rapid development of this market is business analytics improvement through enrichment with new methods and algorithms to extract and process data from new sources, providing unstructured data especially from interaction with customers. Social media and review sites are possible sources of unstructured data, where users can express their opinion about products and services by posting comments. Business organizations may explore users' opinion using sentiment analysis methods for identifying positive and negative opinion, expressed about their products and services on the internet. Knowledge discovery from users' comments requires structuring unstructured data and then applying text and data mining methods and tools. Business Intelligent tools are used to present the results from analysis in a proper way to discover new knowledge and to support decision making process in the organisation.

The present paper is focused on introducing main definitions, methodologies and tools for mining and analyzing unstructured data from users' comments and a methodology for knowledge discovery from unstructured data using sentiment analysis is suggested.

Key words: Data Mining, Text Mining, Sentiment Analysis, Business Intelligence.

JEL: C63.

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The publication concerns issues, related to the minimum wage in Bulgaria. A theoretical overview about the essence of the minimum wage was made, and it analyzed its level and dynamics in Bulgaria since 1999. The correlation to economic growth is analyzed, such as average income per month, levels of employment and unemployment. After analysis key conclusions are outlined and recommendations on identifying and indexing the minimum wage rate in the country are made.	
Key words: minimum wage, level and dynamic, effect.	
JEL: E24, J31.	
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The article analyzes the structure of the European financial sector and regulatory changes in the years after the global financial crisis. Emphasis is placed on the problem of overbanking. The purpose is to analyze the impact of the forthcoming structural reform aimed at limiting the overbanking and strengthening financial stability in European Union (EU). In this con-	

text, the study is focused consistently on: the structure and development of the European financial system before and after the crisis of 2007-08; displaying the problem of "overbanking" on the basis of an analysis of the advantages and disadvantages of European financial structure; possible approaches to its mitigation, special emphasis among which is placed on the structural reform and regulatory measures that should be introduced in EU in 2017 and 2018.

Key words: financial sector, financial crisis, overbanking, structural reform, proprietary trading.

JEL: G 01; G 21; G 28.

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The traditional interest of researchers and practitioners in the field of supply chain management focuses on the movement of material flows from the initial producer to end customer in the chain. However, nowadays more and more products are returned to manufacturers or distributors. Hence, the concept of so-called reverse supply chains arises – these are chains that serve the flows of products and materials moving from the end customer to the initial producer. The article presents the essence and configuration of the reverse supply chains and examines the challenges facing their management. It discusses the role of the European and Bulgarian legislation and provides examples of the best practices in the management of reverse supply chains. The thesis is argued that the effective and efficient management of reverse supply chains provides a number of advantages and benefits for companies and stakeholders.

Key words: supply chain, reverse supply chain, closed-loop supply chain, reverse logistics, waste management.

JEL: M10, M11, Q20, Q50.

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Housing Policy of the Administrative-Territorial Units in Northeastern Bulgaria 2010-2014

Nikolinka Ignatova 70

The article examines the status and the change of the parameters characterizing the housing policy in the Northeastern region of the Republic of Bulgaria. Surveyed are the various counties in the Northeastern Region of Bulgaria - Varna, Dobrich, Targovishte and Shumen. Subject of analysis are the strategic goals, the operational aspects and the indicators characterizing the housing policy in these counties. Analyzed and outlined are the impact of specific factors on housing policy and the vision and strategic objectives thereof in this region of the country. The conclusions may be summarized as follows: the strategic objectives are aimed at improving the condition of existing housing and the provision new affordable housing for the population. Housing affordability for the population is improved as a result of reduced price levels and increased incomes. The residential standard, the housing concentration and the average housing area are growing as a result of a slowdown in housing numbers relative to the population and the growth rate of the housing area. These changes are the result of the demographic, economic and social changes in this part of the country.

Key words: strategic objectives, housing affordability, number and structure of housing units and residential buildings, residential standard, the average housing area, concentration of housing.

JEL: M21, O18, R13, R28, R31.

Zelenite rabotni mesta v Bulgaria – problemi i perspektivi

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Green Jobs in Bulgaria – Problems and Perspectives

Albena Miteva 81

The aim of this article is to reveal the essential features and characteristics of green jobs as a means of solving problems with the economic slowdown and the loss of jobs and the continuing deterioration of the environment and degradation of ecosystems. On this basis is provided a definition of green jobs, are explored the problems of their distribution in Bulgaria and are offered directions for their development.

Key words: green jobs, sustainable development, green economy.

JEL: Q01.

Ikonomicheska otsenka na navodneniata chrez prilozhenie na geografsko softuerno prilozhenie

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The Economic Evaluation of Floods Using Spatial Software Application

Ekaterina Bogomilova 95

The economic evaluation in the case of floods includes the full costs and benefits of activities such as prevention, response and recovery, i.e. before, during and after the occurrence of the event. The aim of this study is based on an open source geographical software application for flood modelling with different heights of the tidal wave by means of which to evaluate the costs and benefits of specific alternatives and to show how the costs of preventing floods have an impact on a given region. For the purposes of this article several floods in the city of Lukovit are subject to flood modelling. The selected area has a specific topology which makes it difficult in terms of flood protection. This is also determined by the fact that 3 major rivers (the Iskar River, Vit River, Zlatna Panega) and other smaller ones pass through the region.

Key words: floods, geographical software application, flood modeling, assessment of costs and benefits.

JEL: C31, C63, H7.

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The subject of this article is the method developed for training in the discipline of Social Responsibility in Business for Business Administration students. The article discusses the role and importance of social responsibility in today's business practice and the need for such training of students. An innovative training approach has been introduced by applying the action learning method. The article discusses the nature of the action learning method as well as its benefits for the participants. The aim of the introduced innovative approach is to create conditions for a more effective learning and training of students to manage and work in today's business environment. The article presents the experience of the conduct of such type of training in the discipline as well as the results achieved. The resultant conclusions reveal the potential of such type of training and its contribution to university education and its closer linking with practice.

Key words: corporate social responsibility, action learning, student projects, social responsibility.

JEL: M10, M19.

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The Manager in Specialized Institutions and Community Services

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The social manager's role in social services is becoming increasingly important in recent years. The object of study in this elaboration is social manager and the subject –his role in social services. The aim is to highlight the importance of social manager for the appropriate functioning of social services. Specific tasks in this exhibition are limited to disclosure of the essential characteristics and requirements which must meet social manager; style and method of social managers' work; factors that cause stress in subordinates, and the social manager's role in stress management in the workplace.

Key words: social manager, working style, method of work, stress at work, social manager's role.

JEL: I39, J24, M54, M59.

Ikonomicheski teorii Economical Theories

Teorii za internatsionalizatsia na firmite – (ne)prilozhimost za mikro- i malkite aviospeditorski firmi na balgarskia pazar

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Firms' Internalisation Theories – (non) applicability for Micro- and Small Enterprises in the Bulgarian Airfreight Forwarding Market

Vladislav Tsvetanov 130

The article discusses aspects of the popularity of firms' internationalisation theories and their (non)applicability among micro and small enterprises in the Bulgarian market. The theories of internationalisation are classified best practices of successfully internationalised companies. In an effort to create a universal theoretical model scientists move away, in one or another aspect, from the concrete: business situations in the companies, organizational management structures, the personality of the business leaders, the business culture, the relevant economic policy, the national business

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infrastructure and others. The increased turbulence and business dynamics after the advent of the Internet, changed the way of doing business and questioned the applicability for today's business conditions in Bulgaria of a number of internationalisation theories. The answer to the question of (non) applicability is sought among internationalized, due to the nature of its activities, micro and small enterprises in the airfreight forwarders sector, through personal interviews of 26.7% of companies operating in Sofia Airport, during the Feb-Nov 2014 period.

Key words: internalisation theories, (non) applicability, micro and small enterprises.

JEL: F10, F20, M16.

Sreshtu uig interpretatsiata na istoriata na ikonomicheskia analiz u Samuelson i neynata tekushta legitimatsia

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Against Samuelson's Whig Interpretation of History of Economic Analysis and its Current Legitimation

Veselina Atanasova 143

The paper presents a negative view with respect to Paul Samuelson's whig interpretation of history of economic analysis – to what he reduces historiography of economics, and actually against its current legitimation, seen in Medema and Waterman (2010) and Medema and Waterman, eds. (2014). The analysis is focused on the unity of Samuelson's whig historical and theoretical approaches. The attention is drawn to a series of original methodological and theoretical views in his influential publications, identifying his position, which (views) as a matter of fact disprove his claim for 'better' whig interpretation of history of economic science. It is pointed out that it is not a mere idiosyncrasy of Samuelson's contribution amongst the figures of post-World War II economics; it is an expression of the general tendency in mainstream economics to embody in its theory the whig historical approach.

Key words: whig historiography, whig interpretation of history of economic analysis, Samuelson's economics.

JEL: B00; B20; B31; B40.