

## CONTENTS

|  |    |
|--|----|
| FROM EDITORS .....   | 5  |
| PROBLEMS OF SOCIAL SECURITY IN BULGARIA .....  | 6  |
| Anton Marinov  |    |
| K-MEANS CLUSTER ANALYSIS ON THE LABOUR MARKET IN BULGARIA .....  | 16 |
| Desislava Stefanova  |    |
| SUSTAINABLE DEVELOPMENT AND SOCIAL SECURITY OF THE ENGAED IN THE AGRICULTURE .....   | 23 |
| Plamen Enev, Georgi Alexiev  |    |
| EDUCATIONAL STRUCTURE OF THE POPULATION OF STARA ZAGORA REGION - A FACTOR FOR SUSTAINABLE DEVELOPMENT .....                                | 28 |
| Krasimira Toneva   |    |
| HUMAN RESOURCES MANAGEMENT – INNOVATIVE PRACTICES FOR SUSTAINABLE DEVELOPMENT OF ORGANIZATIONS .....                                       | 32 |
| Emiliya Stoyanova  |    |
| MANAGEMENT OF PERSONNEL IN THE COMMERCIAL ENTERPRISE BY AN EFFECTIVE AND SUSTAINABLE COMMUNICATION .....                                   | 37 |
| Ventsislava Nikolova, Svetla Panayotova  |    |
| DEVELOPMENT OF KEY SKILLS AND COMPETENCE OF STAFF - PREREQUISITE FOR SUSTAINABLE DEVELOPMENT OF SPA AND WELLNESS CENTERS IN BULGARIA ..... | 42 |
| Galina Kurteva, Mariya Monova-Zheleva, Yanislav Zhelev   |    |
| EMPLOYMENT TRENDS IN THE ICT SECTOR .....  | 48 |
| Dobrin Dobrev, Petar Petrov  |    |
| THE ROLE AND IMPORTANCE OF MOTIVATION AND HYGIENE FACTORS IN MODERN HUMAN RESOURCES MANAGEMENT .....                                       | 54 |
| Mariana Usheva   |    |
| SPECIFICITY SOCIAL IMPACTS AND INTERACTIONS IN THE MANAGEMENT OF HUMAN RESOURCES .....   | 62 |
| Mariana Usheva   |    |
| THE CHALLENGES OF 21-ST CENTURY FOR THE BULGARIAN ECONOMY – GOOD WORKING PENSION SYSTEM .....  | 68 |
| Sevdalina Dimitrova, Vanja Dimitrova   |    |
| CHANGES IN CONSUMPTION AND SAVING AS A RESULT OF POPULATION AGEING .....   | 73 |
| Diana Sabotnova  |    |
| PRODUCTION OF FOOD PRODUCTS BY HOME FARMS OF HOUSEHOLDS - TRENDS, PROBLEMS, OPPORTUNITIES .....  | 78 |
| Darina Ruscheva  |    |
| COOPERATIVE BUSINESS IN BULGARIA .....   | 81 |
| Darina Zaimova, George Zheliazkov, Veneta Gajdardzhieva  |    |
| THE DEVELOPMENT OF THE SOCIAL ACTIVITIES OF THE WORKER-PRODUCTIVE COOPERATIVES – A BASIS FOR THEIR SUSTAINABLE DEVELOPMENT .....           | 86 |
| Albena Miteva  |    |

|   |     |
|---|-----|
| SOCIAL RESPONSIBILITY – ANGAGEMENT OF SOME BULGARIAN POSTAL AND COURIER OPERATORS .....   | 93  |
| Gergana Dimcheva, Polya Gocheva   |     |
| APPLICATION OF MANAGEMENT STANDARDS OF CUSTOMER SATISFACTION BY COURIER COMPANY IN BULGARIA - AN OBJECTIVE NECESSITY, PROBLEMS AND CHALLENGES ..... | 97  |
| Anna Otsetova   |     |
| ANALYSIS OF ICT SKILLS IN BULGARIA IN THE ASPECT OF THE ADOPTED NEW PRIORITIES FOR THE DIGITAL ECONOMY .....  | 102 |
| Marina Mladenova  |     |
| CHALLENGES TO IMPLEMENTATION OF ICT IN EDUCATION OF GENERATION "SOCIAL NETWORKING" .....  | 109 |
| Marina Mladenova, Bogomil Brezin  |     |
| AN APPROACH TO CREATING SPECIALIZED GIS FOR FORESTRY .....  | 113 |
| Maria Asenova   |     |
| ANALYSIS OF SOFTWARE SYSTEMS SUPPORTING LUMBER AUCTION MANAGEMENT .....   | 119 |
| Anna Rozeva, Pavel Dichev   |     |
| INFORMATION TECHNOLOGIES FOR CREDIT RISK MANAGEMENT .....   | 125 |
| Penka Georgieva, Radmila Dolchinkova, Radostin Dolchinkov   |     |
| DIGITAL TECHNOLOGY - INITIATIVE FOR MODERN POSTAL AND COURIER SERVICES .....  | 130 |
| Vania Ivanova   |     |
| ITIL BEST PRACTICIES .....  | 136 |
| Krassimira Shvertner, Desislava Karcheva  |     |
| MAJOR TRENDS IN THE DEVELOPMENT AND THE USE OF EMBEDDED COMPUTER CONTROL SYSTEMS .....  | 142 |
| Radoslav Miltchev, Melina Neykova   |     |
| OUTSOURCING AND CONTEMPORARY TRENDS IN THE DEVELOPMENT OF INFORMATION TECHNOLOGY .....  | 148 |
| Galin Milchev   |     |
| INVESTIGATION OF AN APPROACH FOR THE DEVELOPMENT OF A STRATEGY IMPROVING THE MANAGEMENT SYSTEMS IN THE UNIVERSITY OF FORESTRY .....                 | 155 |
| Petar Zhelev, Radoslav Miltchev, Vesselin Brezin, Boyanka Zhelyazova  |     |