

*Conference Call*

**Entrepreneurship in a Challenged World:  
The Role of Universities in the Development  
of Entrepreneurial Ecosystems**  
*11th International Conference*

**11 – 14 September 2023**  
**Albena, Varna, Bulgaria**

*organized by*

The Bulgarian Association for Management Development  
and Entrepreneurship

*and*

The Institute of Entrepreneurship,  
University of National and World Economy, Sofia

*in partnership with*

The European Council for Small Business and Entrepreneurship

# The Conference

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## Mission of the Conference

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The Conference's mission is to bring together professionals in the field, from research, teaching, practice and policy-making to exchange opinions, problems and good practice in entrepreneurship to respond to the challenges of our changing world.

## Who should attend this conference?

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- Researchers
- Teachers/trainers
- Doctoral students/students
- Entrepreneurs/managers
- Consultants
- Policy-makers

## Topics

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General (panel) and specific (in sessions) topics will be discussed during the Conference. Among them will be:

- *Entrepreneurial universities and their answers to the new challenges and needs of the new enterprises.*
- *How should universities contribute to entrepreneurial ecosystems in the new decade, and by what means?*
- *The practice of entrepreneurship: how to respond to global challenges?*
- *University actions to support different entrepreneurial groups: Youth, Women, Family, Seniors, Ethnic Minorities*
- *Entrepreneurship and the UN's Sustainable Development Goals*
- *International entrepreneurship*
- *Arts and creative entrepreneurship*
- *Corporate entrepreneurship*
- *Social entrepreneurship*
- *Innovation and Technology in entrepreneurial activities*
- *Entrepreneurship facing the challenge of digitalisation*
- *Entrepreneurship and AI*
- *Entrepreneurship in support of ecology and a sustainable environment*
- *Government policies and programmes in support of entrepreneurship*
- *The impact of funds and financial institutions on entrepreneurship*
- *Entrepreneurship education and training in response to the world's challenges*
- *Entrepreneurial dimensions of Management, Finance, and Marketing*

The above subtopics are indicative. The participants could also prepare presentations in close or interdisciplinary areas.

A round table on SMEs' competitive behaviour in a global business environment will be organised during the conference.

Like previous conferences the best papers will be published by renowned publishing houses (as a book, or papers in journals).<sup>1</sup> The rest of the papers presented at the conference will be published in Conference Proceedings book.

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<sup>1</sup> For example, Edward Elgar Publishing, IGI Global, International Journal of E-Entrepreneurship and Innovation (IJEI), International Review of Entrepreneurship, etc.

# The Advisory Committee

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Ken O'Neill (*Ulster University, United Kingdom*), Alain Fayolle (*IDRAC Business School, France and CREA University of Cagliari, Italy; Visiting Professor at Turku School of Economics, Finland*), J. Hanns Pichler (*Austrian Institute for SMEs Research, Austria*), Andrew Burke (*Trinity Business School, Trinity College Dublin, Founding Editor of the International Review of Entrepreneurship*), Raymond Saner (*Centre for Socio-Eco-Nomic Development, Switzerland*), Herbert Chan (*Tsinghua University Science Park, Beijing, China*), Igor Britchenko (*Stanislaw Tarnowski State Higher Vocational School, Poland*), Tadeusz Popławski (*Technical University of Białystok, Poland*), László Vasa (*Budapest Metropolitan University, Hungary*), Irina Kuzmina (*Transport and Telecommunication Institute, Riga, Latvia*), Renaud Redien-Collot (*ISC Research Lab, France*), Rodrigo Varela (*Universidad Icesi, Colombia*)

# The Keynote Speakers

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Professor **Andrew Burke**, Dean & Chair of Business Studies, Trinity Business School, Trinity College Dublin, the University of Dublin, Ireland, Founding Editor of the International Review of Entrepreneurship (IRE)

Professor **Nikolay Dentchev**, Chair of Social Entrepreneurship (Close the Gap, Euroclear, National Bank of Belgium), Department of Business, Faculty of Economic, Social Sciences and Solvay Business School, Vrije Universiteit Brussel, Belgium, Researcher, Institute of Entrepreneurship, University of National and World Economy, Sofia, Bulgaria

# Organising Bodies

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## ***Bulgarian Association for Management Development and Entrepreneurship (BAMDE)***

BAMDE (est.1997) is a leading organisation in the field of management and entrepreneurship training and development in Bulgaria. BAMDE brings together the most renowned Bulgarian universities such as University of National and World Economy, University of Economics – Varna and Dimitar A. Tsenov Academy of Economics – Svishtov, research and training institutions, promotes and safeguards the quality of trainers and training programmes. It acts as a national platform for professional management and entrepreneurship development in Bulgaria in relation to international standards and best practice. The association originated with a programme for business successors in family firms – and is now at the stage of internationalisation. BAMDE is a holder of an award for best practice in entrepreneurship training, recognized by EFMD.

## ***Institute of Entrepreneurship and Chair of Entrepreneurship, Business Faculty, University of the National and World Economy (UNWE)***

The Institute of Entrepreneurship (est. 2017 according the new Law for Higher Education) is the successor to the Institute for Entrepreneurship Development (est. 1997) – the pioneer in

research and consulting in the field of entrepreneurship and SMEs in Bulgaria. The research results from the Institute's activities are used directly in the teaching and training processes and practices.

The main research interests of the members of the Institute are in: creating and managing a new business, strategic management and entrepreneurial growth of SMEs, social entrepreneurship, entrepreneurial culture, clusters, subcontractors and entrepreneurial business networks and economic cybernetics. The Institute has developed a strong network embracing similar institutes and departments at universities from different countries.

The Chair of Entrepreneurship (est. 2006) was created to provide methodically the teaching process in entrepreneurship at the UNWE in order to build highly skilled entrepreneurs and managers in a dynamic business environment – including internationally and multiculturally.

The Chair leads a Major in Entrepreneurship (being among the first in Europe to offer Bachelor Degree programmes in Entrepreneurship) and a Masters Degree programme in Business Entrepreneurship.

### ***Economic Research Institute at the Bulgarian Academy of Sciences***

The Economic Research Institute at the Bulgarian Academy of Sciences is a national institution. It supports the economic development and the implementation of economic reforms in Bulgaria through scientific studies, evaluations and suggestions for economic policy and education of highly qualified specialists and researchers. To realize more successfully its mission in the new conditions, the Institute has engaged in a re-evaluation of the priorities of its research activity. Their programme conforms to the priorities for prospective development of the country, Bulgaria's full membership of the European Union, and the potential of the scientists in the Institute.

As a result of the input efforts for restructuring and development, the Economic Research Institute at BAS has well-trained specialists. Many of their specialists have worked in acknowledged academic centers in the EU and USA. They have gathered experience in scientific and applied studies on contemporary economic problems, including through active participation in international research projects. The program for training Ph.D. students is oriented towards the world standards. The Institute has a strong scientific and information infrastructure, adhering to contemporary standards.

### ***Our Partner***

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#### ***European Council for Small Business and Entrepreneurship (ECSB)***

The European Council for Small Business and Entrepreneurship (ECSB) is a non-profit organization whose main objective is to advance the understanding of entrepreneurship and to improve the competitiveness of SMEs in Europe. ECSB facilitates the creation and distribution of new knowledge through research, education and the open exchange of ideas between professions and across national and cultural borders.

The network of ECSB's members covers nearly the whole Europe geographically; it has some 400 members from over 30 countries. Through its affiliation to the International Council for Small Business since 1989, the European network is also connected to the global academic and professional small business community.

## *The Conference Team*

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*Conference Chair:* Mitko Dimitrov

*Conference Team:* Kostadin Kolarov, Maria Vasilka, Diana Dimitrova,  
Nedyalko Nestorov

If there are any questions in order to plan your visit,  
please contact the Conference Secretariat:

### **Conference Secretariat**

*Institute of Entrepreneurship,  
University of National and World Economy  
1, 8<sup>th</sup> December Blvd.,  
Hristo Botev Students Town,  
1700 Sofia, Bulgaria  
phone: (+359 2) 8195545  
mobile: (+359 88) 8738132  
e-mail: [kkolarov@unwe.bg](mailto:kkolarov@unwe.bg)*

### **Alternative Contact**

*Bulgarian Association for Management  
Development and Entrepreneurship  
10, Acad. Jacques Nathan Str., app. 506,  
Studentski District,  
1700 Sofia, Bulgaria  
phone: (+359 88) 9284274  
e-mail: [conference@bamde.org](mailto:conference@bamde.org)  
web: [conference.bamde.org](http://conference.bamde.org)*

## *Organising Committee*

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Mitko Dimitrov – *Economic Research Institute at the Bulgarian Academy of Sciences,  
Chairman, Bulgarian Association for Management Development and Entrepreneurship;*

Mariana Bozhinova – *Rector, D. A. Tsenov Academy of Economics, Svishtov*

Evgeni Stanimirov – *Rector, University of Economics – Varna*

Kostadin Kolarov – *Director, Institute of Entrepreneurship, Head, Chair of Entrepreneurship,  
University of National and World Economy, Sofia*

Ken O'Neill – *University of Ulster, United Kingdom*

Paolo Zaramella – *Consulenza Direzionale di Paolo Zaramella, Italy*

Atanas Damyanov – *International Business School, Botevgrad*

Zhelyu Vladimirov – *St. Clement of Ohrid University of Sofia*

Svetoslav Dimkow – *Technical University of Sofia*

Maria Vasilka – *Conference Coordinator, University of National and World Economy, Sofia*

## *Awards*

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There will be the Kiril Todorov Best Paper Award competition – 1200 euro prize.

A Second Award of selected collection of Bulgarian wines will be granted to the next best presentation.

A special prize for best dancing couple will be also given. ☺

## *Abstracts and papers submissions*

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One-page abstracts giving a clear indication of the contribution to a sub-topic are expected by 7 July 2023. Feedback from the organisation committee will be notified one week later. Full papers (maximum 15 pages) are expected by 1 September 2023

# Preliminary Conference Schedule

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We will provide you with actual and more detailed information about the timetable (especially about the timing of your presentation) via e-mail and fax and, of course, before your arrival. In the meantime please look at conference Internet web site <http://conference.bamde.org>, which is up-dated regularly to get the latest news about the conference.

## Monday – 11 September

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Afternoon	Depending on demand: <i>Social programme</i> (for those who arrive early and like to join us)
18.00 – 20.00	Registration
20.00 – 22.30	Welcome Reception

## Tuesday – 12 September

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8.00 – 9.00	Registration
9.00 – 9.30	Opening Ceremony
9.30 – 10.30	Plenary session – Keynote speeches
10.30 – 11.00	<i>Coffee Break</i>
11.00 – 12.30	Plenary session – <i>continuation</i>
12.30 – 13.00	Discussion
13.00 – 14.00	<i>Lunch</i>
14.00 – 15.30	Parallel sessions
15.30 – 16.00	<i>Coffee Break</i>
16.00 – 17.30	Parallel sessions
17.30 – 18.00	Discussions
20.00 – 23.00	<i>Folklore dinner / Wine tasting</i>

## Wednesday – 13 September

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9.00 – 10.30	Plenary session
10.30 – 11.00	<i>Coffee Break</i>
11.00 – 13.00	Parallel Sessions

13.00 – 14.00	<i>Lunch</i>
14.00 – 16.00	Parallel Sessions Round Table ‘Science – Practice’, led by Prof. Ken O’Neill
15.30 – 19.00	<i>Social Programme</i>
20.00 – ?	<i>Gala Dinner</i>

### ***Thursday – 14 September***

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10.00 – 11.30	Parallel Sessions
11.30 – 12.00	<i>Coffee Break</i>
12.00 – 13.00	Best Paper Award Ceremony and Closing
13.00 – 14.00	<i>Lunch</i>
14.00 – 18.00	Visiting educational institutions and companies. Social programme
20.00 –	<i>Unformal Dinner (optional). Networking</i> <i>(for those who stay longer)</i>

### ***Friday – 15 September***

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Optional programme  
Visiting cultural heritage sights  
Partnership meetings

### ***Post-conference Programme***

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For the participants with a longer stay pre-(post)-conference programmes will be offered.

### ***Accompanying Persons***

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Persons who have paid fee as spouses and non-professional friends of conference participants are welcomed to attend the pre-conference reception, the social programme (specially designed for them) and the Gala Dinner of the conference.

At the Conference Registration Desk we will provide information about the local attractions and possible tours and visits to spend the time during conference sessions. You can meet there to make plans for your day together with others, if you like.

# Practical Details

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## Conference Venue

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The Conference will be held in Flamingo Grand Hotel and SPA in the Albena resort on the Black Sea coast, Bulgaria. Albena is one of the most beautiful seaside resorts in Bulgaria. Albena is the place where the sea meets the sand. The beach is one of the most beautiful features of Albena which takes great pride in its clean coast and water and its finest silky sand. One of the best beaches in Europe, it is more than 6 km long and 150 m wide. The gentle incline of the shore, the shallow caressing waters and the variety of water sports, attractions and playgrounds make Albena a favourite spot for all ages.



Albena is situated only 30 km away from Bulgaria's sea capital of Varna.

Varna International Airport is opened all year round offering scheduled and charter flights to over 35 destinations.

## Other attractions

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Interesting places to visit in Varna: the 100-year-old Aquarium, the Dolphinarium, the first Space Centre in Bulgaria, and the Archaeological Museum, famous for the exhibition of the oldest processed gold in the world discovered in Varna Eneolithic Necropolis. Along the road to Varna, you can see the famous rock monastery called Aladzha Monastery.

Within a radius of 50 km (30 min to 1 h by car ) you can visit: the town of Balchik where the famous Botanic Garden is located (the second largest European cactus exhibition); Kavarna town – the so-called “rock music capital” of Bulgaria; Kaliakra cape – a natural and archaeological reserve and recently a famous golf-tourism spot; the nearby Dalboka area – popular for its mussels farm; and Bolata area – a 6-km-long canyon with rare flora and fauna and numerous caves; Yaylata – an archaeological reserve where a cave town dating to 5000 BC has been discovered; Kamchia semi-tropical biosphere reserve, and others.



## Accommodation

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The Organising Committee has reserved special rates accommodation for conference participants in the Flamingo Grand Hotel and SPA in the Albena resort.



Situated in the heart of the resort, the five-star hotel offers exceptional facilities and impeccable services. Designed with love and deep care for the nature, Flamingo Grand offers modern and stylish studios and apartments, ideal for those seeking a high standard of accommodation. The hotel has several swimming pools, lounge with sea views. The SPA centre is designed to tempt, pamper and rejuvenate the body and soul, offering a world class service.

Smoking is not allowed in the hotel.

Hotels	Type of accommodation	
	Single occupancy	Double occupancy
Flamingo Grand 5 Star Hotel	70 euro	105 euro

\* Rates are per room per night and include breakfast, tourist insurance and city tax.

Very few deviations of room prices are possible due to differences in rooms features.

To book a room, please contact our tour agent – Ms. Pravda Ivanova, E-Tours Ltd., phone: +359 58 655 622; fax: +359 58 605 760; e-mail: [info@e-tours.bg](mailto:info@e-tours.bg) with a copy of your e-mail to [conference@bamde.org](mailto:conference@bamde.org) referring ‘BAMDE Conference’.

A deposit for hotel accommodation is required for your reservation.

## How to get the Conference Venue

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- By direct regular or chartered (tourist) flights to Varna Airport (30 km to the venue) or via Sofia Airport using domestic flights Sofia – Varna – Sofia. Many airlines have regular flights to and from Varna.
- By car (you could follow E-80 – Vienna – Zagreb – Belgrade – Sofia – Varna – Albena (you can choose Sofia – Varna via Veliko Tarnovo (north Bulgaria) or via Burgas to enjoy Sofia – Burgas motorway and then the picturesque road Burgas – Varna – Albena).

We are at disposition to help in your travel plans and air ticket reservation if necessary.

## Transportation

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In order to facilitate your arrival at Albena resort (the conference venue), a car service will operate from the Varna Airport (or Burgas Airport) and the official hotel. It will be arranged individually according to your request and flights details stated in your registration form. The

transportation details will be given upon individual request. Taxi from the Varna Airport to the conference venue is another option but it is more expensive.

## Registration

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The Bulgarian Association for Management Development and Entrepreneurship (BAMDE) is responsible for registration. Please send your Registration Form (after approving abstract) to the given address.

Registered participants check in at the Conference Office at the Flamingo Grand Hotel (Conference Venue) on 11 September, 18.00 – 19.00, or on 12 September, 8.00 – 9.00, before the Opening Ceremony. There you will get your conference documents, badges, and vouchers for the lunches, dinners and social programme as well as information about the conference timetable. For those who arrive earlier, a separate program will be offered.

## Timetable and deadlines

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Abstract Submission extended deadline – before 7 July 2023, if not yet submitted

Confirmation of Abstract Acceptance – one week after abstract submission

Early Registration – before 15 July 2023

Conference Opens – 12 September 2023

Conference Closes Officially – 14 September 2023

Deadline for receipt of conference papers – 1 September 2023

## Conference Fees

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• <b>Registration Fee</b>	<i>before 15 July 2023</i>	<i>after 15 July 2023</i>
Active participants (academia)	☐ € 430	☐ € 490
Doctoral students	☐ € 320	☐ € 380
Entrepreneurs (passive participants)	☐ € 430	☐ € 490
Non-EU CEE participants*	☐ € 320	☐ € 380
Accompanying persons	☐ € 200	☐ € 240
ECSB & ICSB Members enjoy reduction of 10%		

\* CEE participants – participants from a Central and Eastern European countries.

### **Participants who have registered and paid the full fee are entitled to:**

- Full participation in the conference
- Conference documentation
- Tea and coffee breaks
- Admission to conference reception, folklore dinner, Gala dinner, and the closing ceremony of the conference
- Inclusion in the Kiril Todorov best paper award competition – 1200 euro prize
- Conference proceedings and other publications

**Those who have paid the accompanying person fee** are welcome to attend the pre-conference reception, the social programme (specially designed for them) and the closing ceremony of the conference.

## *Payment*

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The **Registration fee** should be prepaid by bank transfer in Euro (net of bank charges) to

**Bank name:** DSK Bank, Moskovska Private Banking Zone

**Address:** 19, Moskovska Str., Sofia, Bulgaria

**SWIFT:** STSABGSF

**IBAN:** BG63 STSA 9300 0027 8181 68

**Beneficiary:** Bulgarian Association for Management Development and Entrepreneurship (BAMDE)

\* Please indicate correctly the name of the participant and the purpose of payment „**BAMDE**”

**Bulgarian Association for Management Development and Entrepreneurship**

10, Acad. Jacques Nathan Street, app. 506, Studentski District, 1700 Sofia, Bulgaria

**e-mail: [conference@bamde.org](mailto:conference@bamde.org)**

Exceptionally, the fee can be paid on spot or by credit card (in agreement with the organizers).

## *Acknowledgement of Registration*

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Your registration will be acknowledged in writing with confirmation of your requirements according to your registration form as soon as we have received your registration form and payment. If you have not received a confirmation letter (because of late application), please bring a copy of your application together with proof of payment.

## *Cancellation*

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All cancellations of **Registration** should be sent in written to BAMDE by 17 August 2023. For cancellations received by 17 August 2023, the 50% of the Registration fee will be reimbursed, less the bank charges incurred. In case of cancellation after 17 August 2023, no reimbursement will occur.

## *Letter of Invitation*

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The Conference Secretariat will send letters of invitation on request.

## *Certificate of Attendance*

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A Certificate of Attendance will be available on request at the registration desk on the last day of the conference.

## *Entrance to Conference*

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Each member of the conference will receive a name badge on registration. You are kindly requested to wear the badge throughout the Conference to obtain entry to all sessions, meals and social programme. We also ask you to pose your personal name sign on the table at all sessions.

## *Official Language*

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The official language for the Conference is English. Presentations are to be held in English and the papers in the proceedings will be published in English.

## *Dress*

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Dress at such conferences is usually casual. See also general information about Bulgaria and weather. The weather is normally sunny, and the temperature is about 24-25 °C, but evenings sometimes are cooler. The temperature of Black Sea water is about 21-23 °C – pleasant for swimming. Hot mineral water pools are also available at the conference hotel.

## *Insurance*

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Registration fees do not include insurance of any kind. The Conference Secretariats cannot accept liability for personal injuries sustained, or for lost or damage of property belonging to conference participants, either during or subsequent to the conference. You are kindly requested to check the validity of your own insurance before leaving for Bulgaria.

## *Passports and Visas*

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A valid passport is required. No Visas are required for visitors from most European countries in order to enter Bulgaria. However, it is advisable to contact your travel agent or the nearest Bulgarian Embassy or Consulate. Otherwise, you can buy the compulsory visa on the border, but it will cost you about twice as much as from the Bulgarian Embassy in your own country. If necessary, we will provide a letter of invitation.