

XV INTERNATIONAL SCIENTIFIC CONFERENCE

**“THE SCIENCE IN HELP OF BUSINESS. MODERN PROBLEMS OF THE
SCIENCE, BUSINESS, EDUCATION AND TOURISM“**

**DEDICATED TO 150 YEARS FROM FOUNDING OF BULGARIAN
ACADEMY OF SCIENCES**

03 July 2019

Varna University of Management

9.30- 10.00 Registration

10.00 Official opening of the conference by prof. Dimitrina Kamenova, Director of Department of Modern teaching methods

Plenary paper dedicated to 150 years of founding of Bulgarian academy of sciences:

10.10 SUSTAINABLE CONSTRUCTION – NEW DEMANDS FOR ENGINEERING EDUCATION, Prof. Yatchko Ivanov , DSc, eng., Bulgarian Academy of Sciences

Section one **Tourism**

Chairman section: Nina Zlateva, Ph.D.

10.30-10.45 *ARE COLD WATER DIVERS SENSATIONAL? AN EXAMINATION OF SENSATION SEEKING TENDENCIES OF RECREATIONAL UNITED KINGDOM(UK) COLD DIVERS*, Nigel Jones, John Dobson, Cardiff Metropolitan University, United Kingdom

10.45- 11.00 *LOCAL PLANT RESOURCES AND CULTURAL TOURISM*

Valentina Ganeva-Raycheva, Institute of Ethnology and Folklore Studies with Ethnographic Museum, Bulgarian Academy of Sciences

Dessislava Dimitrova, Teodora Ivanova, Yulia Bosseva, Institute of Biodiversity and Ecosystem Research, Bulgarian Academy of Sciences

11.00-11.15 *TOURISM DESTINATIONS DEVELOPMENT THROUGH CULINARY TOURISM*, Yoana Ognyanova, UNWE - Sofia

11.15- 11.30 *THE IMPACT OF ECONOMIC CULTURE ON MODERN PROFESSIONALS TRAINING FOR THE PROMOTION OF SERVICE SECTOR*, Angelina Spitsyna, National Transport University, Kyiv

11.30- 11.45 *FORMATION OF PROFESSIONAL COMPETENCE OF FUTURE SPECIALISTS ON THE BASIS OF MULTI-SUBJECT INTEGRATION OF KNOWLEDGE IN THE STUDY OF TECHNOLOGICAL DISCIPLINES*, Valentina Onipko, Anna Pospelova, Olha Barabolia

11.45-12.00 *KEY PRIORITIES OF HIGHER MEDICAL EDUCATION IN TRAINING OF A COMPETENT SPECIALIST*, Elena Komar, Natalia Kizlova, Pirogov Memorial Vinnytsia National Medical University

Section two **Educational management**

Chairman section: **Ina Stanoeva, Ph.D.**

10.30- 10.45 *WEB QUEST AS A MEANS OF TRAINING COURSANTS-POLICEMEN FROM HIGHER EDUCATIONAL INSTITUTIONS WITH SPECIFIC CONDITIONS OF TRAINING FOR PROFESSIONAL COMMUNICATION*, Inna Golopych, Kharkiv National University of Internal Affairs, Ukraine

10.45- 11.00 *APPLICATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN WORK WITH CURSANTS AND STUDENTS OF HUMANITARIAN PROFILE IN CONDUCTORS WITH SPECIFIC TRAINING CONDITIONS*, Lyudmila Rybalko, H. S. Skovoroda Kharkiv National Pedagogical University, Alexander Zagrebelnyi, H. S. Skovoroda Kharkiv National Pedagogical University, Ukraine

11.00- 11.15 *KEY PRIORITIES OF HIGHER MEDICAL EDUCATION IN TRAINING OF A COMPETENT SPECIALIST*, Elena Komar, Natalia Kizlova, Pirogov Memorial Vinnytsia National Medical University

11.15-11.30 *THE DEVELOPMENT OF STUDENTS' READING AND WRITING COMPETENCES AT THE LESSONS OF "THE BASICS OF SCIENTIFIC COMMUNICATION IN A FOREIGN LANGUAGE"*, Tsuru S.V., Cherkassy National University, Ukraine

11.30- 11.45 *ENGLISH AS A LINGUA FRANCA AND A MEDIUM OF INSTRUCTION IN ACADEMIC DISCOURSE. Challenges Facing Learners and Educators in EMI*, Nedka Dimitrova, Varna University of Management

12.00 -12.15 *STUDENT AGE PERIOD AS THE STAGE OF FORMATION OF INTERETHNIC TOLERANCE*, Tetiana Atroshchenko, Mukachevo state university, Mukachevo. Ukraine

12.15-12.30 *REFORM OF HIGHER MEDICAL EDUCATION OF UKRAINE IN CONDITIONS OF EUROPEAN INTEGRATION*, Ruslan Radoga, Tetiana Vuzh, Nataliia Aleksyeyenko, National Pirogov Memorial Medical University, Vinnytsya, Ukraine

12,30 -13.00 Lunch

13.00-13.15 *SPECIFICS IN WORKING SHEETS FOR DIFFERENTIATION OF MATHEMATICS TEACHING*, Mariyana Ogneva, High School of Finance and Economics "Vasil Levski", Town of Dobrich

13.15-13.30 *INTERDISCIPLINARY INTEGRATION OF TEACHING OF PATHOLOGICAL PHYSIOLOGY AND INTERNAL MEDICINE AT THE MEDICAL UNIVERSITY*, Androshchuk Olha, Khapitska Olha, Marchuk Ivanna, National Pirogov Memorial Medical University, Vinnytsya, Ukraine

13.30-13.45 *ABOUT THE NECESSITY OF DIFFERENTIATION IN MATHEMATICS TEACHING*, Mariyana Ogneva, High School of Finance and Economics "Vasil Levski",

Town of Dobrich

Section three **Economics and management**

Chairman of section: **assoc.prof. Silvena Dencheva Yordanova, Ph.D.**

10.30- 10.45 *THE MODERN ENTREPRENEURSHIP: CONCEPTS AND PARADIGMS*, Kamelia Vunova-Narleva, Naval academy "N. J. Vapcarov" – Varna

11.00-11.15 *SOME PROBLEMS IN USING MEANS WITH EUROPEAN PLANS AND RECOMMENDATIONS FOR THEIR RESOLUTION*, Yosif Avramov, Bulgarian Chamber of Commerce and Industry

11.15-11.30 *TIME MANAGEMENT FOR BUSY TEACHERS*, Ina Stanoeva, Varna University of management

11.30-11.45 *Creative problem solving tools*, Silvena Dencheva, Varna university of management

11.45-12.00 *THE STATUS OF SOCIAL SKILLS AMONG STUDENTS FROM CROATIA AND BULGARIA*, Victoria Velikova, Professional high school of agriculture, General Toshevo

Dimitrina Kamenova, Varna University of Management

12.00-12.10 *Creative problem solving*, Kristiana Dimitrova, Asla Ali, Varna university of management, Silvena Yordanova, Varna university of management

12.10- 12.20 *SIMULATION MODELING BLOCK CHAIN TRANSACTIONS AND VOTING TWO-PHASE LOCKING*, Svetlana Boyadzhieva, Varna University of Management

12. 20- 12.30 *HOW THE DIGITAL MARKETING CAN HELP THE ACHIEVEMENT OF BUSINESS GOAL*, Peter Ganev, Varna University of Management

12.30- 13.00 Lunch

Section fourth **Student publications**

10.30-10.45 *MANAGERIAL INSTRUMENTS FOR MOTIVATION OF HUMAN RESOURCES IN THE HOSPITALITY INDUSTRY*, Janet Stoyanova, Varna university of management

Dimitrina Kamenova, PhD, Varna university of management

10.45-11.00 *BULGARIAN CUSTOMERS` PREFERENCES TOWARDS APPAREL STORES*, Yavor Todorov, Nina Zlateva, Varna University of Management

11.00-11.15 *ADVANTAGES OF REWARD-BASED CROWDFUNDING FOR CULTURAL AND CREATIVE INDUSTRIES*, Nevena Nikolaeva Dobрева, Varna university of management-Bulgaria

11.15-11.30 *Online shopping behaviour of Bulgarian customers*, Martina Mirolevska, Varna University of Management, Nina Zlateva, Varna University of Management

11.30-11.45 *TRAINING OF FUTURE SOCIAL PEDAGOGS TO THE DIAGNOSTICS OF THE SAFE BEHAVIOR OF OLDER ADOLESCENTS*, Kononchuk Danila, Nizhyn Gogol State University, Ukraine