

CURRICULUM VITAE

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| Name | NICOLA YANKOV |
| Nationality: | Bulgarian |
| Office address: | “D.A.Tsenov” Academy of Economics 2, Em. Chakarov str., 5250 Svishtov, BULGARIA Department of Marketing Tel: (++359) 631 279 299 ; Fax: (++359) 631 2 34 72 E-mail: nyankov@uni-svishtov.bg |
| Marital status: | Married, 1 child |
| Academic positions 1990 – 1991 1991 - 1995 1996 - 2014 | Deputy Director , Business Management School, “D.A.Tsenov” Academy of Economics; Vice-Rector , “D.A.Tsenov” Academy of Economics; Director of Institute for Scientific Research , “D.A.Tsenov” Academy of Economics. |
| Professional positions: 2012 1984 1974 | Professor at the Department of Marketing, “D.A.Tsenov” Academy of Economics; Associate Professor at the Department of Marketing, “D.A.Tsenov” Academy of Economics; Assistant Professor at the Department of Marketing, “D.A.Tsenov” Academy of Economics; |
| Scientific fields and Research Areas: | System Development; The Relation between the market economy and the business organizations networking; Flexibility of Business Organizations; Macro marketing and micromarketing etc. |
| Teaching: | Bachelor’s Degree Courses: Industrial Marketing; Fundamentals of Marketing; Business Strategies and Strategizing ; Marketing of Tourism, Marketing Management; Master’s Degree Courses : Strategic Marketing Management; Brand Management |
| Education: 1978 1968 – 1972 | Ph.D. - Higher Institute of Economics (“D.A.Tsenov” Academy of Economics) – Svishtov; Master’s degree in Economics - Higher Institute of Economics, Svishtov (“D.A.Tsenov” Academy of Economics) – Svishtov |
| Work Experience: 1974 - present | Full time lecturer at “D.A.Tsenov” Academy of Economics, Svishtov |
| Key qualifications: | Corporate Marketing and Management; Planning, Development of Business Organizations, etc. |
| Membership in prof. organizations outside “D.A.Tsenov” Academy of Economics 2004– present 2003 – present 2004 – present 2005– present 1999 – present 1990 | Co-Chairman of the Centre for Regional Integration and Development Svishtov; Member of the Global Development Network (GDN); Member of the Scientific Board of “Amfiteatru Economic Journal” published by the Romanian Academy for Economic Studies, Bucharest Member of the International Reviewers Commission of the “Amfiteatru Economic Journal”; Member of the Association for Overseas Technical Scholarship (AOTS), Tokyo, Japan; National Coordinator of the BULGARIAN CONTACT POINTS’ |

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| <p>1990 – present 1996 – present 1990</p> | <p>NETWORK UNDER 7TH FRAMEWORK PROGRAMME: SME NCP-CAPACITIES – RESEARCH FOR THE BENEFIT OF SMEs – according to Order № 09-1970/15.12.2006 issued by the Bulgarian Ministry of Education and Science; Member of the Union of the Bulgarian economists, Sofia, Bulgaria; Member of the Association of Bulgarians who have studied in the UK; Expert at the National Agency for Evaluation and Accreditation, Sofia, Bulgaria.</p> |
| <p>Participation in Research Projects 1995 – 1998 1995 – 1998 2001 2001 2006– 2007 2006 2005</p> | <p>Bulgarian Agri Marketing TEMPUS SJEP – with partners from University of Luton Business School, UK, University of Braga Business school, Portugal and “D.A.Tsenov” Academy of Economics; coordinator; Small and Medium Size Business Development TEMPUS JEP – with partners from University of Teesside Business School; University of Teesside Business School; University of Limerick Business School, Ireland; University of Braga Business school, Portugal and “D.A.Tsenov” Academy of Economics; coordinator; Secrets of the Business (Trade secrets) with the participation of “D.A.Tsenov” Academy of Economics, Svishtov, the International Trade Centre, Geneva and Rouse Camber of Industry and Commerce; participant; “Developing a Consulting Centre for Local Firms and Citizens – providing information in the areas of marketing, finance and social security”, financed by ”Help for Bulgarian Charity” - Partners programme”; participant Trans border activity plan in the area of education and professional training - (PLAN DE ACTIUNE TRANSFRONTALIER IN DOMENIUL EDUCATIEI SI FORMARE PROFESIONALE) RO № 2006/018-445.01.04.07, “D.A.Tsenov” Academy of Economics, Svishtov; Coordinator; “European Dialogues Svishtov” 2006 – a project of “D.A.Tsenov” Academy of Economics, Svishtov and Robert Bosch Foundation – Germany; coordinator Improving the system for training and career development of teachers at “D.A.Tsenov” Academy of Economics, Svishtov - a key factor for learning -oriented labor market and building a competitive and dynamic knowledge- based economy" - Projects under the Operational Programme " Human Resources Development " of the European Social Fund of the EU PROJECT BG051PO001-3.1.09-0009 – author of two monographs: 1. Creativity and heuristics in scientific research and academic training (<i>Theses regarding the creative thinking and approaches in the sphere of economics</i>). Published in Tsenov Publishing house, 2014, pp. 142 2. Publishing in prestigious scientific journals. Published in Tsenov Publishing house, 2014, pp. 78</p> |
| <p>Specialisations Great Britain: 1985 1992 1993 1994 1996 1997 1998</p> | <p>Henley Management College - Corporate Planning in Practice Course; Aston University, Birmingham - sponsored by British Council; <i>Training the Trainers Programme</i> - Roffey Park Management Institute, UK - sponsored by British Council; University of Teesside, Middlesbrough - Small and Medium Size Business Development - under the EU TEMPUS Programme; University of Teesside, Middlesbrough on the subject of Small and Medium Size Business Development - under the EU TEMPUS Programme; University of Limerick, Ireland – Bulgarian Agribusiness Project - under the EU TEMPUS Programme; University of Limerick, Ireland – Bulgarian Agribusiness Project - under the EU TEMPUS Programme; University of Luton - Bulgarian Agribusiness Project - under the EU TEMPUS Programme;</p> |

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| <p>Japan: 1999</p> <p>The USA 1999 2001</p> | <p>Association for Overseas Technical Scholarship (AOTS – Tokyo, Japan) - The Executive Programme on “Corporate Management for Central and East European Countries (EREP 2)”;</p> <p>State University of Louisiana, Baton Rouge, Louisiana;</p> <p>University of Houston-Downtown – Houston, Texas, USA.</p> |
| <p>Positions in Scientific Journals</p> <p>1991</p> <p>2007</p> <p>2010</p> <p>2016 - present</p> | <p>Editor-in-Chief and founder of Business Management Journal – “D.A.Tsenov” Academy of Economics;</p> <p>Member of the scientific council of <i>Amfiteatru Economic Journal</i> – Academia de Studii Economice, Bucharest, Romania;</p> <p>Member of the Editorial Board of Dialogue Journal – “D.A.Tsenov” Academy of Economics;</p> <p>Member of the Editorial Board of Business Management Journal – “D.A.Tsenov” Academy of Economics.</p> |

Selected publications

- Nicola Yankov.** The system diagonal development concept in „European Practices and National Reflections in Planning” Proceedings of the International Scientific Conference, Svishtov, Bulgaria, 2015, pp. 91-97.
- Nicola Yankov.** Education and Training Needs in the Local Development in the Lower Danube Region (Bulgarian situation). (author of the part 2) in “Amfiteatru Economic” Journal, published by the Academy of Economic Studies, Bucharest, Romania, ISSN 1582-9146, 2010, Vol. XII, Special No 4 pp. 800-814.
- Nicola Yankov.** Education and Training Needs in the Field of Logistic Structures and Services in the Lower Danube Region (Bulgarian situation). In: “Amfiteatru Economic Journal”, published by Academia de studii economice – Bucuresti, ISSN 1582-9146, 2010, No 4, pp. 825-838,
- Nicola Yankov.** The Flexibility of Business Organisations. Monography. 1993, pp. 137
- Nicola Yankov.** (written together with M. Shipley, M. Johnson, I. Pointer): A fizzy Attractiveness of Marketing Entry (FAME)Model for Marketing Selection Decisions. *Journal of the Operational Research Society JORS* 64(4): pp. 597-610 (2013 <http://www.palgrave-journals.com/jors/journal/v57/n9/full/2602084a.html>)
- Nicola Yankov.** Multilevel Marketing Integration Process Management. In “Amfiteatru Economic”;: J o u r n a l of Economic Literature (EconLit), <http://econpapers.repec.org/scripts/search.asp?ft=Yankov>)
- Nicola Yankov.** Is Planning in a Conceptual Crisis: In Jubilee Almanac “Is Planning in Crisis?”, Tsenov Academic Publishing house, 2005. (Paper)
- David Olson, Madeline Johnson, Margaret Shipley, Paraskeva Dimitrova-Davidova, **Nikola Yankov.** Soft Systems and System Dynamics to construct a Transition Model. In “Problems of Non - linear Analysis in Engineering systems. International edition of the University of Kazan. Volume 11, 2005 г., pp. 124 - 137. (Article)
- Nicola Yankov.** Management and marketing of transborder regional integration process – Revista “Amfiteatru Economic”, Academia de studii economice – Bucuresti, 2006, N 1, pp. 9-18. (Article)
- Nicola Yankov.** 'Strategic Marketing Management', published by “D.A.Tsenov” Academy of Economics, Svishtov. 2005. (Textbook)
- Nicola Yankov.** 'Brand Management' - published by “D.A.Tsenov” Academy of Economics, Svishtov. 2005. (Textbook)
- Nicola Yankov.** The Marketing Subsystem of the Society System” – Economic Archive Journal, 2005, N. 4, pp. 30-37. (Article)
- Nicola Yankov.** Business Clusters Formation and Marketing, “D.A.Tsenov” Academy of Economics, Svishtov, Business Management Journal , 2005, N 3, pp. 23 - 45. (Article)
- Nicola Yankov.** Integration Models for the Marketing Function. **ECONOMSKE TEME: PROCESI INTEGRATIJE U EVROPI**, vol. II, 2005, GOD. XLIII, UNIVERSITY OF Niš, Serbia, pp. 135-144.YU ISSN 0353-8648 (Paper)
- Nicola Yankov** et al. Evolution of Modern Marketing. D Tsenov Academy of Economic Publishing house.2003 Chapter 3. (Monograph)
- David Olson, Madeline Johnson, Margaret Shipley, Paraskeva Dimitrova-Davidova, **Nikola Yankov.** Soft Systems-Like development of Information Flows in a Transition Firm - IFNA-ANS International Journal "Problems of nonlinear analysis in engineering systems", No.3 (24), v.11, 2005, pp. 124 - 137). (Article)
- Nicola Yankov.** Modelling the development of the Bulgarian business organizations: In Almanac Scientific Publications. Vol. 1. D Tsenov Academy of Economics. 2003. (Study)

Nicola Yankov. The concept of business networks development management: Annual of D Tsenov Academy of economics, vol. XCIX. 2002. (Study)

Nicola Yankov, Anastasiya Marcheva. Using market oriented tools for entrepreneurial training in transition economies – in “Interactive teaching and learning across disciplines and cultures”, Chapter 7, - WACRA selected papers, 2001. p. 529-537. (Paper)

Nicola Yankov. Some remarks regarding the marketization process in transition economies (The case of Bulgaria) – ECONOMSKE TEME # 3 - Značaj menadžmenta I marketinga za ekonomski razvoj balkanskih zemalja, 2001, GOD. XXXIX, Niš, Serbia, pp. 55 –64. (Paper)

Nicola Yankov et al., ‘Workbook Marketing and Planning’ – Futura scienza publishing house, 2000. (Textbook)

Nicola Yankov et al., ‘International agrimarketing’, volume 1 - D. Tsenov Economic University Publication.1998. (Textbook)

Nicola Yankov. ‘Marketing and Marketing management’, Cybersystems IN Publishing house, 1998. (Textbook)

Nicola Yankov. ‘Planning and Forecasting’, Cybersystems IN Publishing house. 1997. (Textbook)

Nicola Yankov. ‘The Fundamentals of Planning’. 1996. (Textbook)

Nicola Yankov, ‘Strategising and Business Strategy’ - D. Tsenov Economic University Publication. 1994. (Textbook)

Nicola Yankov. ‘Marketing mix Strategy in Market Economy’ – In: Papers of Sankt Petersburg University of Economics and Finance, Russia, Part I. 1994 (Article)

Nicola Yankov. 'Management of Business Organizations' - D. Tsenov Academy of Economics Publication, Svishtov. 1989. (Textbook)

Nicola Yankov. 'Modern Technologic Transfer Systems - Designing and management in Bulgaria', ANNUAL of D. Tsenov Academy of Economics. 1987. (Study)

Nicola Yankov. 'Management and Planning of Industrial Organizations' - D. Tsenov Academy of Economics Publication, Svishtov. 1986 (Textbook)

Nicola Yankov. Vinprom C case - in Fran Brassington, Steven Pettit. PRINCIPLES of MARKETING. Pitman Publishing. London, Washington, 1997. (Textbook)

Nicola Yankov, ‘The relationship marketing’, D Tsenov Academy of Economics’ Economic Archive , # 1, 1999. (Article)

Nicola Yankov. ‘The virtualizing of the business organisation - the conceptual frame of managers challenge’, D Tsenov Academy of Economics’ Business Management Journal, # 4. 1996. (Article)

Nicola Yankov. 'Creating managers for modern (proactive) business organisation - Development of Planning Paradigm' - D Tsenov Academy of Economics’ Business Management Journal , 1996, # (Jubilee issue). (Study)

Nicola Yankov. 'Green business organisation strategy' - D Tsenov Academy of Economics’ Business Management Journal , # 3. 1993 (Article)

Nicola Yankov. '3M - Ten Years Later - D Tsenov Academy of Economics’ Business Management Journal , # 4, 1992. (Article)

Nicola Yankov. 'Development of Planning Paradigm' - D Tsenov Academy of Economics’ Business Management Journal , 1989, # 3 (Article)

Nicola Yankov. 'Market Approach and Strategic Planning' - Economic Archive Journal (D. Tsenov Academy of Economics), 1988, # 3 (Article)

Nicola Yankov. 'A Model for business organizations planning development' - Economic Life weekly magazine. Sofia,, #. 5. 1990. (Article)

Nicola Yankov. Marketing development in Bulgarian business organisations - Scientific research of Bulgarian Academy of Science - Bulgarian Academy of Science Economic Institute publication. # 1, 2000. (Study)

Nicola Yankov, 1997, ‘Contemporary management’ - D Tsenov Academy of Economics Publishing house. Author of chapters: 4 and 6. (Monograph)

Nicola Yankov, 1993, ‘Flexibility of Business Organizations' - D. Tsenov Economic University Publication, Svishtov. (Monograph)

Nicola Yankov, 1996, ‘The Marketization Process in Bulgaria: Strategy and Directions' - Jubilee Almanac D. Tsenov Academy of Economics, D Tsenov Academy of Economics Publishing house volume 4. 1996. (Study)

Nicola Yankov, 1989. 'Preplanning Activities and Quality of Planning' - Bakalov Publishing House, Varna - author of chapters: IV. The praxis of the programming activity; VI. Creating professionals for the preplanning activities. (Monograph)

Nicola Yankov, 'Modern Technologic Transfer Systems - Designing and management in Bulgaria' D. Tsenov Academy of Economics Publication, Svishtov, 1987.

Nicola Yankov, 'Industrial Strategies and Prospective Approach' - Study, Annual Book of D. Tsenov Economic Academy., Svishtov, 1983. (Study)

Nicola Yankov et al, ‘Environmental Management’, Tsenov Publishing house, (Chapters I, II, III). 1984. (Textbook)

Nicola Yankov et al, 'Town socio-economic planning' (Chapter III). Bakalov Publishing House, Varna, 1983.
(Monograph)

Nicola Yankov et al, 1983, 'Stock Management' (co-authorship), Bakalov Publishing House, Varna.
(Monograph)