



Международно Висше Бизнес Училище
International Business School

УПРАВЛЕНИЕ. ИКОНОМИКА. ТУРИЗЪМ

**Сборник с доклади от международна научна
конференция на МВБУ**

ИНТЕЛИГЕНТНО БЪДЕЩЕ.
ИЗКУСТВЕНИЯТ ИНТЕЛЕКТ В
ОБРАЗОВАНИЕТО, ИКОНОМИКАТА,
БИЗНЕСА И УПРАВЛЕНИЕТО



IBS PRESS

CONFERENCE WEBSITE:

<https://ibsedu.bg/xx-mezhdunarodna-nauchna-konferencziya/>

CONFERENCE PROCEEDINGS WEBSITE:

<https://ibsedu.bg/xx-mezhdunarodna-nauchna-konferencziya/sbornik-s-dokladi-ot-xx-mezhdunarodna-nauchna-konferencziya/>

This work is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) license.

You are free to:

- Share — copy and redistribute the material in any medium or format
- Adapt — remix, transform, and build upon the material
- Commercialize — use the material for commercial purposes

for any purpose, even commercially, as long as you:

- Give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



© Международно висше бизнес училище // International Business School
© Издателство на МВБУ, 2025 // IBS Press, 2025
ISSN: 3033-2893

**УПРАВЛЕНИЕ. ИКОНОМИКА. ТУРИЗЪМ – СБОРНИК С ДОКЛАДИ ОТ
МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ НА МВБУ**

РЕДАКЦИОННА КОЛЕГИЯ

Главен редактор: доц. д-р Стела Балтова, *Международно висше бизнес училище*

Редактор: гл. ас. д-р Атанаска Чолакова, *Международно висше бизнес училище*

Асоциирани редактори:

Проф. д-р Невяна Кръстева, *Софийски университет „Св. Климент Охридски“*

Доц. д-р Даниела Георгиева, *Институт за икономически изследвания на БАН*

Редакционна колегия:

Проф. д-р Георги Апостолов, *Международно висше бизнес училище*

Проф. д-р Миланка Славова, *Международно висше бизнес училище*

Проф. д-р Иванка Асенова, *Международно висше бизнес училище*

Проф. д-р Лалка Борисова, *Международно висше бизнес училище*

Проф. д-р инж. Емил Михайлов, *Химикотехнологичен и металургичен университет*

Проф. д-р Спартак Керемидчиев, *Институт за икономически изследвания на БАН*

Проф. д-р Веселин Минчев, *Институт за икономически изследвания на БАН*

Проф. д-р Елка Василева, *Университет за национално и световно стопанство*

Проф. д-р Мария Нейчева, *Бургаски свободен университет*

Доц. д-р Иван Андреев, *Международно висше бизнес училище*

Доц. д-р Ирина Топузова, *Международно висше бизнес училище*

Prof. Alina Badulescu, Dr. Sc., *University of Oradea, Romania*

Prof. Jamaliah Said, PhD, *MARA University of Technology, Malaysia*

Prof. Anna Dluzewska, PhD, *Maria Curie-Skłodowska University, Poland / Durban University of Technology, South Africa*

Prof. Kiymet Caliyurt, PhD, *Trakya University, Turkey*

Prof. Vita Juknevičienė, PhD, *Šiauliai Academy, Vilnius University, Lithuania*

Prof. Denis Jelačić, PhD, *University of Zagreb, Croatia*

Prof. Eglantina Hysa, PhD, *Independent Researcher, Brussels, Belgium*

Assist. Prof. Nina Angelovska, PhD, *University of Tourism and Management, North Macedonia*

Chief assist. Prof. Dominik Borek, PhD, *SGH Warsaw School of Economics, Poland*

EDITORIAL BOARD

Editor-in-Chief: Assoc. Prof. Stela Baltova, PhD, *International Business School, Bulgaria*

Managing Editor: Chief Assist. Prof. Atanaska Cholakova, PhD, *International Business School, Bulgaria*

Associate editors:

Prof. Nevyana Krasteva, Dr. Sc., Sofia University „St. Kliment Ohridski“

Assoc. Prof. Daniela Georgieva, PhD, *Economic Research Institute of Bulgarian Academy of Sciences, Bulgaria*

Editorial Board:

Prof. Georgi Apostolov, PhD, *International Business School, Bulgaria*

Prof. Milanka Slavova, PhD, *International Business School, Bulgaria*

Prof. Ivanka Asenova, PhD, *International Business School, Bulgaria*

Prof. Lalka Borisova, PhD, *International Business School, Bulgaria*

Prof. Emil Mihaylov, PhD, *University of Chemical Technology and Metallurgy, Bulgaria*

Prof. Spartak Keremidchiev, PhD, *Economic Research Institute of Bulgarian Academy of Sciences, Bulgaria*

Prof. Vesselin Mintchev, PhD, *Economic Research Institute of Bulgarian Academy of Sciences, Bulgaria*

Prof. Elka Vasileva, *University of National and World Economy, Bulgaria*

Prof. Mariya Neycheva, PhD, *Burgas Free University, Bulgaria*

Assoc. Prof. Ivan Andreev, PhD, *International Business School, Bulgaria*

Assoc. Prof. Irina Topuzova, PhD, *International Business School, Bulgaria*

Prof. Alina Badulescu, Dr. Sc., *University of Oradea, Romania*

Prof. Jamaliah Said, PhD, *MARA University of Technology, Malaysia*

Prof. Anna Dluzewska, PhD, *Maria Curie-Skłodowska University, Poland / Durban University of Technology, South Africa*

Prof. Kiyomet Caliyurt, PhD, *Trakya University, Turkey*

Prof. Vita Juknevičienė, PhD, *Šiauliai Academy, Vilnius University, Lithuania*

Prof. Denis Jelačić, PhD, *University of Zagreb, Croatia*

Prof. Eglantina Hysa, PhD, *Independent Researcher, Brussels, Belgium*

Assist. Prof. Nina Angelovska, PhD, *University of Tourism and Management, North Macedonia*

Chief assist. Prof. Dominik Borek, PhD, *SGH Warsaw School of Economics, Poland*

CONTENTS / СЪДЪРЖАНИЕ

ACADEMIC COMMUNICATION AND ARTIFICIAL INTELLIGENCE: INTERSECTIONS AND PERSPECTIVES

Ivanka Mavrodieva / 13

MODERN TECHNOLOGY AND MODERN TEACHING

Iva Moneva / 25

ИЗПОЛЗВАНЕ НА ИЗКУСТВЕНИЯ ИНТЕЛЕКТ КАТО МУЛТИПЛИКАТОР НА ЗНАНИЯ В ОБРАЗОВАТЕЛНИЯ ТУРИЗЪМ

Румен Драганов, Соня Спасова / 32

USING ARTIFICIAL INTELLIGENCE AS A KNOWLEDGE MULTIPLIER IN EDUCATIONAL TOURISM

Rumen Draganov, Sonya Spasova / 32

ВЪЗДЕЙСТВИЕ НА ИЗКУСТВЕНИЯ ИНТЕЛЕКТ ВЪРХУ КОГНИТИВНИЯ АНАЛИЗ НА ИНФОРМАЦИОННИТЕ РЕСУРСИ НА ТУРИЗМА

Румен Драганов / 43

IMPACT OF ARTIFICIAL INTELLIGENCE ON THE COGNITIVE ANALYSIS OF TOURISM INFORMATION RESOURCES

Rumen Draganov / 43

BINARY TEACHING IN THE METHODOLOGICAL TRAINING OF THE FUTURE TEACHER IN ECONOMICS

Rumyana Zlateva / 55

ИЗПОЛЗВАНЕ НА ИЗКУСТВЕНИЯ ИНТЕЛЕКТ ПРИ РАЗРАБОТВАНЕ НА ТЕМАТИЧНИ ЕКСКУРЗОВОДСКИ МАРШРУТИ

Вася Янева / 63

APPLICATION OF ARTIFICIAL INTELLIGENCE IN THE DEVELOPMENT OF THEMATIC TOUR-GUIDING ROUTES

Vasya Yaneva / 63

THE USE OF DIGITAL RESOURCES IN TEACHING – TRENDS AND CHALLENGES

Yanka Totseva, Rumina Valkova / 73

DIGITAL COMPETENCES OF TEACHERS IN THE PROCESS OF ASSESSMENT WITH ARTIFICIAL INTELLIGENCE

Katia Kirilova, Maria Kazakova / 86

SOME POSSIBILITIES FOR INTEGRATING ARTIFICIAL INTELLIGENCE WITH CIRCULAR ECONOMY PROCESSES

Delyan Plachkov / 99

ПРИЛОЖЕНИЕ НА ИЗКУСТВЕНИЯ ИНТЕЛЕКТ В ОБУЧЕНИЕТО ПО ВИСША МАТЕМАТИКА

Диана Изворска, Ивайло Николов / 109

APPLYING ARTIFICIAL INTELLIGENCE IN HIGHER MATHEMATICS EDUCATION

Diana Izvorska, Ivaylo Nikolov / 109

INTEGRATING STEM LEARNING AND THE USE OF ARTIFICIAL INTELLIGENCE IN VOCATIONAL EDUCATION AS A BASIS FOR ACHIEVING COMPETITIVENESS

Rumyana Antova / 120

HERMENEUTICAL RECONSTRUCTION OF AUTHORSHIP IN THE ERA OF ARTIFICIAL INTELLIGENCE

Atanaska Cholakova / 132

ARTIFICIAL INTELLIGENCE IN EDUCATION THROUGH THE ECONOMIST'S LENS: POTENTIAL BENEFITS AND CHALLENGES

Lyudmil Naydenov / 144

MANAGERIAL ATTITUDES TOWARD R&D REPORTING AND THEIR IMPACT ON THE INNOVATION ASSESSMENT AND INTELLIGENT FORECASTING

Daniela Ventsislavova Georgieva / 156

SMART AND CIRCULARITY DECISIONS IN A BUILT-UP ENVIRONMENT

Milen Baltov, Radoslav Simionov / 171

КОНВЕНЦИОНАЛЕН ИЛИ ИЗКУСТВЕН ИНТЕЛЕКТ В ТУРИЗМА - ПРЕДИЗВИКАТЕЛСТВОТО НА ИНДУСТРИЯ 5.0

Невяна Кръстева, Десислава Алексова / 181

CONVENTIONAL OR ARTIFICIAL INTELLIGENCE IN TOURISM - THE CHALLENGE OF INDUSTRY 5.0

Neviana Krasteva, Dessislava Alexova / 181

THE ATTITUDE OF EMPLOYEES TOWARDS DIGITIZATION AND THE ENTRY OF ARTIFICIAL INTELLIGENCE IN THE HOTEL AND RESTAURANT SECTOR

Valentin Kotsakov / 195

A PRACTICE-ORIENTED MODEL FOR THE TRANSFER OF TAX LOSSES IN NON-FINANCIAL ENTERPRISES USING ARTIFICIAL INTELLIGENCE

Valentina Staneva / 210

APPLYING ARTIFICIAL INTELLIGENCE IN THE TOURISM INDUSTRY

Maria Vodenska / 221

TECHNOLOGICAL UNEMPLOYMENT IN THE CONTEXT OF AUTOMATION AND ROBOTIZATION

Tsvetan Iliev / 234

ARTIFICIAL INTELLIGENCE – A FUTURE WE (NOT) BELIEVE IN? (ETHICAL PRINCIPLES FOR DEVELOPMENT, APPLICATION AND USE OF RELIABLE AND RESPONSIBLE ARTIFICIAL INTELLIGENCE)

Daryan Boykov, Vanche Boykov / 253

ОТ ИЗМЕРВАНЕ НА РИСКА КЪМ ОЦЕНКА НА СИГУРНОСТТА – ИНТЕЛИГЕНТНА ТРАНСФОРМАЦИЯ В МЕТОДИКАТА НА КОРПОРАТИВНИЯ АНАЛИЗ

Юлиян Велков / 262

FROM RISK MEASUREMENT TO SECURITY ASSESSMENT – INTELLIGENT TRANSFORMATION IN THE CORPORATE ANALYSIS METHODOLOGY

Yuliyana Velkov / 262

AI-DRIVEN STRATEGIC MANAGEMENT: LEVERAGING ARTIFICIAL INTELLIGENCE FOR BUSINESS GROWTH AND COMPETITIVE ADVANTAGE

Ivan Kopaenko / 275

FROM DATA TO EMPATHY: HOW AI ANALYZES AND DRIVES CONSUMER EMPATHY

Ralitsa Yaneva / 285

OPPORTUNITIES FOR APPLICATION OF ARTIFICIAL INTELLIGENCE IN BUSINESS – PROBLEMS AND PROSPECTS

Joy Yuleva-Chuchulayna / 297

THE STRATEGIC CHOICE FOR RESOLVING THE “U-SPACE” – “NO DRONE ZONES” DILEMMA IN THE CONTROLLED AIRSPACE OF INTERNATIONAL AIRPORTS IN BULGARIA

Hristo Stanev / 316

ИЗКУСТВЕНИЯТ ИНТЕЛЕКТ И БЪДЕЩЕТО НА БИЗНЕСА: ВЪЗМОЖНОСТИ И ПРЕДИЗВИКАТЕЛСТВА

Делян Лазаров / 330

ARTIFICIAL INTELLIGENCE AND THE FUTURE OF BUSINESS: OPPORTUNITIES AND CHALLENGES

Delyan Lazarov / 330

AI IN CONSULTING SERVICES OR AI CONSULTING?

Stela Baltova / 342

THE ROLE OF ARTIFICIAL INTELLIGENCE IN PREVENTING TAX VIOLATIONS IN THE CALCULATION OF VALUE ADDED TAX

Valeri Nenkov, Tsvetelina Nenkova / 361

EXPONENTIAL FORECASTING OF THE TOURISM FLOWS BETWEEN NORTH MACEDONIA AND BULGARIA WITH THE HELP OF THE TIBCO PLATFORM

Preslav Dimitrov, Nikola Nikiforov / 367

IMPACT OF ARTIFICIAL INTELLIGENCE ON ECONOMIC DEVELOPMENT AND TRUST IN TECHNOLOGIES: ALGORITHMIC TRADING IN FUTURES MARKETS

Tsvetelina Nenkova, Silviya Beloperkina / 382

AI-RELATED SKILLS IN THE BULGARIAN TOURISM INDUSTRY

Stanislav Ivanov, Maya Ivanova / 392

DIFFERENCES IN ATTITUDES AND MOTIVATION FOR ACQUIRING SKILLS TO WORK WITH ARTIFICIAL INTELLIGENCE

Sonya Karabeliova, Snezhana Ilieva, Radina Stoyanova / 402

IMPACT OF AI ON COMMUNICATION AND DECISION-MAKING IN AN ORGANIZATIONAL CONTEXT

Valeriya Vitanova / 417

THE ROLE OF AI IN EMPLOYEE TRAINING PROGRAMS

Valeriya Vitanova / 429

PROSPECTS FOR THE USE OF ARTIFICIAL INTELLIGENCE AND ROBOTIC TECHNOLOGIES IN PSYCHOLOGICAL PRACTICE

Majana Mitevska / 436

INNOVATIONS AND ARTIFICIAL INTELLIGENCE TRANSFORMING ORTHODONTIC SERVICES AND PRACTICE – ADVANTAGES AND DISADVANTAGES

Iliyan Kostov, Mirela Georgieva / 444

ARTIFICIAL INTELLIGENCE IN NEUROMARKETING: REVOLUTION OR RISK?

Ivanka Asenova / 455

BEHAVIORAL ATTITUDES TOWARDS TECHNOLOGY IN A MULTIGENERATIONAL WORK ENVIRONMENT: CHALLENGES AND OPPORTUNITIES

Mariana Usheva / 464

TECHNOLOGY, CYBERSECURITY AND PERSONAL DATA PROTECTION IN THE CONTEXT OF MULTIGENERATIONAL HUMAN RESOURCE MANAGEMENT

Mariana Usheva / 480

THE ROLE OF CHATBOTS IN IMPROVING CUSTOMER SERVICE AND EXPERIENCE

Lalka Borisova, Iliyan Kostov / 494

WHAT IS DISINFORMATION ACCORDING TO AI?

Tihomira Doncheva / 508

DIGITAL CHANGES AND JOB SATISFACTION

Radostina Markova / 524

OPTIMIZATION OF PROCESSES IN THE FIELD OF GAS TRANSMISSION SYSTEM OPERATORS IN THE ENERGY SECTOR THROUGH THE USE OF ARTIFICIAL INTELLIGENCE IN COMPLIANCE WITH EU GAS NETWORK CODES

Nedret Nevzat / 539

ИЗКУСТВЕНИЯТ ИНТЕЛЕКТ В ИКОНОМИКАТА

Виктория Тодорова / 548

ARTIFICIAL INTELLIGENCE (AI) IN THE ECONOMY

Viktoria Todorova / 548

ARTIFICIAL INTELLIGENCE TRANSFORMS THE QUALITY OF HOTEL SERVICES

Velichka Popova / 556

AI DEPLOYMENT, ORGANIZATION LEARNING AND DEVELOPMENT

Dobrin Dobrev / 566

SKILL EVOLUTION IN THE AGE OF AI

Biliana Beloeva-Doynovska / 583

THE IMPACT OF AI ON LECTURERS IN HIGHER EDUCATION INSTITUTIONS

James Osondu / 598

IMPACT OF TRANSACTIONAL LEADERSHIP STYLE ON INNOVATION

Bekrije Maxhuni / 609

THE PARADOX OF AI ADOPTION – EMPLOYEE RESISTANCE AS A DRIVER OF ORGANIZATIONAL RESILIENCE

Lili Yordanova / 615

АВТЕНТИЧНОТО ЛИДЕРСКО ПОВЕДЕНИЕ – ВЪЗМОЖНОСТ ЗА СВЪРЗВАНЕ С ПОСЛЕДОВАТЕЛИТЕ НА ЧОВЕШКО НИВО, В ЕРАТА НА AI

Милена Хаджииванова / 627

AUTHENTIC LEADERSHIP BEHAVIOR – A PATH TO HUMAN-CENTERED CONNECTION WITH FOLLOWERS IN THE ERA OF AI

Milena Hadzhiivanova / 627

THE DIGITAL GENERATION: VALUES AND CAREER DEVELOPMENT PLANNING AMONG YOUNG PEOPLE

Alexander Iliev / 638

THE IMPACT OF AI ON WORK-LIFE BALANCE

Merve Akca / 647

OPPORTUNITIES FOR INNOVATION IN INDUSTRY THROUGH DIGITALIZATION AND ARTIFICIAL INTELLIGENCE

Richard Karovski / 657

ДИГИТАЛИЗАЦИЯ НА ВЗАИМООТНОШЕНИЯТА НА ЗАИНТЕРЕСОВАНИТЕ СТРАНИ ВЪВ ВИСШЕТО ОБРАЗОВАНИЕ В БЪЛГАРИЯ

Ани Тренчева / 671

DIGITIZATION OF STAKEHOLDER RELATIONSHIPS IN HIGHER EDUCATION IN BULGARIA

Ани Тренчева / 671

ИНТЕЛИГЕНТНИ ТЕХНОЛОГИИ И УСТОЙЧИВОСТ: НОВИ БИЗНЕС РЕАЛНОСТИ В ТУРИСТИЧЕСКИЯ СЕКТОР

Катя Сотирова / 686

INTELLIGENT TECHNOLOGIES AND SUSTAINABILITY: NEW BUSINESS REALITIES IN THE TOURISM SECTOR

Katya Sotirova / 686

THE ROLE OF ARTIFICIAL INTELLIGENCE IN BUSINESS PROCESS OPTIMIZATION IN THE AUTOMOTIVE INDUSTRY

Yordan Yordanov / 698

USING AI THROUGH THE EYES OF A GLOBAL FMCG COMPANY

Kristian Tashev / 716

ОБРАЗОВАНИЕТО КАТО ФАКТОР ЗА УСПЕШНОТО НАВЛИЗАНЕ НА ИЗКУСТВЕНИЯ ИНТЕЛЕКТ И РАЗВИТИЕТО НА СОЦИАЛНО-ЕМОЦИОНАЛНИТЕ УМЕНИЯ

Силвия Костадинова / 723

EDUCATION AS A FACTOR FOR THE SUCCESSFUL INTEGRATION OF ARTIFICIAL INTELLIGENCE AND THE DEVELOPMENT OF SOCIAL-EMOTIONAL SKILLS

Silviya Kostadinova / 723

ВЪВЕЖДАНЕ НА ИНСТРУМЕНТ ЗА ОЦЕНКА НА ПРЕХОДА КЪМ КРЪГОВА ИКОНОМИКА В ТУРИЗМА С ПОМОЩТА НА ИЗКУСТВЕН ИНТЕЛЕКТ

Ивинка Пазиева / 739

INTRODUCTION OF A TOOL FOR ASSESSING THE TRANSITION TO A CIRCULAR ECONOMY IN BULGARIA'S TOURISM THROUGH ARTIFICIAL INTELLIGENCE

Ivinka Pazieva / 739

COMMUNICATIONS MANAGEMENT THROUGH AI DURING ORGANIZATIONAL CHANGE

Miloš Davitković / 752



Международно Висше Бизнес Училище
International Business School

MANAGEMENT. ECONOMICS. TOURISM

Conference Proceedings of IBS

SMART FUTURE. ARTIFICIAL
INTELLIGENCE IN EDUCATION,
ECONOMICS, BUSINESS AND
MANAGEMENT



IBS PRESS