

EUROPEAN  
CURRICULUM VITAE  
FORMAT



**PERSONAL INFORMATION**

Name **MARIA ANANIEVA MARKOVA**

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Nationality Bulgarian

Date of birth 17.05.1966

**WORK EXPERIENCE**

- Dates (from – to) assistant, 1997; associate professor, 2006, Professor on Intellectual property /Organization and management beyond the field of material production , UNWE, certificate N 48/ 2018  
Head of the "Intellectual Property" department, 2010-2011, Deputy dean for research and development at the Business Faculty of UNWE, 2016 - 2018, member of the Program Council of UNSS, 2016 -2018, head of the "Intellectual Property and Technology Transfer" department, 2021 - until now, acting head Director of the Institute of Intellectual Property and Technology Transfer of the UNSS, 2011 - until now.  
Member of the Faculty Council of OIF, 2006 - 2014, Chairman of the Attestation Commission of the Business Faculty, 2014 - 2018; member of working groups on accreditation procedures in the UNSS, 2014 - until now, member of the Control Board of the UNSS - 2019 - until now, member of the extended Program Council for the SR of the UNWE - 2021 - until now
- Name and address of employer University of national and world economy, Sofia, Bulgaria

**EDUCATION AND TRAINING**

- Dates (from – to) - Doctor of science, 2024, Theme: Economic dimensions of intellectual property – approach, characteristics and management models, certificate N 25/2024;  
-Doctor of economy, 1998 r., PhD Thesis “Design as intellectual property and

• Name and type of organisation providing education and training

**PERSONAL SKILLS AND COMPETENCES**

MOTHER TONGUE

OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

OTHER SKILLS AND COMPETENCES  
*Competences not mentioned above.*

as a company strategy”, /Organization and management beyond the field of material production , UNWE, certificate N 25353

- Master in law, 2008 r., SWU “Neofit Rilski”, Blagoevgrad;

-Master of economy, 1989 r., UNWE, Sofia, specialty “Economy and management of industry”, specialization “Marketing and market policy of the company”

**BULGARIAN**

**[ ENGLISH - excellent ]**

[ Russian - good ]

[ Deutch - basic. ]

[ Italian - basic. ]

**PARTICIPATION IN PROJECTS:**

-PARTICIPANT IN **INTERNATIONAL PROJECT** OF THE OFFICE FOR HARMONIZATION OF THE INTERNAL MARKET OF THE EU /OHIM/ AND THE PATENT OFFICE OF BULGARIA FOR TRAINING REPRESENTATIVES OF THE JUDICIARY AND THE "CUSTOMS" AGENCY ON THE PROBLEMS OF COMMUNITY DESIGN AND TRADEMARK, 2007 IN

-PARTICIPANT IN **INTERNATIONAL PROJECT** OF THE EUROPEAN PATENT OFFICE AND THE PATENT OFFICE OF BULGARIA ON THE IMPLEMENTATION OF THE EU COMMUNICATION STRATEGY WITH REPORTS ON THE PROBLEMS OF: "COMMUNITY DESIGN - ESSENCE, BASICS, ADVANTAGES OF THE COMMUNITY DESIGN SYSTEM. CONFLICTS WITH NATIONAL RIGHTS", 2007;

-PARTICIPANT IN A PROJECT OF THE MINISTRY OF EDUCATION AND CULTURE ON THE TOPIC "MOBILITY OF SCIENTISTS", REPORT ON THE TOPIC: "INTELLECTUAL PROPERTY AND MOBILITY OF SCIENTISTS", 2007.;

-PARTICIPANT IN AN INTERNATIONAL PROJECT OF THE EUROPEAN PATENT ACADEMY "DISSEMINATION OF INTELLECTUAL PROPERTY KNOWLEDGE IN UNIVERSITIES" - CONSULTANT AND COORDINATOR FOR BULGARIA, 2011-2012;

-HEAD OF NP 21 OF UNSS "20 YEARS OF INTELLECTUAL PROPERTY TRAINING IN UNSS", 2011;

-HEAD OF SCIENTIFIC PROJECT 18 OF THE UNSS: "APPLIED ASPECTS OF INTELLECTUAL PROPERTY KNOWLEDGE IN AN INTERNATIONAL ENVIRONMENT", 2011;

-HEAD AND PROJECT MANAGER KP-06-35/3 "CONCEPTUAL MODEL OF INTELLECTUAL PROPERTY IN THE DIGITAL COMPETITIVENESS OF THE COMPANY" - 2019, FNI OF THE MINISTRY OF EDUCATION AND CULTURE;

-PARTICIPATION IN **INTERNATIONAL SCIENTIFIC COMMITTEES**, MODERATION AND REVIEW OF SCIENTIFIC REPORTS OF FOE - 2022, CONFERENCES OF THE FACULTY OF BUSINESS;

-CHAIR OF SCIENTIFIC AND ORGANIZING COMMITTEES OF THE SUMMER SCHOOL "INTELLECTUAL PROPERTY AND BUSINESS", SCIENTIFIC FORUM "INTELLECTUAL PROPERTY AND BUSINESS" 2022, OTHER THEMATIC FORUMS AND SCIENTIFIC EVENTS;

-HEAD OF THE **INTERNATIONAL SCIENTIFIC FORUM** KP-06-MNF 38/2023 "INTELLECTUAL PROPERTY AND BUSINESS";

-EDITOR-IN-CHIEF OF THE MAGAZINE "INTELLECTUAL PROPERTY AND BUSINESS", PUBLISHED BY THE INSTITUTE OF INTELLECTUAL PROPERTY AND BUSINESS, 2022 - UNTIL NOW;

DRIVING LICENCE(S)

since 1988 – now

**ADDITIONAL INFORMATION**

-Participant in **international project of the European Patent Academy “Dissemination of Intellectual Property Knowledge in Universities” - consultant and coordinator for Bulgaria, 2011-2012;**

**-Academic Coordinator of the World Intellectual Property Organization for Bulgaria, 2003 – 2016**

-Patent representative at the Patent Office of the Republic of Bulgaria, intellectual property representative at the European Intellectual Property Office /EUIPO/ and the World Intellectual Property Organization /WIPO/ 2008-present; expert at the ASSG, Sofia City Court and Supreme Court; prosecutor's office and other national bodies 2008-present; expert and consultant at "Academy for Innovation and Development", Joint Genome Center of SU "St. Kliment Ohridski", 2016-present; author of opinions and reviews for the Academic Ethics Committee of the Ministry of Education and Culture, competitions of the Ministry of Education, Science and Technology, and the Ministry of Economy; consultant on evaluations and creation of strategies for the protection of intellectual property of companies in Bulgaria, 2010 - until now;

- **short-term academic specializations and exchange of academic experience abroad:** World Intellectual Property Organization, 2000–2001; World Intellectual Property Organization Academy, 2002, JRC Joint research center, European Commission, Ispra, 2005; EIPTN - European intellectual property teaching network, 2010–2016; European Patent Academy and EPO, 2010-2011, Vienna, Austria; Aristotle university of Thessaloniki, Greece, 2011, Politecnico Milano University, Italy, 2015, International education and training institution PIXEL, Italy 2016- until now; Naples University Federico II, 2016; Università degli Studi Internazionali di Roma, Italy, 2016; University of Alicante, Spain; 2017, Sapienza University, Rome, Italy, 2018, Thessaloniki Aristotle university, Greece, 2023.

**PUBLICATIONS:****MAIN MONOGRAPHIC BOOKS:**

1. "COMPANY DESIGN", UI "ECONOMY", 2000
2. "NEW OBJECTS OF INTELLECTUAL PROPERTY", UI "ECONOMY", S., 2002, CO-AUTHORED
3. "ARTISTIC-LITERARY PROPERTY", UI "ECONOMY", S. 2003.
4. "BIOTECHNOLOGIES AND BIOTECHNOLOGICAL ACHIEVEMENTS", ESPRINT, S. 2006.
5. "PROTECTION OF INDUSTRIAL DESIGN IN THE COUNTRY AND ABROAD", PUBLICATION OF THE PATENT OFFICE OF THE REPUBLIC OF BULGARIA AND EUIPO, S., 2008.
6. "DESIGN MANAGEMENT", UI "ECONOMY", 2010.
7. "BIOTECHNOLOGIES, INTELLECTUAL PROPERTY, BIOECONOMY", UI "ECONOMY", 2010.
8. INTELLECTUAL PROPERTY, ENGLISH LANGUAGE, 2015, BPS, SOFIA.
9. "ADVERTISING AS INTELLECTUAL PROPERTY", EC-UNWE, 2016.
10. "INTELLECTUAL PROPERTY IN THE PUBLISHING BUSINESS", EC-UNWE, 2022.
11. ELECTRONIC TEXTBOOK FOR STUDENTS, SPECIALTY INTELLECTUAL PROPERTY AND CREATIVE INDUSTRIES, 2022, IN CO-AUTHORSHIP.

**ARTICLES – SCOPUS AND/OR WoSC INDEXED:**

MORE THAN 80 REPORTS IN BULGARIA AND ABROAD AND MORE THAN 60 ARTICLES AFTER 2009:

**- ARTICLES/STUDIES IN INDEXED AND REFERENCED PUBLICATIONS:**

1. "THE RESEARCH PRODUCT AS INTELLECTUAL PROPERTY - IDENTIFICATION, LEGAL AND ECONOMIC CHARACTERISTICS", "ECONOMIC ALTERNATIVES", 2009, NO. 5.
2. "ANALYSIS OF RESTRICTIONS ON CONTRACTS FOR THE USE OF OBJECTS PROTECTED BY THE LAW ON COPYRIGHT AND RELATED RIGHTS IN THE LIGHT OF SIGNIFICANT MACROECONOMIC INDICATORS IN THE CREATIVE INDUSTRIES", 2022, IC - UNSS, CO-AUTHORED STUDIES.
3. „MANAGEMENT OF COMPANY INNOVATIONS AS INTELLECTUAL PROPERTY“, "ECONOMIC ALTERNATIVES" 2013, N.1;
4. "INTELLECTUAL PROPERTY RIGHTS AND CONSUMER BEHAVIOR", 'ADVANCES IN ECONOMICS AND BUSINESS', N 1, 2017, [HTTP://WWW.HRPUB.ORG](http://www.hrpub.org)
5. 'BUSINESS SUCCESS THROUGH INTELLECTUAL PROPERTY', JOURNAL OF BUSINESS MANAGEMENT 2018, VOL. 1
6. 'DUALISTIC NATURE OF THE OBJECT OF INTELLECTUAL PROPERTY 'INDUSTRIAL DESIGN', NAUCHNI TRUDOVE, UNWE, 2018, VOL.3
7. 'COMPANY COMPETITIVENESS THROUGH INTELLECTUAL PROPERTY', ECONOMIC STUDIES, BAS, 2018, N 5
8. „INTELLECTUAL PROPERTY RIGHTS FOR THE BREEDER’S ACHIEVEMENTS IN BULGARIA“, 'BULGARIAN JOURNAL OF AGRICULTURAL SCIENCE', 2018, N 6
9. „PROTECTION OF INDUSTRIAL DESIGN AS INTELLECTUAL PROPERTY RIGHTS IN EUROPEAN UNION“, 'NTUT JOURNAL OF IP LAW AND MANAGEMENT', 2018, N 7
10. PROBLEM SOLVING ORIENTED EDUCATION FOR STUDENTS IN THE COURSE "DESIGN OF ARCHITECTURE, INTERIOR AND EXTERIOR", PIXEL. FUTURE OF EDUCATION, 2018, P.307-311, CONFERENCE PROCEEDING, PUBLISHED BY LIBRERIAUNIVERSITARIA, ITALY
11. „NEWEST AND ACTUAL BASIC POINTS REGARDING THE LEGAL REGULATION OF EU TRADEMARKS“, NTUT JOURNAL OF IP LAW AND MANAGEMENT', 2019, N 1
12. „MODERN APPROACH IN THE CONTEMPORARY BUSINESS EDUCATION', „INTERNATIONAL ONLINE CONFERENCE ON RECENT ADVANCEMENTS IN INTERDISCIPLINARY RESEARCH 6-TH ICRAIR – 2020“, ASIAN INSTITUTE OF TECHNOLOGY, 2020.
13. „CORRELATION BETWEEN NATIONAL DIGITAL COMPETITIVENESS AND COUNTRY’S WORLD PLACE AS A PATENT APPLICATION ACTIVITY IN TOP FIELDS OF INNOVATIONS FOR 2018 YEAR“, NTUT JOURNAL OF INTELLECTUAL PROPERTY LAW AND MANAGEMENT“, 2020, N.2
14. „THE COMPANY DIGITAL COMPETITIVENESS FOCUSED ON INTELLECTUAL PROPERTY RIGHTS– CONCEPT, ASSESSMENT AND STRATEGY“ ECONOMIC STUDIES, BAS, 2022, N 3
15. MARKOVA, M., TS. STOYANOVA, RESEARCHING DIGITALIZATION OF THE EDUCATION - A CASE STUDY OF BULGARIAN UNIVERSITIES, ENTREPRENEURSHIP AND SUSTAINABILITY ISSUES, 2022, VOL10\_No1, WoS, IN CO-AUTHORSHIP
16. „A DIGITAL OFFER OF A REAL ESTATE – NATURE AND RIGHTS OF INTELLECTUAL PROPERTY /PROBLEMS AND SOLUTIONS /, СП. "Недвижими имоти и бизнес", УНСС, 2021 г.
17. „INTELLECTUAL PROPERTY AND TECHNOLOGY TRANSFER DEPARTMENT - 30 YEARS OF HISTORY AS AN ACADEMIC UNIT OF THE UNIVERSITY OF NATIONAL AND WORLD ECONOMY, IMPLEMENTING RESEARCH AND TRAINING IN THE FIELD OF INTELLECTUAL PROPERTY AND CREATIVE INDUSTRIES“, YEARBOOK UNWE, 2022, N.2, СТУДИЯ, IN CO-AUTHORSHIP

18. „THE COMPANY DIGITAL COMPETITIVENESS FOCUSED ON INTELLECTUAL PROPERTY RIGHTS– CONCEPT, ASSESSMENT AND STRATEGY“ ECONOMIC STUDIES, BAS, 2022, N 3
19. TSVETANA STOYANOVA, MARIA MARKOVA. RESEARCHING DIGITALIZATION OF THE EDUCATION - A CASE STUDY OF BULGARIAN UNIVERSITIES, ENTREPRENEURSHIP AND SUSTAINABILITY, ISSUE 2022, VOL 10, No1, WoS, IN CO-AUTHORSHIP

#### **PAPERS PRESENTED AND PUBLISHED ABROAD:**

1. "FINAL REPORT REGARDING THE IMPLEMENTATION OF THE EPO'S PROJECT 'DISSEMINATION OF IP KNOWLEDGE IN UNIVERSITIES' IN BULGARIA /JANUARY, 2011 – JUNE, 2012", VIENNA, JULY, 2012
2. 'AUDIOVISUAL WORKS AS IP' ARISTOTLE UNIVERSITY, ICIL, THESSALONIKI, GREECE, MAY, 2011
3. 'BIOTECHNOLOGICAL INNOVATIONS AS INTELLECTUAL PROPERTY', REPORT, SLING – DIFFUSION AND AGROBIOTECHPARK, INTERNATIONAL SEMINAR, 29.08.2012, JGC, SOFIA
4. 'IP IN THE PUBLISHING INDUSTRY', ARISTOTLE UNIVERSITY, ICIL, THESSALONIKI, GREECE, MAY, 2014
5. 'THE COURSE „ADVERTISING AS INTELLECTUAL PROPERTY“, EIPTN, SOFIA, 4-5 JULY, 2016
6. "IP RESEARCH FOR BUSINESS EDUCATION", NEW PERSPECTIVE OF SCIENCE EDUCATION, FLORENCE, ITALY, 2016
7. PAPER IN CONFERENCE PROCEEDING: 'INTELLECTUAL PROPERTY KNOWLEDGE - A NEED IN THE CONTEMPORARY HIGHER EDUCATION', REPORT AND PUBLISHED PAPER IN A CONFERENCE BOOK, FUTURE OF EDUCATION, PIXEL, ITALY, 2017
8. PAPER IN CONFERENCE PROCEEDING 'CASE STUDY BASE EDUCATIONAL MODEL IN COMPANY DESIGN AND VISUAL CULTURE COURSE', REPORT AND PUBLISHED PAPER IN A CONFERENCE BOOK, COAUTHORS, FUTURE OF EDUCATION, PIXEL, ITALY, 2017
9. PAPER IN CONFERENCE PROCEEDING "PROBLEM SOLVING ORIENTED EDUCATION FOR STUDENTS IN THE COURSE "DESIGN OF ARCHITECTURE, INTERIOR AND EXTERIOR», FUTURE OF EDUCATION, PIXEL, ITALY, 2018
10. PAPER IN CONFERENCE PROCEEDING 'COMPLEX APPROACH IN TEACHING AND TRAINING STUDENTS IN 'INTELLECTUAL PROPERTY AND BUSINESS', MASTER DEGREE», FUTURE OF EDUCATION, PIXEL, ITALY, 2019
11. PAPER IN CONFERENCE PROCEEDING 'TEACHING MODEL IN ECONOMICS EDUCATION, BASED ON THE INTERACTIVE CONNECTION 'SCIENCE – EDUCATION - BUSINESS', FUTURE OF EDUCATION, PIXEL, ITALY, 2020
12. PAPER IN CONFERENCE PROCEEDING „INTELLECTUAL PROPERTY RIGHTS IN DIGITALLY BASED EDUCATION“ FOE, 2021
13. PAPER IN CONFERENCE PROCEEDING „INTELLECTUAL PROPERTY RIGHTS IN PRACTICALLY BASED COURSE "PUBLISHING BUSINESS" FOR STUDENTS IN ECONOMICS“, FOE, 2022
14. REPORT PROJECT 35/3 „CONCEPT OF DIGITAL COMPETITIVENESS FOCUSED IN INTELLECTUAL PROPERTY RIGHTS“, FOE, 2022
15. PAPER 'PROTECTION AGAINST UNFAIR COMPETITION TRAINING FOR ECONOMICS STUDENTS' FOE, 2022, IN CO-AUTHORSHIP
16. REPORT, DIGITALLY BASED EDUCATION IN UNWE EDUCATIONAL INNOVATIONS PROTECTED AS IP RIGHTS, FOE, 2023, FILODIRITTO EDITORE – 13 EDITION, FOE, PROCEEDING
17. PAPER "DIGITAL COMPETITIVENESS AND INTELLECTUAL PROPERTY“, EIPTN, COPENHAGEN, 2023