

Curriculum Vitae
VIOLETA BORISOVA GALABOVA

Personal Information

Date of Birth	05.11.1964	Gender	Female
Academic Title	PhD, Associate Professor	Job Title	Associate Professor
Teaching Experience	30 years	E-mail Address	violetagalabova@gmail.com
Courses Undertaken	<ul style="list-style-type: none"> • Retailing • Retail Marketing • Strategic Marketing in Trade • Market Research in Trade • Price and Pricing • Commerce • Customer Relationship Management • Sales Promotions 		

Educational Background

Period	Graduated from	Major	Degree
1989-1996	University of National and World Economy	Economics of Trade	PhD
1982-1986	University of National and World Economy	Economics of Trade	Master

Employment Experience

Period	Employer	Job Title
1986 -1989	Price Committee of the Republic of Bulgaria	Expert
1993	Centre for International Business Studies, Faculty of Business, University of Alberta, Canada	Research Associate
1994 -1996	Department of Trade, University of National & World Economy	Assistant Professor
1996 - 2008	Department of Trade, University of National & World Economy	Chief Assistant Professor
2008 - present	Department of Trade, University of National & World Economy	Associate Professor
2003-2004	Alen Mak Ltd., Bulgaria	Marketing Manager

Main Teaching (Scientific) Research Projects

Project Title	Project Level	Responsibility	Date of Approval
Study of the product assortment in the SHELL company's establishments in Bulgaria	National	Project Manager	1996
The Transformation Process in the Bulgarian Trade	University	Expert	1999
Concept for a chain of shops and restaurants to gas stations LUKOIL – Bulgaria	National	Project Manager	2000
Continuing education of young people with a higher economic education without work experience	International	Expert	2006
Validation of skills and knowledge to improve the positions of low-skilled employees on the labor market	International	Expert	2012
Competitive advantages of retail chains	University	Expert	2012
Preparation of proposals for scientific research projects	University	Expert	2014
Updating the curricula and programs in the bachelor's degree for the professional field "Economics" in accordance with the needs of the labor market to build an economy, based on knowledge;	University	Expert	2014
Using interactive methods to raise the level of academics teaching, Facing the new challenges of time: a modern career development system of the teaching staff of University of National and World Economy	University	Expert	2014
Validation of competencies acquired in the workplace of the low-skilled employees	International	Expert	2015

Publications

Name	Publisher	Date of Publication
Galabova, V., Zlatkova, V., Key changes in the consumer journey as a result of digitization in commerce	Scientific works of UNSS	2023
The Electronic Marketplace as a Key Business Model in Trade	Scientific works of UNSS	2021
Galabova, V., Kostova, S., Atanasov, B., Strategic marketing of the commercial company, ch.4, 6, 7, 8, 10, 12, 16, 17, 19;	Logis, Sofia, Bulgaria	2019

Galabova, V., Zhelev, G., Mladenova, G., Zabunov, G., Kehaiova, M., Krastevich, T., Mihailova, K., Kostadinova, El., Postadzhian, Kr., Stoimenova, B., Consumer Behavior, ch.5, 20	Publishing complex, UNSS	2018
Galabova, V., Marketing of the trading company	Publishing complex, UNSS	2017
Galabova, V., Consumer choice in retail trade, factor conditioning and modern aspects	Publishing complex, UNSS	2017
Galabova, V., Vladimirova, J., Kostova, S., Nikolova, Iv., Terezova, S., Jankulov, J., Koraliev, J., Petkov, B., Petrov, Iv., Commerce, Chapter 9	Publishing complex, UNSS	2011
Galabova, V., Key marketing factors for success in retail trade	Publishing complex, UNSS	2007
Galabova, V., Market research in trade	Publishing complex, UNSS	2006
Methodological aspects of the study of consumer satisfaction in the retail trade, Article	Economic Alternatives, UNSS	2006
Galabova, V., Entrepreneurial Economics, co-author, chapter 12	EKS-PRESS Publishing House	2005
Use of information from market research, Article	Alternatives, UNSS	2000
Methodological aspects of market research in trade, Article	Alternatives, UNSS	1999
The choice of establishments in retail trade - intuition, chance or science, Article	Economics	2001
Pricing methods in the strategic price program	University Publishing House	1996
Monopoly and competition on the book market, Article	Economics	1993

Papers

Name	Level	Date of Publication
Artificial Intelligence in Retail - Benefits and Risks, In proceedings of International Scientific Conference "Commerce 5.0 – Digitalization and/or Humanization", Varna, Bulgaria	International	2023
Shopping -Benefits and Motivation of Bulgarian Customer, Conference paper in Proceedings International	International	2018

Scientific Conference “Trade 4.0 - science, practice and education”, University of Economics - Varna		
Factor influences in the choice of a purchase channel in the conditions of omnichannel trade, In Proceedings of the Conference “Omnichannel trade and innovations.", Sofia, Bulgaria	International	2016
Social trade: the new business model, In Proceedings of the Conference "Commercial and tourist business in conditions of intelligent, sustainable and inclusive growth", Svishtov, Bulgaria	International	2016
Some changes in consumer behavior in the context of multi-channel commerce, In Proceedings of the Jubilee International Academic Conference "Regional and Global Dimensions of Commerce”, Varna, Bulgaria	International	2013
Stationary retail trade: Now where? In Proceedings of the Anniversary international scientific conference “Trade, past, present and future”, Sofia, Bulgaria	International	2013
Customer Loyalty in Retail Businesses, In Proceedings of the Jubilee Scientific Conference, Varna, Bulgaria	International	2008
Price studies, Encyclopedia of economic terms of the UNSS, University Publishing House, Sofia, Bulgaria	National	2011
Electronic commerce, Encyclopedia of economic terms of the UNSS, University Publishing House, Sofia, Bulgaria	National	2011
Location of commercial establishments, Encyclopedia of economic terms of the UNSS, University Publishing House, Sofia, Bulgaria	National	2011
Retail Trade Brand, Commercial service, Encyclopedia of economic terms of the UNSS, University Publishing House, Sofia, Bulgaria	National	2011
Retail marketing, Encyclopedia of Economic Terms of the UNSS, University Publishing House, Sofia, Bulgaria	National	2011
The commercial atmosphere as a source of competitive advantage of supermarkets, In Proceedings of the Jubilee scientific conference, Svishtov, Bulgaria	International	2011
The changing face of commerce in Bulgaria and the growing importance of marketing communication of commercial companies, In Proceedings of the International Conference "Challenges for Bulgarian commercial companies upon accession to the EU", Ravda, Bulgaria	International	2006
Traders' brands - development factors, In Proceedings of the Scientific Conference: "Restructuring of the Bulgarian economy", Sofia, Bulgaria	National	2005

Pricing in retail trade - specifics of factor conditioning, In Proceedings of the scientific conference, "Bulgarian enterprises: challenges in the country's accession to the European Union", Sofia, Bulgaria	National	2004
Retail marketing mix, In Proceedings of the Jubilee scientific conference, Varna, Bulgaria	International	2003
The marketing of the commercial firm and the transformation processes in trade, In Proceedings of the International jubilee scientific and practical conference "Trade of the 21st century", Sofia, Bulgaria	International	2002
Privatization in the trade of the Republic of Bulgaria - status and effects - In Proceedings of the Jubilee International scientific Conference "Challenges to economic science and education at the beginning of the 21st century", Academy of Economics "D. A. Tsenov", Svishtov, Bulgaria	International	2001
The experience of Spain in building modern internal trade, In Proceedings of the scientific conference "Modern forms of trade", UNSS	National	1998
The assessment of enterprises - in the center of the interests of the participants in the privatization process, In Proceedings of the scientific conference "Privatization in trade and tourism"	National	1996
Price elasticity of the book market, in: "Contemporary problems of bibliography", In Proceedings of the International conference on bibliography, Sofia, Bulgaria	International	1996

Awards

Award Title	Awarded by	Date of Award