

Curriculum Vitae
Tatyana Netseva-Porcheva

Personal Information

Date of Birth	22 October 1973	Gender	Female
Academic Title	PhD	Job Title	Professor
Teaching Experience	28 years	E-mail Address	t_netseva@unwe.bg
Courses Undertaken	Price Policy, Price Policy taught in English, Prices and Pricing, Transfer Pricing, Marketing, B2B Marketing and Marketing of Services		

Educational Background

Period	Graduated from	Major	Degree
1996 - 2006	Diploma from Higher Attestation Commission of the Republic of Bulgaria	Scientific specialty 05.02.26 "Marketing"	PhD
1991 - 1995	University of National and World Economy, Sofia	Specialty "Marketing and Management"	Master in Marketing
1987 - 1991	Ivan Tsenov Mathematical High School, Vratsa	Mathematics with extensive English language learning	Secondary education

Employment Experience

Period	Employer	Job Title
February 2024 - present	University of National and World Economy, Sofia Faculty of Management and Administration Department of Marketing and Strategic Planning	Professor
January 2013 - February 2024		Associate Professor
October 1999 - January 2013		Assistant Professor
1997 - October 1999		Part-time Assistant Professor
April 2024 - present	Paisii Hilendarski University of Plovdiv Faculty of Economic and Social Sciences Department of Marketing and International Economic Relations	Professor
January 2015 - April 2024		Associate Professor

2000 - February 2009	Communications Regulation Commission Market Regulation Directorate	Chief Expert/Expert
1999 - 2000		Chief Specialist

Main Teaching (Scientific) Research Projects

Project Title	Project Level	Responsibility	Date of Approval
Profiling of the companies operating in Bulgaria according to the adopted price strategies, No. NID SR-16/2017	University	Head of scientific research	04.07.2017 - 04.07.2020
Factors for the success of product innovations in Bulgarian companies, No. NID SR-11/2016	University	Member of the scientific team	15.04.2016 - 15.10.2019
Marketing strategies of the companies operating in Bulgaria in the conditions of the global economic crisis, No. NID SR 1-18/2011	University	Member of the scientific team	07.03.2011 - 10.12.2013
Research of consumer behaviour during a crisis: changes in spending, saving and the use of loans, No. NID 21.03-36/2009	University	Member of the scientific team	15.07.2009 - 20.03.2012
Impact of TV advertising on viewers' attention, memory and information processing, No. NID 21.03-26/2009	University	Member of the scientific team	22.06.2009 - 30.06.2012
BG05M2OP001-2.016-0004-C01 – Economic education in Bulgaria 2030	National	Member of the scientific team	2021 - 2023
BG05M2OP001-2.009-0012 – Increasing the research potential of UNWE and improving the conditions for conducting scientific research: A multi-dimensional investment	National	Member of the scientific team	2017 - 2019
BG051PO001-4.3.04-0034 – Development of electronic forms of distance learning at UNWE: Creating opportunities enhancing education and successful professional realization	National	Member of the scientific team	2007 - 2013
BG051PO001-3.1.07-0059 – Updating the bachelor curricula and programmes for the professional field "Economics" in accordance with the needs	National	Member of the scientific team	2007 - 2013

of the labour market in terms of building a knowledge-based economy			
BG051PO001-3.3.06-0032 – Training of PhD innovators, visionaries, target-analysts and achievers: An investment with European dimensions	National	Member of the scientific team	2007 - 2013
BG/2007/IB/TE/01/UE/TwL – Further effective development of the electronic communications market	International	Participant in the project	2009 - 2010
BG/2006/IB/TE/01/UE/TwL – Effective development of the electronic communications market	International	Participant in the project	2008 - 2009
BG2002/IB/TE01-UE – Institutional building of the Communications Regulation Commission	International	Participant in the project	2004 - 2005

Publications

Name	Publisher	Date of Publication
I. Monographs		
Independent monographs		
Netseva-Porcheva, T., Pricing in Bulgaria: A Marketing Approach, Publishing Complex – UNWE, Sofia, 200 pages, 2021, ISBN: 978-619-232-439-1	Publishing Complex – UNWE	2021
Netseva-Porcheva, T., Value-Based Pricing: In Search of Profitable Pricing Solutions, Publishing Complex – UNWE, Sofia, 2012, 162 pages, ISBN: 978-954-644-285-7	Publishing Complex – UNWE	2012
Collective monographs		
Netseva-Porcheva, T., Fourth Part: Adaptation of the price strategies of companies operating in Bulgaria in the conditions of the economic crisis, in: Mladenova, G. et al. Marketing strategies of companies operating in Bulgaria in the conditions of the economic crisis, Publishing Complex – UNWE, Sofia, 2015, pp. 79-99, ISBN: 978-954-644-735-7	Publishing Complex – UNWE	2015
Netseva-Porcheva, T., Chapter three: Impact of the economic crisis on spending, saving and the use of loans, in: Katrandzhiev, H. et al. Study of consumer behaviour during a crisis: Changes in spending, saving and the use of loans, Publishing Complex – UNWE,	Publishing Complex – UNWE	2013

Sofia, 2013, pp. 39-76, ISBN: 978-954-644-443-1		
II. Articles and reports published in scientific journals referenced and indexed in world of scientific databases		
Netseva-Porcheva, T. and Bozev, V., Research on the Relation between Company Pricing Objectives and Pricing Strategies, Economic Studies, Economic Research Institute at the Bulgarian Academy of Sciences, Volume 29, Issue 5/2020, pp. 99-123, ISSN: 0205-3292	Institute at the Bulgarian Academy of Sciences	2020
Netseva-Porcheva, T. and Bozev, V., Profiling Companies According to the Adopted Pricing Strategy, Economic Studies, Volume 28, Issue 3, 2019, pp. 144-164, ISSN: 0205-3292	Institute at the Bulgarian Academy of Sciences	2019
III. Articles and studies published in non-refereed peer-reviewed journals or in scientific journals referenced and indexed in other international scientific databases		
Netseva-Porcheva, T., Pricing of services in Bulgaria, magazine Socio-economic analyses, volume 13, book. 2, 2021, St. Cyril and St. Methodius University of Veliko Tarnovo Publishing House, pp. 222-232, ISSN (print): 1313-6909, ISSN (online): 2367-9379	St. Cyril and St. Methodius University of Veliko Tarnovo Publishing House	2021
Netseva-Porcheva, T., Pricing of B2B companies in pandemic conditions, Scientific vector of the Balkans, Volume 4, number 3(9), 2020, pp. 85-90, ISSN (print): 2603-4840, ISSN (online): 2683-1104	Scientific Chronograph	2020
Netseva-Porcheva, T. and Urucheva, D., Study of the pricing process of waste in Bulgaria, Journal of Management and Sustainable Development, Publishing house – University of Forestry, no. 4, 2020 (83), pp. 88-93, ISBN (print): 1311-4506	Publishing house – University of Forestry	2020
Netseva-Porcheva, T., Pricing strategy based on product value for the customer: Results of an empirical study in Bulgaria, Economic and Social Alternatives, issue 1/2020, pp. 71-82, ISSN (print): 1314-6556, (ISSN (online): 2534-8965	Publishing Complex – UNWE,	2020

Netseva-Porcheva, T., Price Changes: Practices of the Companies Operating in Bulgaria, Economics & Management, Vol. XV, № 2, 2019, South-West University Neofit Rilski, Blagoevgrad, pp. 131-140, ISSN (print): 1312-594X, ISSN (online): 2367-7600	South-West University Neofit Rilski	2019
Netseva-Porcheva, T. and Urucheva, D., Pricing of waste based on costs, Research Papers of UNWE, Volume 5/2018, pp. 139-149, ISSN (print): 0861-9344, ISSN (online): 2534-8957	Publishing Complex – UNWE	2018
Netseva-Porcheva, T., Pricing of investment products: Another reading with a view to the future, Bulgarian Journal of Business Research, Edition of the Center for Economic and Management Sciences, Burgas Free University issue 2, 2014, pp. 67-76, ISSN (print): 1312-6016	Edition of the Center for Economic and Management Sciences, Burgas Free University	2014
Netseva-Porcheva, T., Application of Price Discrimination in Marketing, Economic Alternatives, Issues 3, 2013, pp. 51-63, ISSN (print): 1312-7462, ISSN (online): 2367-9409	Publishing Complex – UNWE	2013
Netseva-Porcheva, T., The segmentation of the market based on value: A prerequisite for successful pricing, Economic and Social Alternatives magazine, no. 2, 2012, pp. 63-74, ISSN (print): 1314-6556, ISSN (online): 2534-8965	Publishing Complex – UNWE	2012
Netseva-Porcheva, T., Value-Based Pricing : A Success Factor in the Competition Race, Marketing, 2011, vol. 42, no. 4, pp. 227-236, ISSN (print) 0354-3471, ISSN (online): 2334-8364	Published in <i>Marketing</i> , Beograd	2011
Netseva-Porcheva, T., Value-Based Pricing, Marketing, 2010, vol. 41, no. 4, pp. 250 – 255, ISSN (print) 0354-3471, ISSN (online): 2334-8364	Published in <i>Marketing</i> , Beograd	2010
Netseva-Porcheva, T., Theoretical and applied aspects of value based pricing, Economic Alternatives, no. 5, 2010, pp. 120-133, ISSN (print): 1314-6556, ISSN (online): 2534-8965	Publishing Complex – UNWE	2010

IV. Papers published in conference proceedings of conferences held abroad or in Bulgaria and organised by international scientific or professional organisations

Netseva-Porcheva, T., Pricing strategies in a Digital Environment, 2-nd International Scientific Conference: Strategic Planning and Marketing in the Digital World, 11th November 2022, Sofia, Publishing Complex – UNWE, pp. 134-143, ISSN: (online): 2815-3820	Publishing Complex – UNWE	2022
Netseva-Porcheva, T., Pricing strategies in a digital environment according to the payment model, International scientific conference: "Strategic planning and marketing in the digital world", November 26, 2021, Publishing Complex – UNWE, 2022, p. 229-237, ISSN (print): 2815-3812, ISSN (online): 2815-3820	Publishing Complex – UNWE	2021
Netseva-Porcheva, T., Factors Affecting Pricing Decisions, 11th International Scientific Conference of Business Faculty "Economic Policy and EU Integration", Faculty of Business University "Aleksandër Moisiu" Durrës, 27-29 May 2021, Durrës, Albania, pp. 498-503, ISBN: 978-9928-4674-1-6	University "Aleksandër Moisiu" Durrës Faculty of Business	2021
Netseva-Porcheva, T., Pricing practices of companies in Bulgaria, International scientific conference: "30 years: Transition, lessons and perspectives", November 27, 2019, pp. 227-237, ISBN (print): 978 -619-232-255-7, ISBN (online): 978-619-232-256-4	Publishing Complex – UNWE	2019
Netseva-Porcheva, T., Price-Setting Strategies: Survey Results from Bulgaria, 50th International Scientific Conference Contemporary Economic Trends: Technological Development and Challenges of Competitiveness, 18 October 2019, University of Niš Faculty of Economics, Republic of Serbia, pp. 111-118, ISBN: 978-86-6139-193-4	University of Nis Faculty of Economics	2019
Netseva-Porcheva, T., Price Adjustment Strategies Applied by the Companies Operating in Bulgaria, International	Science and Practice,	2019

Scientific-Practical Conference „Science and Practice“, Thessaloniki, Greece, 28 June 2019, pp. 87-91, ISBN: 978-960-568-803-9	Thessaloniki, Greece	
Netseva-Porcheva, T., Value-Based Pricing: A Success Factor in the Competition Race, International Scientific Conference „Problems of Competitiveness of Contemporary Economies“, Nis, October 14, 2011, pp. 261-274, ISBN: 978-86-6139-040-1	University of Nis Faculty of Economics	2011
Netseva-Porcheva, T., Value-Based Pricing, International Scientific Conference „The Challenges of Economic Science and Practice in 21st Century“, Nis, October 14-15, 2010, p. 409-416, ISBN: 978-86-6139-019-7	University of Nis Faculty of Economics	2010
V. Papers published in the conference proceedings of scientific conferences held in Bulgaria		
Netseva-Porcheva, T., Pricing strategies for product mix in a digital environment, Jubilee scientific conference on the topic "Bulgaria's membership in the European Union: fifteen years later" on the occasion of the 70th anniversary of the Department of International Economic Relations and Business at UNWE, October 6-7, 2022, pp. 172-180, Publishing Complex – UNWE, 2023, ISSN: 2815-2719	Publishing Complex – UNWE	2022
Netseva-Porcheva, T., Pricing of services: Features, experience and perspectives, in: Conference Proceedings of the International Scientific Conference Dedicated to 20 th Anniversary of the Department of Marketing at the University of Economics-Varna, Varna, June 29-30 2017, pp. 289-300, ISBN: 978-954-21-0931-0	University of Economics – Varna Science and Economics Publishing House	2017
Netseva-Porcheva, T., Use of transfer prices in company management, in: Conference proceedings of the Scientific Conference "Strategic Planning and Programming: Present and Future", Sofia, December 13, 2013, pp. 363-374, ISBN: 978 -954-644-694-7	Publishing Complex – UNWE	2013

<p>Netseva-Porcheva, T., Innovations in pricing - value-based pricing, in: Jubilee collection "Marketing metamorphoses and challenges in the digital era" on the occasion of the 15th anniversary of the Department of Marketing at the Center for Economic and Management Sciences of Burgas Free University, 2013, pp. 188-209, ISBN: 978-954-9370-91-1</p>	<p>Center for Economic and Management Sciences of Burgas Free University</p>	<p>2013</p>
<p>Netseva-Porcheva, T., Pricing strategies of companies in conditions of economic crisis, in: Conference proceedings of the Scientific conference with international participation "Knowledge - traditions, innovations, perspectives", Burgas, June 14-15, 2013, volume III, pp. 386-393, ISBN: 978-954-9370-97-3</p>	<p>Burgas Free University</p>	<p>2013</p>
<p>Netseva-Porcheva, T., Pricing: Reality and future projections, Third International Scientific Conference "Marketing - reality and future projections", 28-29 June 2012, Varna, pp. 297-306, ISBN: 978-954 -21-0615-9</p>	<p>University of Economics – Varna Science and Economics Publishing House</p>	<p>2012</p>
<p>Netseva-Porcheva, T., A value approach to pricing, Science Days of Technical University -Sofia 2011, 20 years Faculty of Economics, IX International Scientific Conference "Management and Engineering'11", Volume II, June 19-22, 2011, Sozopol , pp. 518-529, ISSN: 1313-7123</p>	<p>Technical University of Sofia</p>	<p>2011</p>
<p>Netseva-Porcheva, T., New trends in strategic pricing, International jubilee scientific conference 75 years Business Academy "D. A. Tsenov" - Svishtov "The economy and management in the XXI century - solutions for stability and growth", Volume 3, November 8-9, 2011, Svishtov, pp. 316-324, ISBN: 978-954-23-0679-5</p>	<p>Academic Publishing House "Tsenov"</p>	<p>2011</p>
<p>Netseva, T. and Klasova. S., The values in the work of academician Evgeni Mateev, Jubilee scientific conference "Management, efficiency, integration - in search of solutions", on the occasion of the 90th anniversary of the birth of academician</p>	<p>Publishing Complex – UNWE</p>	<p>2010</p>

Evgeni Mateev, April 8, 2010, Sofia, report No. 6 from the disc, 14 pages, ISBN: 978-619-232-272-4		
Netseva-Porcheva, T., Basic principles of transfer pricing, Scientific conference "Integration of Bulgaria in the European innovation and education space", September 18, 2009, Sofia, Dimant, pp. 140-149, ISBN: 978-954-731 -403-0	Stopanstvo University Publishing Complex	2009
Netseva, T., Electronic products based on price baskets - a tool for preparing comparative analyzes in the electronic communications sector, Jubilee scientific conference, on the topic "Planning - past, present and future", on the occasion of 60 years of the specialty "Forecasting and planning", October 23, 2008, Stopanstvo University Publishing Complex, Sofia, pp. 167-180, ISBN: 978-954-644-072-3	Stopanstvo University Publishing Complex	2008
Netseva, T., Methods for determining market prices between related parties, Scientific conference "Problems and challenges facing the enlarged European Union", September 12, 2008, Sofia, Stopanstvo University Publishing Complex, pp. 64-75, ISBN: 978-954-644-129-4	Stopanstvo University Publishing Complex	2008
Netseva, T., Preliminary price agreements: A means of preventing and resolving disputes related to transfer prices within the EU, Jubilee scientific conference "The place of the Bulgarian economy in the enlarged European Union", on the occasion of the 55th anniversary of its founding of the Department of "International Economic Relations and Business", October 5, 2007, Sofia, Stopanstvo University Publishing Complex, pp. 218-228, ISBN: 978-954-644-042-6	Stopanstvo University Publishing Complex	2007
Netseva, T., State regulation of prices and pricing of telecommunications services in the Republic of Bulgaria, International Scientific Conference "Lisbon Strategy and the Competitiveness of the Bulgarian Economy", October 13, 2006, Sofia,	Stopanstvo University Publishing Complex	2006

Stopanstvo University Publishing Complex, pp. 48-53, ISBN: 978-954-494-839-9		
Netseva, T., Algorithm for the development of a system for determining the costs of telecommunication network interconnection services, Scientific Conference "Integration of the Bulgarian Economy into the Single Internal Market of the EU", October 14, 2005, Sofia, Stopanstvo University Publishing Complex , pp. 193-201, ISBN: 978-954-494-851-1	Stopanstvo University Publishing Complex	2005
Netseva, T., New highlights in the 2002 EU regulatory framework with regard to the analysis of the markets of telecommunication networks and services, International scientific conference and round table "Management, information and marketing aspects of the economic development of the Balkan countries" , November 3, 2006, Stopanstvo University Publishing Complex, Sofia, pp. 88-100	Stopanstvo University Publishing Complex	2002
VI. University textbooks		
Netseva-Porcheva, T., Price policy, Sofia, Publishing Complex – UNWE, 2023, 208 pages, ISBN: 978-619-232-716-3	Publishing Complex – UNWE	2023
Netseva-Porcheva, T., Eighth chapter: Price policy, in: Netseva-Porcheva, T. et al., Marketing, Electronic textbook, UNWE, Centre for distance learning, Sofia, Publishing Complex – UNWE, 2022, pp. 220-245, ISBN: 978- 619-232-667-8	Publishing Complex – UNWE	2022
Netseva-Porcheva, T., Transfer pricing, Electronic textbook with multimedia components for distance learning students at UNWE, Centre for distance learning, Sofia, 2015, 100 pages. ISBN: 978-954-644-799-9	Publishing Complex – UNWE	2015
Durankev, B. and Netseva-Porcheva, T., Marketing of consumer products, Electronic textbook with multimedia components, Centre for Distance Learning - UNWE, Sofia, 2014, ISBN: 978-954-636-607-7	Publishing Complex – UNWE	2014
Klasova, S. and Netseva-Porcheva, T., Price policy, Electronic textbook with multimedia components for distance learning students at	Publishing Complex – UNWE	2014

UNWE, Centre for Distance Learning - UNWE , Sofia, 2014, 40 pages, ISBN: 978-954- 644-607-7		
Netseva-Porcheva, T. and others, Chapter Eighteen "Marketing of Services" in: Zhelev, S., Mladenova, G., "Marketing", Publishing Complex – UNWE, Sofia, 2012, pp. 486-519, ISBN : 978-954-644-310-6	Publishing Complex – UNWE	2012
Georgiev, I., Borisov, B., Netseva-Porcheva, T. and others, Twenty terms in the field of prices and pricing in the edition "Basic terms used in the educational process", Volume II, "Management and administration", Publishing Complex – UNWE, 2011, pp. 17, 26, 246-259, 321-322, 468-474, ISBN: 978-954-644-244-4	Publishing Complex – UNWE	2011
Netseva-Porcheva, T., Chapter Ten "Pricing Policy" in: Durankev, B., Katrandzhiev , H. et al., "Key to Marketing", Stopanstvo University Publishing Complex , Sofia, 2011, pp. 300-337 , ISBN: 978-954-644-6	Stopanstvo University Publishing Complex	2011
Netseva-Porcheva, T., Theory and practice of transfer pricing, Stopanstvo University Publishing Complex, 2011, 174 pages, ISBN: 978-954-644-201-7	Stopanstvo University Publishing Complex	2011