

Curriculum Vitae
Yovka Petkova Bankova

Personal Information

Date of Birth	1975	Gender	female
Academic Title	Ph.D.	Job Title	Associate Professor Department: Marketing and Strategic Planning University of National and World Economy
Teaching Experience	23	E-mail Address	yovka_bankova@unwe.bg
Courses Undertaken	Strategic Planning Business Planning Competitiveness of Economic Systems Competitive Strategies Macroeconomic Analyses and Forecasts		

Educational Background

Period	Graduated from	Major	Degree
May 5th - 9th, 2017	Gent, Belgium, Arteveldehogeschool International training seminar under the iFLIP project	Flipped classroom methods, Moodle, specific software for distant learning	
June 23d – 30th, 2010	University of National and World Economy Training by: Centre for Foreign Languages, New Bulgarian University, Sofia, Bulgaria	Specialized English language course for mastering professional terminology	Certificate
March 27th - 28th, 2006	project: Rural ETINET 6th and 7th EU Framework Programs	training seminar	
April 8th - 15th, 2005	UNWE team Project funded by the Open Society Institute Bulgaria	Regional Seminar Better Understanding and Teaching Rural Economics	

December 2002 - May 2003	Institute for the Study of Contemporary Society (IRESCO), Paris, France	EU Marie Curie Scholarship Grantee	
November 7th, 2006	University of National and World Economy	Ph.D. Program: PLANNING	Ph.D.
September 1993 – October 1997	Department: Marketing and Strategic Planning University of National and World Economy	Forecasting and Planning of Economic Systems	Master

Employment Experience

Period	Employer	Job Title
September 14th, 2020 – currently	Department: Marketing and Strategic Planning University of National and World Economy	Scientific Secretary
October 6 th , 2014 – October 28 th , 2016		
2010 – 2011	Faculty: Management and Administration University of National and World Economy	Member of the Faculty Council
November 2019 - currently		
June 13th, 2018 - currently	University of National and World Economy Department: Marketing and Strategic Planning	Associate Professor
July 2006 – June 12th, 2018	University of National and World Economy Department: Marketing and Strategic Planning	Chief Assistant Professor
April 2001 – June 2006	University of National and World Economy Department: Marketing and Strategic Planning	Assistant Professor

Main Teaching (Scientific) Research Projects

Project Title	Project Level	Responsibility	Date of Approval
Development of a Model to Assess the Competitiveness of Rural Regions in Bulgaria НИД НИ -17/2023	university	Project coordinator	January 2023 – December 2025
CEEPUS program (Central European Academic Exchange Program) University of Novi Sad Serbia	international	Lecturer, teaching mobility	May 26th-30th, 2019
Erasmus+ Program University of Ljubljana Biotechnological Faculty Slovenia	international	Lecturer, teaching mobility	March 25 th – 29 th , 2019
Providing Educators with a science-based tool box to understanding and counter misinformation and desinformation – De Facto 2018-1-BG01-UA202-048002	international	Member, Bulgarian team	September 2018 – August 2020
Erasmus+ Program University of Applied Science Saxion Netherland	international	Lecturer, teaching mobility	March 19th – 24 th , 2018
Co-created Courses through Open Source Initiatives – CoCOS 017-1-BE02-KA203-034744	international	Member, Bulgarian team	September 2017 – August 2020
Development of Cluster Initiatives in Bulgaria: status, prerequisites and challenges НИД НИ 1-21/2015	university	Team member	January 2015 – December 2017
CEEPUS program (Central European Academic Exchange Program) Szent István University, Gödöllő Faculty of Agriculture and Natural Sciences Hungary	international	Lecturer, teaching mobility	May 31st – June 10 th , 2011
Corporate Social Responsibility in Bulgaria - part of the European social model based on sustainable development НИД НИ 1-9/2011	university	Team member	January 2011 – December 2013
Train Frame (Creating a CBL/CBT framework for practical use with training organizations)	international	Member of Bulgarian team	September 2010 – September 2011

Leonardo Da Vinci Programme, N 2009 – 1 – BG1_Leo 04 – 01592			
International Grades - Open Technologies (INGOT) Leonardo da Vinci - Transfer of Innovation, EU Education and Culture DG, Lifelong learning programme	international	Member of Bulgarian team	October 2009-December 2010
Vocational training: Training of unemployed persons provided by: Center for Human Resources Development and Regional Initiatives to the Ministry of Labor and Social Policy	national	Trainer	October 20th – 23d, 2008
Resources, rights and capabilities: in search of social foundations for Europe Integrated Project n° CIT4-CT-2006-028549, Sixth Framework Programme of the European Community	international	Member of Bulgarian team	March 2007-December 2009
Gender Budgeting in Practice VS/2007/0308	international	Member of Bulgarian team	October 2006 – November 2007
CEEPUS program (Central European Academic Exchange Program) University of Debrecen Hungary	international	Lecturer, teaching mobility	May 17th – June 4th, 2006
Flexible employment in small and medium-sized enterprises in Bulgaria: status and prospects BY-OXH-3/2005	national	Team member	2005-2007

Publications

Name	Publisher	Date of Publication
Rural areas' development and competitiveness through innovation ecosystems (co-authorship with Ts. Tsvetanova)	EDP Sciences, SHS Web of Conferences	2023
Strategies and Tactics for OHS Management to Confront the Pandemic Crisis in the Hospitality Industry: The Case of Countries in Europe in: Handbook of Research on Key Dimensions of Occupational Safety and Health Protection Management (co-authorship with H. Kutsarov)	IGI Global	2022

Do clusters and business environment foster national competitiveness in Bulgaria? A comparative study with EU countries (co-authorship with h. Katrandjiev and R. Jovanović)	EMC REVIEW-ECONOMY AND MARKET COMMUNICATION REVIEW	2021
The Role of Clusters for Sustainable Development: Socially Responsible Practices, Limitations and Challenges. Case Study of a Bulgarian Industrial Cluster co-authorship with I. Slavova)	International Institute of Social and Economic Sciences	2017
Clusters and clusters initiatives in Bulgaria: Development and challenges (co-authorship with I. Slavova and Ch. Ivanov)	Economic and Social Alternatives	2018
National Competitiveness. Modern Concepts and Metrics (in Bulgarian)	UNWE Publishing Complex	2017
Corporate Social Responsibility In Business And Management University Education: The Relevancy to The Business Practices in Bulgaria (co-authorship with Irena Slavova)	European Journal of Business and Economics	2015
National Competitiveness Levers: How it Looks in Bulgaria	Economic Alternatives	2013