

Curriculum Vitae of Antoaneta Daneshka

Personal Information: Antoaneta Hristova Daneshka

Date of Birth		Gender	Female
Academic Title	Doctor	Job Title	Associate Professor
Teaching Experience	22 years	E-mail Address	adaneshka@unwe.bg
Courses Undertaken	International Management ; International Marketing; Intercultural Competence.		

Educational Background

Period	Graduated from	Major	Degree
2003-2008	UNWE	World Economy and International Economic Relations	Doctoral

Employment Experience

Period	Employer	Job Title
2002 - present	UNWE	Academic

Main Teaching (Scientific) Research Projects

Project Title	Project Level	Responsibility	Date of Approval
iSurvive – Digital Roadmap for designing online interactive content	Erasmus+ 2020-1-PL01- KA226-HE- 095331	Researcher	
INNOTAL - Integrating Talent Development into Innovation Ecosystems in Higher Education	Erasmus+ 586227-EPP-1- 2017-1-BG- EPPKA2-CBHE-J	Researcher	
EXPOVET - Joint VET Course for Export Experts	Erasmus+ 2017-1-IT02- KA203-036707	Researcher	
Training in management skills for the	International	Lecturer	

development of small and medium-sized businesses. The Japanese and Bulgarian experience in managing and entering global markets	project in line with the official development assistance of the Republic of Bulgaria for the Republic of North Macedonia		
Digitalization in Portugal – Institute for Postgraduate Studies introduces innovative curricula and training courses for information technology and digital skills in the field of vocational education and training	Erasmus+2018-1-BG01-KA102-047532	Researcher	
Europeanisation: Organisational Maturity Assessment Tool for the Europeanisation of Educational Institutions	Erasmus+ 2014-1-DE02-KA200-001539	Researcher	
Creative Strategic Foresight	LLP-Erasmus 517671-LLP-1-2011-1-FI-ERASMUS_FEXI, 2011-2013	Researcher	
InnoSee: Seeding Innovation	518703-LLP-1-2011-BG-LEONARDO-LMP	Researcher	
European Commitment to Entrepreneurship	Leonardo Da Vinci LLP	Researcher	
S.M.I.Le - Sales, Management, Inter-Culture, Learning	Erasmus+ 2018-1-IT01-KA202-006854	Researcher	

Publications

Name	Publisher	Date of Publication
Cultural Anchors in a State of Flux: the Case of Brexit	Bulgarian Journal of International Economics and Politics	2021

From Cross-Cultural Comparisons to a Comprehensive Intercultural Competence - Some Comments on the Issues of Intercultural Communication in International Business	Publishing Complex – UNWE	2021
Competitive advantages of foreign firms on the Japanese market	Publishing Complex - UNWE	2020
China and Bulgaria: so far and so close. The authentic energy of cultural proximity	Publishing Complex - UNWE	2022
Internal Marketing in the Context of Digitalization	Publishing Complex - UNWE	2023