

Curriculum Vitae

Diana Nikolova Genkova

Personal Information

Date of Birth	21 July 1980	Gender	Female
Academic Title	Chief Assist. Dr	Job Title	Chief Assist. Prof.
Teaching Experience	2008 – at present	E-mail Address	d.genkova@unwe.bg
Courses Undertaken	Strategic Planning (taught in English); Input-Output Analysis (taught in English); Methodologies of the System of National Accounts (taught in Bulgarian); Forecasting and Planning (in Bulgarian); Marketing Strategies and Programmes (in Bulgarian); Foreign Economic Policy (in Bulgarian), Institutional Relationships and Decision-making in Business (in Bulgarian)		

Educational Background

Period	Graduated from	Major	Degree
1994 – 1999	“Ekzarh Yosif I” Language School, Lovech, Bulgaria	Spanish, English	Secondary Education
1999 – 2003	University of National and World Economy (UNWE), Bulgaria	Forecasting and Planning, Economics	Bachelor
2003 – 2004	University of National and World Economy	Strategic Planning, Economics	Master
2013	University of National and World Economy	Planning, European Integration, Economics	PhD
2013 – 2014	UNWE, Ministry of Education – Operative Programme HRD (2007 – 2013)	Language Course in English	B1
2014	UNWE, Ministry of Education – Operative Programme HRD (2007 – 2013)	Language Course in English	B2

Employment Experience

Period	Employer	Job Title
July, 2006 – October, 2008	Economic Policy Institute, UNWE	Junior Scientific Researcher
November, 2008 – April, 2015	Marketing and Strategic Planning Department, UNWE	Assistant Prof.
May, 2015 – at present	Marketing and Strategic Planning Department, UNWE	Chief Assist. Prof.

Main Teaching (Scientific) Research Projects

Project Title	Project Level	Responsibility	Date of Approval
Strategy for the development and structural adjustment of the Bulgarian economy until 2025 / regional aspect – in the context of Bulgaria’s integration into the European Economic Area (Scientific Research Project, 1999 – 2003)	University	Participant, Researcher	October, 2003
Research of the business environment in Bulgaria (based on a study of the assessments and expectations of Bulgarian companies), (Scientific Research Project, 2004 – 2006, 2006 – 2008, 2009 – 2012)	University	Participant, Researcher	April, 2006 April, 2008 November, 2012
PhD education – a tool for forming innovative scientific potential, (Teaching Project, 2008 – 2010, BG051PO001/07/3.3-02/71)	University	Participant	November, 2010
Development of electronic forms and distance learning at UNWE – creation of new opportunities for increasing education and successful professional realization, (Teaching Project, 2012 – 2014, BG051PO001-4.3.04-0034)	University	Participant	December, 2014
National Marketing Olympiad, 2014 National Marketing Olympiad, 2015 (Teaching Project)	University	Coordinator	December 2014, December, 2015
Analysis of “consumer – investment products” ratio in the output of the Bulgarian economy – a tool for assessing the reproductive potential of the national economy (Scientific Research Project, 2017 – 2020)	University	Coordinator, Researcher	October, 2020

Digitization of the economy in a Big Data environment (DEBD) (Scientific Research Project, 2018 – 2023 BG05M2OP001-1.002-0002-C02)	National	Researcher	November, 2023
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Publications

Name	Publisher	Date of Publication
Genkova, D. (2021). Modeling of the human needs: An economic interpretation of Maslow's theory of motivation. WSEAS Transactions on Business and Economics, 18, 253-264. doi:10.37394/23207.2021.18.26	WSEAS Journals	April, 2021
Genkova, D. N. (2022). Digital Transformations and Economic Standards: The Key Questions to Bulgaria Posed by National Economy's Existing Potential. Economic Alternatives, (3), 405-419.	UNWE	2022
Genkova, Diana, (2021). Economic integration in the EU: what are the major risks? Evidence from recent decades, Proceedings of the 11th International Scientific Conference of Business Faculty "ECONOMIC POLICY AND EU INTEGRATION", Durrës, Albania, pp. 129-140	University of Durrës, Albania	November, 2021
Genkova, D. (2023). Economic Information System: The Methodologies of the System of National Accounts. In Bulgarian language, Publishing complex – UNWE	UNWE	November, 2023
Genkova, D. (2021). The funds of the European Union and the Economic Development of Bulgaria. Principles of the European Cohesion Policy. In Bulgarian language, Publishing complex – UNWE	UNWE	February, 2021
Kiranchev, G., Genkova, D., at al. (2021). Analysis of "consumer – investment products" ratio in the output of the Bulgarian economy – a tool for assessing the reproductive potential of the national economy. Collective monography, In Bulgarian language, Publishing complex –	UNWE	July, 2021

UNWE, Author's work: Introduction, chapter 3, 4 and 5., pp. 21 – 27, 190 – 383.		
Genkova, D. (2024). The distribution of income between the countries of Europe in terms of policies supporting international economic integration. In: The Economy of the XXI Century. Crises, transformations, resilience. Proceedings of an international conference (pp. 444-457). Sofia: New Bulgarian University Publishing House - Simolini-94 Ltd.	NBU, UEB	April, 2024