


# Curriculum Vitae

## PERSONAL INFORMATION

Elena Kostadinova



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 [ekostadinova@unwe.bg](mailto:ekostadinova@unwe.bg);

Date of birth 09.04.1983 | Nationality Bulgarian

Marital status: Married

## WORK EXPERIENCE

- 2009 till now** **Position:** Full-time Chief Assistant Professor in Marketing (in a procedure to become an associate professor in 2024)  
**Organization:** University of National and World Economy, Sofia  
**Teaching areas:** Marketing research, Consumer behaviour, Green Marketing, Sales Promotion  
**Business or sector** Higher Education
- 2011 – 2012** **Position:** Scheme manager, UEmploy project  
**Organization:** Euroinform Ltd, 93, Vassil Levski Blvd 1000 Sofia, Bulgaria;  
**Responsibilities:** Management and coordination.  
The UEmploy project brought together the expertise of 7 organizations from Romania, Hungary, Bulgaria, Finland and Ireland to create a dynamic model of consultancy services that promote inclusive employment.  
**Business or sector** Education/Consultancy
- 2006 – 2007** **Position:** Assistant auditor  
**Organization:** Grant Thornton Bulgaria; 26 Cherni vrah Blvd, Sofia, Bulgaria;  
**Responsibilities:** Audit, accountancy, taxation.  
**Business or sector** Financial services

## EDUCATION AND TRAINING

- 2009 - 2013 **PhD in Marketing**  
University of National and World Economy, Sofia
- 2006 – 2007 **Master in International Project Management**  
University of National and World Economy, Sofia
- 2001 – 2005 **Bachelor in Economics of Industry**  
University of National and World Economy, Sofia
- 1996 - 2005 **Secondary education**

ADDITIONAL INFORMATION

**Publications**

Kostadinova, E., Hristov, E. *Marketing in the Context of Small Non-profit Organizations*. Economic Alternatives. 2023.

Kostadinova, E., Hristov, E. *Price Promotions – the Problematic Child of Marketing*. Economic Alternatives. 2022.

Kostadinova, E. “Stationary markets”, “The effects of sales promotion on consumer behaviour”, chapters in “Consumer Behaviour”, Jelev, S. et al. Publishing Complex UNWE. 2019

Kostadinova, E. *On the need of empirical generalizations in marketing in Bulgaria*”. *Management and Education*. 2018

Kostadinova, E. *Non-profit Marketing in Bulgaria – Much Needed, Still Disregarded*. 10th International Conference “The Economies of the Balkan and the Eastern European Countries in the changing world”. Warsaw School of Economics, 2018.

Kostadinova, E. *Green consumer behavior in Bulgaria - separate waste disposal*. Thirteenth International Scientific Conference of Young Scientists "The Economy of Bulgaria and the European Union in the Global World". UNWE, 2017.

Kostadinova, E. *Sustainable Consumer Behaviour: Literature Overview*. 2016. Economic Alternatives, 2, 224-234.

Kostadinova, E.” Sustainable consumer behavior – approaches for promoting change“, coference paper, Strategic visions – effective management for economic, organizational and social transformations”, New Bulgarian University, 2016

Jelev, S., Kostadinova, E., *Solely loyal households*, International Conference on Contemporary Marketing Issues (ICCM), Kingston Business School , London, 2015.

Kostadinova, E., Weiss, R., *Manual on good practices and strategies for e-inclusion and online presence of social enterprises*, NFEPD, 2014.

Kostadinova, E., *Is There Brand Segmentation?*, Economic alternatives, 2013, issue 4.

Naydenova, E.,, *Market segmentation*, Chapter in in Marketing (pp 184-204), Publishing Complex UNWE, 2012.

Naydenova, E., *Brand segmentation study of Bulgarian markets for fast moving consumer goods and durable products*, paper presented at the International Conference on Contemporary Marketing Issues (ICCM), Thessaloniki, 2012.

Kartandjiev, H., Naydenova, E., *Segmentation of Bulgarian Consumer Market in Times of Economic Crisis: An Empirical Study*, paper presented at the International Conference on Contemporary Marketing Issues (ICCM), Thessaloniki, 2012.

**Membership in scientific boards** Editor, Cogent Business & Management - Journal of Taylor & Francis Publishing Group

**Honours and awards**

Most Innovative Paper Prize for the paper titled “Solely loyal households” in co-authorship with Professor Simeon Jelev, International Conference on Contemporary Marketing Issues (ICCM), Kingston Business School , London, 2015.

Invited lecturer, Erasmus + scholarship mobility grant, ISEG - Lisbon School of Economics & Management, 2018.

Invited lecturer, Erasmus + scholarship mobility grant, Berlin School of Economics and Law, 2017.

Invited lecturer, Erasmus + Teaching Mobility grant, Vienna University of Economics, Institute for Marketing and Consumer Research, 2016.

PERSONAL SKILLS

**Mother tongue** Bulgarian

Other language(s)	UNDERSTANDING	SPEAKING	WRITING

	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
Diploma, First English Language School, Sofia					
French	B1	B1	B1	B1	B1
Certificate, Institut Français de Sofia					

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
Common European Framework of Reference for Languages

Computer skills ▪ MS OFFICE, MS PROJECT, SPSS

Driving licence B