


PERSONAL INFORMATION

Teodora Margaritova Peneva

 Bulgaria, Sofia, 1407

 Teodorapeneva2015@gmail.com

Gender Woman | Date of birth 24/10/1976 | Nationality Bulgarian

WORKING EXPERIENCE

October 2023 – to present

Associate Professor

Economic Research Institute at Bulgarian Academy of Sciences

Research focus: Poverty and social protection, European cohesion policy, energy & climate policy, CEE regional integration

February 2024 – to present

Management Board Member, Association of Sinologists in Bulgaria

March 2019 – October 2023

Chief Assistant Professor

Economic Research Institute Bulgarian Academy of Sciences

Research focus: Energy and social policy, international trade and investment, China

May 2017 – February 2019

Assistant and Chief Assistant Professor

Institute for the Study of Societies and Knowledge at Bulgarian Academy of Sciences

Research focus: social policy

May 2014 – October 2016

Product Manager

Company and industry information provider, EMIS, www.emis.com

- Management of EMIS Energy, an analytical tool for energy sectors monitoring in all emerging countries in the CEE region, MENA, Latin America and East Asia.
- Management of EMIS China, quarterly analysis on 25 key sectors
- Recruitment and training of analysts
- Writing and editing of reports, quality control
- Product design, selection of methodology for analysis

October 2011 – to present

Chinese Language Teacher

- Sofia University, Chinese language, 2025/2026 First grade students in International Trade and Investment in FEBA
- Sofia University, Chinese listening comprehension, 2023/2024 First grade students
- 138 Middle School Sofia, Last grade students, practical Chinese lessons, 2018/2019
- Sofia University, Chinese listening comprehension, 2015/2016 First grade students
- Plovdiv University, Business Chinese, 2014/2015 Second and third grade students
- Plovdiv University, Practical Chinese, 2013/2014, 2012/2013 и 2011/2012 First, second and third grade students

November 2010 – January 2014

Market Analysis Expert

Energy supplier in Bulgaria, EVN Bulgaria, www.evn.bg

- Market research of energy products, services and client servicing
- Marketing and sales strategy development
- Project management of Client servicing project
- Client segmentation

April 2006 – June 2010

Vice Account Director, Consultant

Research agency in China, All China Marketing Research, www.acmr.com.cn

- Market research – proposals writing, quality control on project execution, writing and editing of final reports, presentations
- Client servicing
- Marketing and sales strategy development
- Project management of B2B market research

September 2004 – March 2006

Market Analyst

- Research agency in China, GCiS Information Services, www.gcis.com.cn
- Writing and editing of final reports,
- Presentations to clients
- Client servicing

EDUCATION

January 2013 – October 2017

PhD, Economics and Management of Energy, Infrastructure and Public Services

Sofia University, Department of Business Administration

- PhD Thesis: *Analysis of the Methods of Measuring Energy Poverty in Bulgaria*

September 2002 – January 2005

Master, International Economics

Peking University, Beijing, China

- Master Thesis: *A comparison of the privatization practices in China and Bulgaria*

September 1999 – June 2001

Bachelor, Chinese and Economics

Beijing Language and Culture University, Beijing, China

- Bachelor Thesis: *China's development in the globalization process*

September 1996 – January 2002

Bachelor, Chinese Studies

Sofia University, Department of Philologies

PERSONAL SKILLS

Mother Language

Bulgarian

Other Languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Chinese	Fluent	Fluent	Fluent	Fluent	Fluent
English	Fluent	Fluent	Fluent	Fluent	Fluent
French	Basic	Basic	Basic	Basic	Basic
Russian	Basic	Basic	Basic	Basic	Basic

COMMUNICATION SKILLS

PROFESSIONAL COMPETENCES

- Good communication skills, acquired during my job in a multicultural team in China, as well as in the different type of corporations in Bulgaria
- Intensive experience in the analysis of different sectors, industries, markets, focusing on the social and energy sector in China, Bulgaria and CEE region.
- Experience in methods of measuring poverty and assessing different types of policies to reduce energy poverty
- Ability to develop marketing and sales strategies acquired by writing recommendations in a GCiS consulting firm and discussing customer results about their markets, niches, customer segments.
- Project management, with ongoing experience gained in working with a team during sociological surveys in China, and self-management and project implementation in Bulgaria.
- Ability to conduct independent research projects.
- Ability to coordinate and organize events of different types - from focus groups, to quantitative surveys, to discussion forums and larger scale events.
- Ability to sell consultancy products and services, experience in identifying customer needs and designing the most accurate products and services for them, negotiating prices and scope of services offered.
- Ability to recruit and train young people, gained from constant work in research agencies and product management.

PUBLICATIONS

- Peneva, T. (2025). China's Social Paradigm in the 2024–2025 National Economic and Social Development Plan. A presentation at the XIth International scientific conference Diplomatic, economic and cultural relations between China and the countries of Central and Eastern Europe 2025 of Confucius Institute, Veliko Turnovo, Bulgaria, October 10-11, 2025

- Peneva, T. (2025) Overcoming Demographic Challenges through Reforms in the Social Security System in China. An article in the proceedings of the Xth International scientific conference Diplomatic, economic and cultural relations between China and the countries of Central and Eastern Europe 2024 of Confucius Institute, Veliko Turnovo, DOI: <https://doi.org/10.62635/rn5x-7hg6>
- Peneva, T. (2025). Perspectives of China and Central and Eastern European Relations by 2030. An article in the proceedings of the Vth International Conference "Dialogues on China" held in Belgrade, 15-16 October, 2025
- Peneva, T. (2024). The Fight against Poverty in China – Situation, Challenges and Prospects. An article in the proceedings of the IXth International Conference "Diplomatic, economic and cultural relations between China and the countries of Central and Eastern Europe" held at Institute Confucius at Veliko Turnovo University, Bulgaria
- Teodora Peneva, Andrei Radulescu (2025) Bilateral Trade Relations of Bulgaria and Romania with China: Dynamics and Trends. An article in the proceedings of the 10th China-CEE High Level Think Tank Symposium held in Beijing, 2024
- Teodora Peneva, (2025), Economic Relations between China and Countries from Southeast Europe. An article in the proceeding of the Second Sino-Balkanika Conference organized by the Association of Sinologists in Bulgaria and held in Sofia, 2024
- Teodora Peneva (2025). Exploring Opportunities for Sino-Bulgarian Cooperation in a European Geopolitical Context. Speech and article in the proceedings of the XIth China-CEE High Level Think Tank Symposium, 21 October, Zagreb, 2025
- Shopov, G., Peneva, T. (2024) Social protection of households in the context of energy transition. Proceedings of the scientific conference "Economic development and policies: reality and prospects. National and European challenges of the transition to a green economy". P.105-111, ISBN: 978-619-245-407-4
- Peneva, T. (2024) Economic dimensions of the reform of protection from domestic violence and the role of prevention. Proceedings of the scientific conference "The reform of protection from domestic violence". Sofia. 2024. ISBN (c-book): 978-954-9583-45-8
- Teodora Peneva. (2023). Prospects for the Decarbonization of the Chinese economy. An article in the proceedings of the VIIIth International Conference "Diplomatic, economic and cultural relations between China and the countries of Central and Eastern Europe" held at Institute Confucius at Veliko Turnovo University, Bulgaria, October 14-15, 2022
- Teodora Peneva. (2022). Bulgaria and China Trade Relations in Times of Crisis. CURRENT ISSUES IN CONTEMPORARY CHINESE AND ORIENTAL STUDIES Papers from the Second International Conference, Dedicated to the 30th Anniversary of the Establishment of the Chinese Studies Program at Sofia University "St. Kliment Ohridski", 2, St. Kliment Ohridski University Press, 2022, ISBN:978-954-07-5561-8, 116-124
- Teodora Peneva. (2022). Bulgaria's place in trade and investment relations between China and the countries of Central and Eastern Europe. (In Bulgarian), Proceedings of the International Scientific Conference on "Diplomatic, Economic and Cultural Relations between China and the Countries of Central and Eastern Europe". Volume VII. Faber Publishing House, 2022, ISBN:2603-5030, 154-170
- Hristova-Balkanska, Iskra, Bobeva-Filipova, Daniela, Peneva, Teodora, Kostadinov, Anton. (2022). Trade and investment relations Bulgaria - China. Sofia. "Paisii Hilendarski" University Publishing House, 262 pages. ISBN:978-619-202-776-6, DOI:10.13140/RG.2.2.30885.99040, (In Bulgarian)
- Peneva, T. (2021). Government policy to stimulate Chinese exports. Collection of reports "Foreign Trade and Pandemic, 145-154стр., BY3Ф, ISBN 978-619-7622-09-6 (In Bulgarian)
- Peneva, T. (2020). China's Silk Road to Europe – Strategies and Investment. Economic Studies journal. 3/2021 ISSN 02053292, p. 29-60
- Alexander Tashev & Daniela Bobeva & Iskra Balkanska & Mitko Dimitrov & Spartak Keremidchiev & Tatiana Houbenova & Victor Yotzov & Nedialko Nestorov & Teodora Peneva, (2020). "Opportunities and Prospects for Japan's Investments in Bulgaria," Economic Studies journal, Bulgarian Academy of Sciences - Economic Research Institute, issue 1, pages 3-45.
- Peneva, T. (2025). Mapping Energy Vulnerability of Households in Bulgaria. Economic Studies. Bulgarian Academy of Sciences – Economic Research Institute = Issue 5. Pages 3-26.

- Shopov, G., Peneva, T., Salchev, P. (2025) Flexibility of Social Support in Crisis Conditions – Experience and Lessons from the COVID-19 Pandemic Period 2020-2022. ISBN: 978-954-9313-32-1
- Peneva T. (2025). Assessment of the Social Assistance in Kind in Bulgaria. An article in the proceedings of the Jubilee International Conference 2024 “Economic development and policies: realities and prospects. European integration, convergence and cohesion” dedicated to the 75th Anniversary of the ERI at BAS.
- Teodora Peneva (2023). Energy Poverty in Bulgaria: Dimensions and Factors. (Translation in English) Publisher: Prof. Marin Drinov Publishing House of BAS. Sofia. ISBN: 978-619-245-292-6, 169 pages
- Teodora Peneva (2023) Progress and Challenges of the NRRP Low Carbon Economy Reforms in the Residential Building Sector in Bulgaria. [Global Economic Observer](#), no 2, vol.11/2023, ISSN 2343-9742
- Teodora Peneva. (2023). Managing Climate Policies in Bulgaria's Social Context. Paper and presentation at the 19th International Conference “Social Innovations for Sustainable Regional Development”, held at Klaipeda University, Lithuania, April 28-29, 2023
- Peneva, T. (2023). Mechanism for the protection of energy-poor households in Bulgaria (pp. 389-401). – In: Economic Development and Policies: Realities and Prospects. Challenges and risks in the context of overlapping crises. National scientific conference with international participation, November 21-22, 2022, Sofia. Sofia: Publishing House of BAS "Prof. Marin Drinov". (In Bulgarian) ISBN 978-619-245-327-5
- Peneva, T., Zabov, E., Djalov, D. (2022). Individualna otsenka na energiynata bednost – vazmozhnosti i resheniya. (Individual assessment of energy poverty – possibilities and solutions). Economic Thought Journal, 67 (5), 541-570 (in Bulgarian). <https://doi.org/10.56497/etj2267502>
- Peneva T. (2022). Energy Poverty in Bulgaria: Dimensions and Factors. Sofia. Monography. BAS Publishing House “Marin Drinov”. 174 p. (In Bulgarian) ISBN 978-619-245-241-4. (In English) ISBN -978 – 619-245-292-6
- Peneva T. (2021). “Energy Injustice in Bulgaria” A Chapter in a book of N. Creutzfeldt, C. Gill, M. Cornelis and R. McPherson “A Socio-legal Inquiry into Access to Justice for Vulnerable and Energy-poor Consumers: Just Energy?”, pp. 185-213, Hart Publishing. ISBN: 978-1509939435
- Peneva, T. (2021). Measuring Energy Poverty in Bulgaria. Balkanida. Sofia. Monography. 250p. ISBN 978-619-91712-3-3
- Peneva T. (2021). Green Deal's Impact on Energy Poverty in Bulgaria. Economic Studies journal, 2021, issue 6, pp 90-105
- Peneva T. (2021). The Fourth Pillar of Energy Poverty in Bulgaria. Economic Thought journal 5/2021
- Peneva T. (2021). The role of the official line of energy poverty in Bulgaria. Proceedings of the VIII International Scientific Conference "Changes in the Global World and New Solutions", Volume 2, p. 117-126, ISBN 978-619-7404-29-6
- Peneva T. (2021). An innovative model of home care in Bulgaria. Sofia. Monography. 111p. ISBN: 978-619-91712-1-9
- Peneva T. (2019). Sustainable Development and Energy Poverty - Challenges to the Governing Institutions. Economic Studies, Vol.28, Issue 1, 2019, p.174-182. ISSN 0205-3292
- Shopov G., T. Peneva, (2018), “Targeted social assistance for heating – historical experience and development perspectives for limiting energy poverty in Bulgaria”, 2018/6 - ISSN 0013-2993.
- Peneva T. (2017). Energy poverty in Bulgaria. An article in the annual edition of the Department of Business Administration of Sofia University, volume 17, ISSN 1311-8420
- Peneva T. (2016). Policies for Energy poverty and energy efficiency in UK and Bulgaria. Collection of conference papers „ Sustainable Regional Development in Bulgaria, Department of Socio-Economic Geography, Sofia University (not printed yet)
- Peneva T. (2016). How to make money from poverty – A story from UK. Utilities magazine, November edition 2016
- Peneva T. (2015). Energy poverty in Bulgaria – situation and politics, part of a collective monography of Nikolov A., Todorov A, Zlatanova T, Peneva T. 2015. Innovative Ideas for Social Public Policies, ISBN 978-954-9399-28-8
- Peneva T. (2015). Low income households in Bulgaria – at 90% energy poor. Collection of doctoral studies of DASUN – Part IV, p.247, Sofia University, ISBN 978-954-9399-32-5
- Peneva T. (2014). Energy Poverty in Bulgaria. Utilities magazine. April edition 2014
- Peneva T. (2014). Energy Poverty: The Bulgarian Case. Business Department of Sofia University. Sofia. International Association for Energy Economics. Washington D.C.

- Peneva T. (2013). Energy poverty in Bulgaria – what do we know, and what no about it; Collection of doctoral studies of DASUN – Part I; p.209, Sofia University, ISBN 978-954-9399-19-6

PROFESSIONAL COMPETENCES

- Intensive experience in the analysis of different sectors, industries, markets, focusing on the energy sector and a number of other manufacturing industries in China, Bulgaria and developing countries
- Experience in methods of measuring energy poverty and assessing different types of policies to reduce energy poverty
- Ability to develop marketing and sales strategies acquired by writing recommendations in a GCiS consulting firm and discussing customer results about their markets, niches, customer segments.
- Project management, with ongoing experience gained in working with a team during sociological surveys in China, and self-management and project implementation in Bulgaria.
- Ability to conduct independent research projects.
- Ability to coordinate and organize events of different types - from focus groups, to quantitative surveys, to discussion forums and larger scale events.
- Ability to sell consultancy products and services, experience in identifying customer needs and designing the most accurate products and services for them, negotiating prices and scope of services offered.
- Ability to recruit and train young people, gained from constant work in research agencies and product management.

PARTICIPATION IN PROJECTS

- **"Future of Gas" project**
 - Period: 10/02/2022 to 31/03/2023
 - Contracting authority: EASAC Energy Program (www.easac.eu)
 - Employer: Economic Research Institute at BAS
 - Position: Principal Assistant
 - Main Responsibilities: Assessment of the social sustainability of the transition policies towards a carbon neutral economy of the Member States in the European Union
- Project **"The Bulgarian Electricity Industry in the Context of the Green Pact"**
 - Period: 15.12.2020 until 15.06.2023
 - Assignee: III BAS
 - Employer: Economic Research Institute at BAS
 - Position: Chief Assistant
 - Main Responsibilities: Analysis of internal and external electricity demand, incl. wholesale and retail market consumption and stock exchange in the region.
- Project **"Integral model for predicting and preventing the socio-economic effects of future epidemiological crises"**
 - Period: 15.12.2021 until 15.03.2023
 - Assignee: Paisii Hilendarski University of Plovdiv
 - Employer: Economic Research Institute at BAS
- **SHEERenov Project**
 - Period: 03/09/2022 to 05/13/2022
 - Employer: Horizon 2020 Main Responsibilities: Expert in creating [a methodology](#) to identify energy poor households to be targeted for funding under the SHEERenov project
 - Employer: Bulgarian-Austrian consulting company
 - Position: External expert
- Project **"Energy Poverty in Bulgaria - Dimensions and Factors"**
 - Period: 30/09/2020 – 30/01/2022
 - Assignee: III BAS
 - Employer: Economic Research Institute at BAS
 - Position: Principal Assistant
 - Main Responsibilities: Complete independent project development
- Project **"REPLACE"**
 - Period: until 30.09.2020
 - Assignee: BSERC
 - Employer: BSERC
 - Position: Hourly Worker
 - Main Responsibilities: Conducting empirical research with households regarding possibilities of switching to a clean heating system.

- Project "**Development of a national strategy in the field of energy (with a focus on electricity)**"
- Period: 01.02.2017 - 30.03.2018
- Client: Bulgarian Energy Holding EAD
- Employer: Economic Research Institute at BAS
- Position: Expert
- Main responsibilities: Participation in the analysis of the state of electricity consumption in the EU and the region; identification of main factors affecting consumption and the price of a wholesale market; measuring energy poverty and exploring long-term intervention measures
- Activity IA - Analysis of the state of the electricity consumption in the EU and the region, identification of main factors influencing the consumption
- Activity III - Analysis of stock markets in the EU and the region, identification of key factors influencing the wholesale market price
- Activity VII - Social Dimensions of Electricity - Measurement of Energy Poverty and Analysis of Long-Term Intervention Measures•

- Project "**Research on social status and energy poverty among low-income workers in Bulgaria**"
- Period: 10.02.2014-15.03.2014
- Assignee: SU
- Employer: ASA Agency
- Position: Expert
- Main Responsibilities: Involvement with the design of energy poverty questions and data analysis of a sample of 1,017 households of low-income workers in 22 districts of the country. A project combining all the indicators needed to study energy poverty - household incomes, housing characteristics, and energy costs, type of heating systems. Published article with results in a collection of doctoral works of the Doctorate Academy of Economic and Management Sciences of Sofia University "St. Kliment Ohridski ".

- Project "**Study of Consumer Attitudes towards Energy Efficiency Products and Services**", 2011, EVN Electricity Supply. Quantification of energy efficiency measures taken after 2600 households in the area serviced by EVN. Analysis of the current state and attitudes for undertaking energy efficiency measures. Development of an energy calculator for measuring energy consumption for consumers, and checking with data from the meters of 200 households.

- Project "**Study of Domestic Users Attitudes towards District Heat Utilization**"
- Period: November 2010 – March 2011,
- Employer: EVN Toplofikatsiya.
- Tasks: Design and PM of Qualitative and quantitative research with the citizens of Plovdiv, responsible for deciding the type of heating system used in 900 households, conduction of 12 focus groups of three for each type of consumer, low income, medium income and high-income households.

- Project "**The client on focus**"-
- Period: November 2011 – March 2012,
- Employer: EVN Toplofikatsiya.
- PM of a pilot package for former customers of EVN Toplofikatsiya in the region of Thrace covering about 1,400 households - former customers of TPPs living in 45 buildings in the region of Trakia, 2012 Plovdiv

- Project "**Fixed price of domestic hot water**".
- Period: November 2012 – March 2013,
- Employer: EVN Toplofikatsiya.
- PM of a project exploring the attitudes of existing customers of the District Heating Company for the use of the domestic hot water service at fixed prices 2013. Plovdiv city