

## CURRICULUM VITAE

### PERSONAL INFORMATION

Name	<b>Naydenova, Pavlinka Petkova, Ph D</b>
Address	3 Aksakov str.,1040 Sofia, Bulgaria
Phone	359-2-810 40 21,29
Fax	359-2-988 21 08
E-mail	<a href="mailto:p.ileva@iki.bas.bg">p.ileva@iki.bas.bg</a>

### WORK EXPERIENCE

1995 – up to present	Organization	Economic Research Institute, Bulgarian Academy of Sciences
Areas of Scientific Interest		Economic and Social Theories; Economic Legislative Framework; Technology and Innovation Policy of Enterprises; Economic Realization of Knowledge and Industrial Property Rights; Social and Human Capital; Corporate Management and Motivated Behavior
• Type of business or sector		Scientific-researcher' activities
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Occupation or position held		Associate Professor, Doctor of Economics
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Main activities and responsibilities		Scientific studies, Scientific publications

### MEMBERSHIP IN SCIENTIFIC ORGANIZATIONS

Union of Scientists in Bulgaria

<b>Mother tongue</b>	<b>Bulgarian</b>
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### OTHER LANGUAGES

	<b>German</b>	<b>Russian</b>	<b>English</b>
• Reading skills	excellent	excellent	good
• Writing skills	excellent	excellent	good
• Verbal skills	excellent	excellent	good

## PROJECTS

1995-1996	Participation in the Survey of Technology Change in Bulgarian Economy - Normative environment for technology innovation
1997-1998	Participation in the Survey of Barriers to Innovations in Bulgaria - Analyses of the Legislative Barriers
1999-2001	Technological State Policy for a Competitive Economic Development
2002-2004	Economic Realization of Knowledge and Application-Patent Activity in Bulgaria
2004-2006	Innovation activity and Digital Literacy and Economic Aspects of Innovation Policy
2007-2009	Knowledge as an Economic Resource
2010-2012	Motivational and Socio-anthropological Preconditions for Human Capital Management in Bulgarian Companies
2013-2015	Manifestation of Corporate Social Capital in the Development of Motivational Mechanisms
2016-2018	Manifestation of Corporate Human Capital in the Context of Behavioral Economics
2018-2020	Rational and Irrational Manifestations of Subcultural Constructs in Corporate Management

## PUBLICATIONS /selected/

Naydenova, P. Product and technology innovation in the firm, p. 145-173. - In: *Capital Investment in the transition period (collective monograph)*, Open Society Publishing house, Sofia, 1995

Naydenova, P. Investment opportunities for structural adjustment of the firms, p. 126-133. - In: *Enterprises in new conditions: reconstruction, management, investment activities*, S.: GorexPress, 1997 ISBN 954-616-025-3

Naydenova, P. Financial environment and Legislative framework for technological change (collective paper). - In: *Economic studies*, 1/1998, p.104-146 ISSN: 0205-3292

Naydenova, P. Legislative Barriers to Innovation (collective monograph). - In: *Barriers to Innovation*, CIELA, Member of the Wolter Kluwer Group, 1998, 158 p. ISBN 954-649-140-3

Naydenova, P. Technological Policy of the State for a Competitive Economic Development, p. 216-263. - In: *The State Fiscal, Educational, Scientific and Technological Policies for a Competitive Economic Development*, Academic Publishing House "Prof. Marin Drinov", 2004, 288 p. ISBN 954-430-995-0

Naydenova, P. Economic Implementation of Knowledge, p. 87-130; Application-Patent Activity in Bulgaria, p.131-155. - In: *Economic Problems of Innovation Policy in Bulgaria*, 2005, 205 p. ISSN 1310-2737

Naydenova, P. Demand for new knowledge – a current challenge to social sciences. *Economic Thought*. Institute of Economics at BAS, Year XXIV, 2009, p. 176-184 ISSN 0013-2993

Naydenova, P. 2013. Role of the Industrial Property Rights for the Firm's Development, 131-159. - In: *Knowledge as an Economic Resource*, Academic Publishing House "Prof. Marin Drinov", 181 p. ISBN 978-954-322-560-6

Naydenova, P., 2013. The Concept of Motivation: A Different View for the Human Capital and the Management of the Firm. - In: *Challenges of the Modern World*, Novosibirsk: NSUEM, 2013, p. 531-537. ISBN 978-5-7014-0628-3

Milanova, A. and P. Naydenova. 2013. *Human Capital Management in a Corporate Environment. Social - anthropological Determination and Motivation*, co-author, Academic Publishing House "Prof. Marin Drinov", 115p. ISBN 978-954-322-674-0

Milanova, A., P. Naydenova. 2014. The Motivation management Mechanism through the Prism of the Corporate culture and Corporate Social Capital. *Book of Proceedings – 7-th International Scientific on Social and Economic Development*, pp.617–625 ISBN: 978-953-6125-12-8

The Book is regularly indexed and abstracted by ProQuest, EconBIZ and Hrcak databases.

Milanova, A., Naydenova, P. 2015. Management of the Corporate Human Capital: Social and Anthropological Determination and Specific Motivational Techniques (The Case of Bulgaria). -In: *Competitiveness of Enterprises and National Economies*, Serbia: University of Niš, Faculty of Economics, ISBN:978-86-6139-101-9, p. 49-63

Naydenova, P. The process of motivation through the prism of the social capital in the company. *Papers of BAS. Humanities and Social Sciences.*, Vol.3, No 1, 2016, ISSN:ISSN 2367-6248, p.45-58

Milanova, A., Naydenova, P. Corporate social capital - reality and pragmatic definiteness. – In: *Improving the Competitiveness of Enterprises and National Economies*, Serbia: University of Niš, Faculty of Economics, 2017, ISBN: 978-86-6139-137-8, p.155-177

Milanova, A., P. Naydenova. Influence of the Dichotomy of the Corporate Culture as a Rational or/and Irrational Determination of the Governance. -In: *Strengthening the competitiveness of Enterprises and National Economies*. Ed. B. Krstic, Serbia: University of Nis, Faculty of Economics, 2018, ISBN: 978-86-6139-154-5, p. 95-113

Milanova, A., P. Naydenova. Management of Corporate Human Capital in the Bulgarian Economic Units as an Object of the Behavioral Paradigm. *Economic and Social Development "Managerial Issues in Modern Business"*, *Book of Proceedings*, Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; Faculty of Management University of Warsaw, Warsaw, Poland; University North, Koprivnica, Croatia; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, 2018, ISSN:1849-7535, p. 1-9

Naydenova, P., 2018. Motivation of the Human Capital in the Business Organization. *Economic Studies*, Issue 6, ERI-BAS, ISSN:0205-3292, p. 103-114

Milanova, A., P. Naydenova. 2019. Behavioral Deviations in Motivating the Corporate Human Capital. - In: *Improving Enterprise Competitiveness*, Ed. B. Krstic, Serbia: University of Niš, Faculty of Economics, p. 79-94 ISBN: 978-86-6139-181-1

Naydenova, P. 2020. The motivating role of culture in the organization. -In: *Economic development and policies – realities and prospects*, Academic Publishing House "Prof. Marin Drinov", ISBN:978-619-245-039-7, p. 724-733