

CURRICULUM VITAE

PERSONAL INFORMATION

Name	Naydenova, Pavlinka Petkova, Ph D
Address	3 Aksakov str.,1040 Sofia, Bulgaria
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WORK EXPERIENCE

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

MEMBERSHIP IN SCIENTIFIC ORGANIZATIONS

Union of Scientists in Bulgaria

Mother tongue	Bulgarian
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OTHER LANGUAGES

	German	Russian	English
• Reading skills	excellent	excellent	good
• Writing skills	excellent	excellent	good
• Verbal skills	excellent	excellent	good

PROJECTS

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| 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 |
| 2021-2023 | Innovation Potential and Corporate Culture in The Discourse of Economic Anthropology |
| 2023-2025 | Socioeconomic Anthropology of The Innovation Process (Research In Specific Business Organizations) |

PUBLICATIONS /selected/

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

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

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

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

Naydenova, P., 2004. 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. M. Drinov", 288 p. ISBN 954-430-995-0

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

Naydenova, P., 2009. 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., 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., 2016. 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, ISSN: 2367-6248, p.45-58

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

Milanova, A., P. Naydenova. 2018. 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, ISBN: 978-86-6139-154-5, p. 95-113

Milanova, A., P. Naydenova. 2018. 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, 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- 6 139-181- 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

Ileva-Naydenova, P., Gudž, P. V., Cherep, A. V., Oleinikova, L. H. 2021. Use of State Support Levers for Small and Medium-Sized Enterprises within the Dynamic Environment. *Economic Studies*, Issue 2, pp. 140-158, ERI at BAS, ISSN:0205-3292

Milanova, A., P. Naydenova, 2022. Corporate Social Capital – Prerequisite for Effective Bonding. *Economic Alternatives*, 1(28) Issue 1, Volume 28, pp. 52-75

Milanova, A., P. Naydenova, 2022. Corporate Subcultural Specifics in Business Management *Conference Proceedings NORDSCI*, Book 2, Volume 5, pp. 13-22

Milanova, A., P. Naydenova. 2023. A cultural Framework of Innovation Potential. 12 Chapter. - In: *Social and Economic Studies within the framework of Emerging Global Developments*. Vol. II. Ed. By M. V. Kaya. Berlin, Peter Lang Public House, 2023. pp. 155-165
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