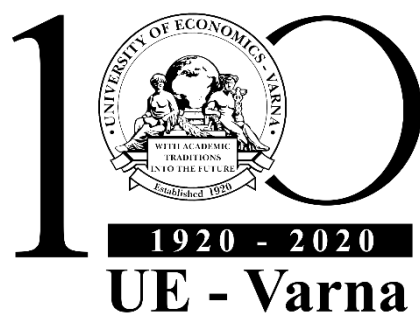


100 YEARS UNIVERSITY OF ECONOMICS – VARNA

50 YEARS DEPARTMENT OF INFORMATICS



INTERNATIONAL CONFERENCE  
“INFORMATION AND COMMUNICATION  
TECHNOLOGIES IN BUSINESS AND EDUCATION”

## PROGRAMME

18 October 2019  
Varna

### Opening ceremony and plenary lectures

**Chair:** Assoc. Prof. Snezhana Sulova, PhD, (room 446, 10:00 – 12:30)

<b>№</b>	<b>Author / Conference event</b>
1	Prof. Vladimir Sulov, PhD, 50 years Department of Informatics
2	Greetings, congratulations
3	Prof. Avram Eskenazi, PhD, The influence of informatics on the labour market

### Session 1: Digitization, Software Business, IoT, Social Media, Business

**Chair:** Stoicho Stoev, (room 446, 13:30 – 15:30)

<b>№</b>	<b>Author</b>	<b>Paper title</b>
1	Anna Sobczak, PhD	Entrepreneurship in the education of university students
2	Prof. dr hab. Marian Niedźwiedziński	Proposal of the Multi-aspect Analysis of ICT's Needs in Management
3	Prof. Krasimir Shishmanov, PhD	Digital Transformation in Bulgaria
4	Assoc. Prof. Vanya Lazarova, PhD	Exploring the functionality of Bulgaria eGovernment site
5	Assoc. Prof. Luben Boyanov, PhD	Approaches for enhancing digitalization and digital transformation in supply chain management
6	Mihaela Markova Markova, PhD student	E-commerce in the process of digital transformation: preparedness, requirements and technological tendencies
7	Prof. Julian Vasilev, PhD, Prof. Marian Cristescu, PhD	Approaches for information sharing from manufacturing logistics with downstream supply chain partners
8	Assoc. Prof. Todorka Atanasova, PhD	Main factors influencing digitalization in construction companies
9	Prof. Kamielia Stefanova, PhD; Assoc. Prof. Dorina Kabakchieva, PhD	Challenges and Perspectives of Digital Transformation
10	Assist. Prof. Ivan Belev, PhD	eXtensible Business Reporting Language (XBRL) – a technical overview; Making financial data readable using Inline XBRL

### Session 2: Big Data, Security, Machine Learning, E-Learning, Mobile Technologies

**Chair:** Yanka Aleksandrova, (room 320, 13:30 – 15:30)

<b>№</b>	<b>Author</b>	<b>Paper title</b>
1	Assoc. Prof. Tatyana Makarchuk, PhD; Prof. Valery Trofimov, Dr.Eng.; Senior lecturer Svetlana Demchenko	Modeling the life cycle of e-learning course using Moodle Cloud LMS (skype session)
2	Assoc. Prof. Monika Tsaneva, PhD	Challenges of GDPR compliance in consumer financing companies
3	Oumar Sy, Assistant, Ing. Master	Ontology-based materialized views for reverse engineering: Toward a set of conceptual guidelines
4	Oumar Sy, Assistant, Ing. Master	Using Association Rules as Semantics for Domain Ontologies
5	Prof. Abdel-Badeeh M. Salem, PhD	Computational Intelligence in Smart Education and Learning
6	Assoc. Prof. Veselin Popov, PhD; Assoc. Prof. Petya Emilova, PhD	Big data and information security
7	Assist. Prof. Angelin Lalev, PhD	Deep Neural Networks for Detection of Credit Card Fraud
8	Assist. Prof. Iskren Tairov, PhD; Vladislav Vasilev, PhD student	Perspectives on mobile technology adoption in healthcare sector
9	Eng. Yavor Christov	Corporate big data and hybrid integration platforms

**Session 3: Digitization, Software Business, IoT, Social Media, Business**  
**Chair: Mariya Armianova, (room 446, 16:00 - 18:00)**

<b>№</b>	<b>Author</b>	<b>Paper title</b>
1	Assoc. Prof. Silvia Parusheva, PhD	Digitalization and digital transformation in construction - benefits and challenges
2	Assist. prof. Mariya Armyanova, PhD	IoT problems and design patterns which are appropriate to solve them
3	Assist. prof. Miglena Stoyanova, PhD	Priorities for Digital Transformation in Property Management
4	Chief Assist. Prof. Boris Bankov, PhD	The Impact of Social Media on Video Game Communities and the Gaming Industry
5	Assist. prof. Ina Stanoeva, PhD	Social media possibilities for improving arts marketing performance
6	Antonio Hadzhikolev, PhD student	The role of the smart city concept in the process of urban transformation
7	Svetoslav Ivanov, PhD student	Development stages of starting software companies, problems, and approaches for software development
8	Chief Assist. Prof. Velina Koleva, PhD; Svetoslav Ivanov, PhD student	Social media and the recruitment of IT professionals in Bulgarian IT companies
9	Assoc. Prof. Tanka Milkova, PhD	ABC analysis of inventory in MS Excel

**Session 4: Big Data, Security, Machine Learning, E-Learning, Mobile Technologies**  
**Chair: Bonimir Penchev, (room 320, 16:00 - 18:00)**

<b>№</b>	<b>Author</b>	<b>Paper title</b>
1	Assoc. Prof. Snezhana Sulova, PhD	The Usage of Data Lake for Business Intelligence Data Analysis
2	Assoc. Prof. Pavel Petrov, PhD	Web security technologies used in banks of Estonia, Latvia and Lithuania
3	Assoc. Prof. Ivan Kuyumdzhiev, PhD; Chief. Assist. Prof. Radka Nacheva, PhD	Choosing Storage Devices with Consideration of Backup and Restore Performance in MS SQL SERVER
4	Chief. Assist. Prof. Yanka Aleksandrova, PhD	Predicting Students Performance in Moodle Platforms Using Machine Learning Algorithms
5	Chief Assist. Prof. Bonimir Penchev, PhD; Chief Assist. Prof. Latinka Todoranova, PhD	M-learning applications
6	Assist. Prof. Mihail Radev, PhD	Organizational Variants of IT Department at the University
7	Petya Petrova, PhD student	Basic Soft Computing Methods In User Profile Modeling
8	Petar Dimitrov, PhD student	Methods for storing authentication data - a historical review
9	Chief. Assist. Prof. Deyan Mihaylov, PhD	Modeling and Simulation of Some Functions of Two Independent Random Variables