РЕЗЮМЕТА НА ПУБЛИКАЦИИ
НА Д-Р ИВАЙЛО ИЛИЕВ КЪМ 17.04.2025 Г.
(на английски език)

1) **Илиев, И. (2018). Местно самоуправление и програмно бюджетиране // Докторантски четения 4. Иновативни политики за добро местно самоуправление: ориентири и реалности, ИК на УНСС, София, ISBN 978-619-232-049-2, с. 113-124**

The management of the local budget is crucial for achieving the pre-established goals of municipalities. A well-distributed budget helps improve the living environment of citizens. The preparation and implementation of local program budgets should differ from traditional budgets. A program budget should allow for the connection between invested resources and achieved results, and the efficiency of the implementation should be assessed. Improving financial management at the local level can be achieved through the implementation of various measures. The municipal administration plays an active role in the processes of program budgeting to ensure synchronization of the processes. The management of local program budgets is evolving and needs to align with new trends in governance at both local and international levels.

2) **Илиев, И. (2019). Дигитализация на процесите в публичната мрежа // Докторантски четения 5. Дигитално образование за дигитална администрация: линии на партньорство, ИК на УНСС, София, ISBN 978-619-232-212-0, с. 5-14**

In recent decades, a shift in public administration models has been observed, based on the dynamically evolving socio-economic factors. The emergence of new technological tools necessitates a new model for managing and organizing activities in the public sector. Such a model is governance through public networks, which are successfully applicable to policies and programs. The digitalization of processes and activities in public administration will contribute to improving the effectiveness and efficiency of the implementation of public programs and policies. The digital transformation of public administration is a challenging yet highly beneficial process for both its employees and the citizens who utilize public services. Successful implementation of digitalization can be achieved through the execution of specific steps that facilitate its integration into the work of government officials.

3) **Илиев, И. (2020). Основни характеристики на мрежовото управление в публичния сектор // Докторантски четения 6. Администрация и управление: с хоризонт 2030. ИК на УНСС, София, ISBN 978-619-232-390-5, с. 45-67**

Network governance constitutes a form of management characterized by the natural interplay of multiple interconnected actors within a specific network. Understanding this concept requires identifying its core components, the distribution of functions among participants, and the essential competencies needed for effective network management and coordination. Transitioning towards network governance necessitates a thorough understanding of its fundamental elements, functional allocation, and the essential skills differentiating network coordination from previous management paradigms.

4) **Илиев, И. (2023). Социални мрежи и мрежово управление // Траектории на социалното развитие, ИК на УНСС, София, ISBN: 978-619-232-778-1, с. 41-52**

The characteristics and principles of social networks, as well as the ways in which they are formed and function, are examined. The focus is on network governance, which coordinates the actions of various actors – government institutions, private organizations, and civil structures. Key challenges are discussed, such as the dynamics of relationships, mechanisms for managing conflicts, and measuring the effectiveness of network structures. The study proposes a model for effective network governance that ensures better interaction and coordination in the public sector.

5) **Iliev, I. (2024). Growth challenges and opportunities for MSMEs in Bulgaria (Предизвикателства и възможности за растеж на микро-, малките и средните предприятия (ММСП) в България) // Journal of Management Sciences and Applications (JOMSA), ИК на УНСС, София, ISSN: 2815-3030, с. 34-41**

Micro, small, and medium enterprises (MSMEs) are frequently established in Bulgaria. They face many unique challenges from all business perspectives: management, finance, marketing, human resources, etc. While MSMEs have certain advantages, the challenges they face are quite different from the ones medium and large companies experience. This article used a mixed-method research design to determine the key challenges of MSMEs in Bulgaria. To overcome their challenges, MSMEs should rely on their main advantages – flexibility, adaptation, and resilience.

6) **Iliev, I. (2024). Scaling furniture manufacturing micro companies into SMEs (Разрастване на микрокомпаниите за производство на мебели до малки и средни предприятия) // Green Deal Initiatives, Sustainable Management, Market Demands, and New Production Perspectives in the Forestry-Based Sector, ISBN: 978-953-8446-02-3, с. 51-56**

The study identifies key success factors such as access to financing, modernization of production processes, and the application of sustainable management practices. Based on an empirical survey, the author highlights the main competitive advantages of microenterprises – personalized service, high quality, and flexibility – but also their limitations related to price competition and access to

technology. The article offers strategic guidelines for growth, including the use of digital marketing tools and internationalization through partnerships and online trade.

7) Илиев, И. (2024). Стратегическо управление на дигиталните канали на микро и малки предприятия в България // Пари и култура, 2/2024, Висше училище по застраховане и финанси, София, ISSN: 2683-0965, с. 29-38

In the context of digitalization, we observe new, unprecedented opportunities and horizons for microbusinesses – relatively easy access to new markets, potential clients, and flexible management of product and service portfolios online. The challenges for businesses emerge when selecting the appropriate strategy to manage efforts in digital marketing and communications to achieve successful business execution.

8) Илиев, И. (2025). Децентрализация на държавните структури - мрежово управление // Национална научна конференция: "Преоткриване на държавата. Предприемаческият модел на държавно управление: 30 години по-късно", ИК на УНСС, София

In the current conditions of a changing economic and social environment, network governance emerges as a natural step in the evolution of management methods in the public sector. Network governance does not reject, but rather builds upon previous models of public administration. It integrates their key advantages and adds new positive elements: expanding the circle of participants (actors), utilizing their capacity, social connections, and shared responsibilities in achieving the goals of state structures. The decentralization of state structures leads to a greater level of conscious responsibility among the various participants and fosters a more cohesive environment of cooperation among different stakeholders.

9) Илиев, И. (2024). Управление на брандове в социалните мрежи // Пари и култура, 3/2024, Висше училище по застраховане и финанси, София, ISSN: 2683-0965, с. 26-37

Brand management undergoes numerous changes as a result of dynamic communications in social networks. Control over the brand's narrative is partially shifted to consumers, who share and spread their experiences and perceptions of the brand online. The study examines the main challenges brands face in social networks, the characteristics of brand communications in social networks, and the best practices that companies can follow.

10) Илиев, И. (2024). Роля на иновационните хъбове и стартиращите компании в създаването на маркетингови тенденции // // Пари и култура, 4/2024, Висше училище по застраховане и финанси, София, ISSN: 2683-0965, с. 40-50

The article highlights the important role played by innovation hubs and startups in creating new marketing trends. In today's world, filled with dynamics and technological changes, it is these small and flexible organizations that often manage to be the first to implement innovative ideas, changing perceptions of traditional marketing practices. The discussion covers both the theoretical characteristics of innovation hubs and the specific mechanisms through which startups shape and spread innovative marketing approaches. Through real business practice examples, the article reveals how the interaction between these dynamic structures and larger corporations not only changes the way companies communicate with their consumers but also sets new marketing standards across various industries.

11) **Iliev, I. (2024). Digital Transformation of the Wood Industry: Opportunities and Challenges in Implementing Industry 4.0 Technologies (Дигитална трансформация на дървообработващата промишленост: Възможности и предизвикателства при внедряването на технологиите на Индустрия 4.0) // Пари и култура, 4/2024, Висше училище по застраховане и финанси, София, ISSN: 2683-0965, с. 3-16**

The article explores the digital transformation of the wood industry through the lens of Industry 4.0 technologies, highlighting both marketing opportunities and structural challenges. The study outlines how tools such as IoT, AI, AR/VR, and blockchain enhance personalization, customer engagement, and supply chain transparency. It also emphasizes how smart manufacturing enables mass customization and data-driven marketing in traditionally conservative wood product sectors. However, the adoption of these technologies is hindered by high investment costs, limited digital skills, integration difficulties with legacy systems, organizational resistance, and cybersecurity risks. The article concludes that while the wood industry remains in the early stages of digitalization, companies that embrace Industry 4.0 strategically can significantly increase their competitiveness and customer value. Successful transformation requires not only technological investment but also workforce development, leadership commitment, and supportive public policy.

12) **Илиев, И. (2025). Стратегическо значение на изкуствения интелект и машинното обучение в маркетинга // Индустриални отношения и обществено развитие, Брой 1, ISSN 2683-0167, с. 44-52**

In the context of digitalization and intense competition, artificial intelligence (AI) and machine learning (ML) reveal new, unexplored opportunities for businesses – deeper understanding of customers, personalized offerings, and optimized management of marketing efforts. However, there arises the need for a strategic approach when integrating these technologies, as companies face complex challenges such as ensuring quality data, technological investments, and compliance with ethical standards. In this context, strategic marketing takes on a new meaning, focused on the effective use of innovations to create sustainable competitive advantage and high added value. Achieving successful implementation of AI and ML in marketing activities requires careful

planning, a clear vision, and responsible management of resources and technologies, which will determine the long-term success of organizations in the digital environment.

13) Илиев, И. (2025). Инфлуенсър маркетинг - възможности и развитие на онлайн партньорства между брандове и инфлуенсъри // Годишник на ВУЗФ, том XVI, ISSN 1312-7918, с. 161-187

Influencer marketing is becoming an increasingly key part of the marketing strategies of many companies. This study examines the different types of influencers and partnership opportunities, the impact of influencers on consumers' purchasing decisions, and their perception of products and brands. The limitations of partnerships with influencers are presented, as well as the prerequisites for successful collaboration. The correlation between the effectiveness of advertising in influencer partnerships and the authenticity of influencers, their relationships with audiences, and the transfer of these factors to consumer perceptions of the brand are discussed. The author conducts a survey to explore the current attitudes of consumers toward paid partnerships with influencers and the content they create.

14) Iliev, I. (2025). Creating Brand Equity Through AI-Driven Personalization Strategies (Създаване на капитал на марката чрез управлявани от AI стратегии за персонализиране) // Управление в бизнеса и публичния сектор, Висше училище по застраховане и финанси, София (online издание), ISSN: 2815-391X

This paper explores how AI-driven personalization strategies contribute to building brand equity in the digital age. By integrating theoretical models of brand equity with empirical evidence from marketing practice, the study demonstrates that AI-powered personalization enhances key brand dimensions such as loyalty, perceived quality, and brand associations. Through case analyses of firms like Amazon, Netflix, and Spotify, the paper illustrates the operational mechanisms and strategic potential of intelligent personalization. It also emphasizes the importance of transparency, data ethics, and consumer empowerment in sustaining trust and long-term brand value. The findings highlight both opportunities and risks, proposing a balanced framework for ethical AI deployment. Future research directions include cross-cultural studies, longitudinal analyses, and the impact of generative AI on brand perception.

15) Илиев, И. (2025). Публични мрежи - подход за управление на публичната администрация // Издателство на ВУЗФ "Св. Григорий Богослов", ISBN 978-619-7622-71-3

The book presents the concept of network governance as a modern model for effective coordination of public policies. It examines the evolution of paradigms in public administration and the integration of classical, managerial, and collaborative approaches within the framework of network administration. The key components and mechanisms for managing public networks are

outlined, including actors, strategic approaches, and effectiveness indicators. The role of network managers as facilitators of interorganizational cooperation is analyzed, as well as the impact of public networks on the effectiveness of administration. The main types of public networks are distinguished, and strategic guidelines for their management are presented, including opportunities for decentralization and improving transparency. Special attention is given to capital resources in public networks and their optimal distribution. The book also offers criteria for evaluating network performance and practical models for applying network governance in various sectors such as education, healthcare, and social services. The work emphasizes the importance of network governance as a tool for the modernization of the public sector and fostering better interaction between the state, business, and civil society.

16) Илиев, И. (2025). Стратегически маркетинг в условията на дигитализация // Издателство на ВУЗФ "Св. Григорий Богослов", ISBN 978-619-7622-70-6

The monograph 'Strategic Marketing in the Context of Digitalization' examines the impact of digital technologies on marketing strategies and business models. The key changes in consumer behavior resulting from digitalization are analyzed, along with the ways companies can adapt their strategic planning. Contemporary marketing tactics are discussed, including branding in the digital environment, social media management, marketing automation, and the role of influencers. A model for strategic marketing planning is presented, which includes market analysis, target customer identification, and value creation for businesses and consumers. International e-commerce companies are studied, and practical guidelines for sustainable growth in the digital economy are formulated. In conclusion, the work outlines future marketing trends, such as the integration of artificial intelligence, automated solutions, and personalized digital communications.