

*First Call*

**Youth and Women Entrepreneurship  
in Challenging International (Global)  
Business Environment**  
*Ninth International Conference*

**11 – 14 June 2018**

**Lighthouse Golf and SPA Resort, Varna, Bulgaria**

*hosted by*

The Chair of Entrepreneurship,  
Business Faculty  
*and*  
The Institute of  
Entrepreneurship,  
University of National and  
World Economy, Sofia

*in partnership with*

The Bulgarian Association for  
Management Development  
and Entrepreneurship  
*and*  
The European Council  
for Small Business and  
Entrepreneurship

**Basic Information for Our Participants**

# The Conference

---



## Mission of the Conference

---

The Conference's mission is to get together professionals in the field from science, teaching, practice and policy makers to exchange opinions, problems, good practices.

## Who should attend this conference?

---

- Researchers
- Teachers/trainers
- Doctoral students/students
- Entrepreneurs/managers
- Policy-makers
- Consultants

## Topics

---

General (panel) and specific (in sessions) topics will be discussed during the Conference. Among them will be:

- *Theories, concepts of youth and women entrepreneurship (Y&WE)*
- *The profile of successful young and women entrepreneurs*
- *Behavioural characteristics of successful international young and women entrepreneurs*
- *Youth and women entrepreneurship in cross-cultural and multi-religious environment*
- *Policy support for youth and women entrepreneurship*
- *Comparison between men and women entrepreneurship*
- *Determining factors for youth and women entrepreneurship success*
- *Business and international network of young and women entrepreneurs*
- *Motivation factors for youth and women start-ups*
- *Specific approaches, methods and forms for training and consulting/mentoring for young and women entrepreneurs*
- *Preparing young entrepreneurs as future leaders*
- *Transition of young and women entrepreneurs to managers and back*
- *Young and women entrepreneurs as strategists, innovators, and networkers*
- *Cultural and psychological aspects of youth and women entrepreneurship*

The above subtopics are indicative. The participants could also prepare presentations in closed or interdisciplinary areas.

In the frame of the conference there will be organised:

- Round table: How to make a bridge between scientists/trainers and practitioners: discussions, real cases analyses, recommendations. Led by Professor Ken O'Neill, University of Ulster, UK, the first person in the UK awarded The Queen's Award for Enterprise Promotion – Lifetime Achievement Award.
- Doctoral seminar: How to prepare a dissertation and how to publish in a renowned international journal in the field? Led by Professor David Smallbone, Small Business Research Centre, Kingston University, London, UK, Past President of the International Council for Small Business (ICSB)
- Meetings with institutions/policy-makers and firms.

The best papers will be published in special issue of *Entrepreneurship Theory & Practice* (ET&P), *The International Review of Entrepreneurship* (IRE), and Conference Proceedings. The Editor-in-Chief of IRE Prof. Andrew Burke and Dr. Panagiotis Kotsios – Guest Editor of ET&P will participate also in the conference.

## *The Advisory Committee*

---



David Smallbone (*Kingston University, United Kingdom*), Antti Hahti (*University of Lapland, Finland*), Ken O'Neill (*University of Ulster, United Kingdom*), Frank Hoy (*Worcester Polytechnic Institute, (MA), USA*), Alain Fayolle (*EM Lyon Business School and Visiting Professor at Solvay Brussels School of Economics and Management, Université Libre de Bruxelles*), Robert B. Hisrich (*Thunderbird School of Global Management, USA*), J. Hanns Pichler (*Austrian Institute for SMEs Research, Austria*), Andrew Burke (*Trinity Business School, Trinity College Dublin, Founding Editor of the International Review of Entrepreneurship*), Raymond Saner (*Diplomacy Dialogue, University of Basle, Switzerland*), Herbert Chan (*Tsinghua University Science Park, Beijing, China*), Tadeusz Popławski (*Technical University of Białystok, Poland*), Lester Lloyd-Reason (*Anglia Ruskin University, Cambridge, United Kingdom*), Marijan Cingula (*University of Zagreb, Croatia*), Irina Kuzmina (*Transport and Telecommunication Institute, Riga, Latvia*), Renaud Redien-Collot (*Novancia Business School Paris, France*), Rodrigo Varela (*Universidad Icesi, Cali, Colombia*)

## *The Keynote Speakers*

---



Professor **Alain Fayolle**, Academy of Management ENT Division Program Chair, EM LYON Business School, France, Associate Editor of *Journal of Small Business Management* (JSBM)

Dr. **Shailendra Vyakarnam**, Director of the Bettany Centre for Entrepreneurship, Cranfield School of Management, United Kingdom, Co-Founder and Director of AcceleratorIndia

Professor **David Smallbone**, Small Business Research Centre, Kingston University, London, United Kingdom, Past President of the International Council for Small Business (ICSB)

Professor **Tommy du Plessis**, President of the South African Council for Small Business. Professor emeritus and former Dean of School of Business and Governance at the North-West University, South Africa

Mrs. **Madi Sharma**, Founder "Madi Group" – Make A Difference Ideas group of International Private and Social Enterprises. UK Member, Employers Group, European Economic and Social Committee

Dr. **Lichia Yiu**, social entrepreneur, Co-founder and President of the Centre for Socio-Economic Development (CSEND), Geneva, Switzerland, Taiwan

Mr. **Dimitar Bosovski**, young internationally acting high-tech entrepreneur, Bulgaria

## *Organising Bodies*

---

### ***Chair of Entrepreneurship – main organiser***

The Chair of Entrepreneurship (est. 2006) was created to provide methodically the teaching process in entrepreneurship at the UNWE in order to prepare a highly skilled entrepreneurs and managers in a dynamic, including international, multicultural business environment. The Chair leads major in Entrepreneurship (among the first ones in Europe bachelor degree programmes in Entrepreneurship), master degree programme in Family Business, and Doctoral Programme in Entrepreneurship.

The main research interests of the members of the chair are in: creating and managing a new business, strategic management and entrepreneurial growth of small and medium-sized firms, entrepreneurial culture, clusters, subcontractors and entrepreneurial business networks, psychology of entrepreneurship. The chair train and consult entrepreneurs and managers in practice, including from abroad. The faculty of the Chair have developed contacts with related chairs and departments in universities from different countries. From the 2018/2019 academic year the Chair will flow into the new Institute of Entrepreneurship as academic unit within the Institute to contribute for better research and teaching.

### ***Institute of Entrepreneurship at the University of National and World Economy (UNWE)***

The Institute of Entrepreneurship (est. 2017 according the new Law for Higher Education) is the successor of the Institute for Entrepreneurship Development (est. 1997) as the last is a pioneer in research and consulting in the field of entrepreneurship and SMEs in Bulgaria. The new Institute is to integrate also the academic functions fulfilled up to now by the Chair of Entrepreneurship as provision of bachelor, master and doctoral degree studies. The results from the Institute's activities are used directly in the teaching and training process and practice.

The Institute is focusing its work on supporting entrepreneurship activity in all of its dimensions – from the idea to start a small business, the management and development of small and medium-sized enterprises, to establishing corporate entrepreneurship in the large-scale, reviving organisations.

The Institute is striving through its activities to develop as a leading research institution, contributing to the development of the entrepreneurial potential of Bulgaria – the driving force in competitive market economy.

### ***Bulgarian Association for Management Development and Entrepreneurship (BAMDE)***

BAMDE (est. 1997) is a leading organisation in the field of management and entrepreneurship training and development in Bulgaria. BAMDE brings together the most renowned Bulgarian universities, research and training institutions, promotes and safeguards the quality of trainers and training programmes and acts as a national platform for professional management and entrepreneurship development in Bulgaria in relation to international standards and best practice. The association began to realise an original programme for business successors in family firms – now at stage of its internationalisation. BAMDE is a holder of best practice in entrepreneurship training recognized by European Foundation for Management Development (EFMD).

## *Our Partner*

---

### ***European Council for Small Business and Entrepreneurship (ECSB)***

The European Council for Small Business and Entrepreneurship (ECSB) is a non-profit organization whose main objective is to advance the understanding of entrepreneurship and to improve the competitiveness of SMEs in Europe. ECSB facilitates the creation and distribution of new knowledge through research, education and the open exchange of ideas between professions and across national and cultural borders.

The network of ECSB's members covers nearly the whole Europe geographically; it has some 400 members from over 30 countries. Through its affiliation to the International Council for Small Business since 1989, the European network is also connected to the global academic and professional small business community. The ECSB is a constant partner of BAMDE Conferences during the year.

## *The Conference Team*

---

*Conference Chair:* Kiril Todorov

*Conference Assistants:* Kostadin Kolarov, Maria Vasilska, Branimir Yordanov

If there are any questions in order to plan your visit,  
please contact the Conference Secretariat:

### **Conference Secretariat**

*Chair of Entrepreneurship, Business Faculty  
University of National and World Economy  
1, 8<sup>th</sup> December Blvd.,  
Hristo Botev Students Town,  
1700 Sofia, Bulgaria  
phone/fax: (+359 2) 8195622  
mobile: (+359 88) 8738132  
e-mail: [kkolarov@unwe.bg](mailto:kkolarov@unwe.bg)*

### **Alternative Contact**

*Bulgarian Association for Management  
Development and Entrepreneurship  
10, Acad. Jacques Nathan Str., app. 506,  
Studentski District,  
1700 Sofia, Bulgaria  
phone: (+359 2) 4709452  
e-mail: [conference@bamde.org](mailto:conference@bamde.org)  
web: [conference.bamde.org](http://conference.bamde.org)*

## *Organising Committee*

---

*Kiril Todorov – Director of the Institute of Entrepreneurship, University of National and World Economy (UNWE), Sofia, Chairman, Bulgarian Association for Management Development and Entrepreneurship (BAMDE);*

*Atanas Damyanov – International Business School, Botevgrad*

*Mitko Dimitrov – Economic Research Institute at the Bulgarian Academy of Sciences*

*Zhelyu Vladimirov – St. Clement of Ohrid University of Sofia*

*Svetoslav Dimkow – Technical University of Sofia*

*Kiril Grigorov – Municipal Guarantee Fund for Small and Medium-sized Enterprises, Sofia*

*Kostadin Kolarov – University of National and World Economy, Sofia*

*Maria Vasilska – Conference Coordinator, University of National and World Economy, Sofia*

*Branimir Yordanov – Chairman, Club of Young and Innovative Entrepreneurs, Sofia*

*Dimitar Bosovski – young internationally acting high-tech entrepreneur, Sofia*

## *Awards*

---

There will be a First Award (1,000 Euro), for the best presentation at the conference.

A Second Award of selected collection of Bulgarian wines will be granted to the next best presentation.

A special prize for best dancing couple will be also given. 😊

## *Abstracts and papers submissions*

---

One-page abstracts with key words giving a clear indication of the contribution to a relevant sub-topic are expected by 28 February 2018. Feedback from the organisation committee will be notified one week later. Full papers (maximum 20 pages) are expected by 31 May 2018.

# *Preliminary Conference Schedule*

---



We will provide you with actual and more detailed information about the timetable (especially about the timing of your presentation) via e-mail and fax and, of course, before your arrival. In the meantime please look at conference Internet web site <http://conference.bamde.org> , which is up-dated regularly to get the latest news about the conference.

11 June	12 June	13 June	14 June
<p>Afternoon Depending on demand: Social programme for those who arrive early and like to join us.</p> <p>18.00 – 20.00 Registration</p> <p>20.00 – 23.00 Welcome Reception</p>	<p>8.00 – 9.00 Registration</p> <p>9.00 – 9.15 Opening Ceremony</p> <p>9.15 – 10.45 Plenary session</p> <p>Key note speeches</p> <p>10.45 – 11.00 Coffee Break</p> <p>11.00 – 12.30 Plenary session – continuation</p> <p>12.30 – 13.00 Discussions</p> <p>13.00 – 14.00 Lunch</p> <p>14.00 – 15.30 Parallel Sessions</p> <p>15.30 – 16.00 Coffee Break</p> <p>16.00 – 18.00 Parallel Sessions</p> <p>20.00 – 23.00 Folklore dinner</p>	<p>9.00 – 10.45 Parallel Sessions</p> <p>10.45 – 11.15 Coffee Break</p> <p>11.15 – 13.00 Parallel Session</p> <p>Doctoral seminar led by Prof. David Smallbone</p> <p>13.00 – 14.00 Lunch</p> <p>14.00 – 15.30 Round Table - Research, Training, Practice, led by Prof. Ken O'Neill</p> <p>15.30 – 19.00 Social Programme</p> <p>20.00 – ? Gala Dinner</p>	<p>10.00 – 11.30 Parallel Sessions</p> <p>11.30 – 12.00 Coffee Break</p> <p>12.00 – 13.00 Closing and Best Paper Award Ceremony</p> <p>Official Closing of the Conference</p> <p>13.00 – 14.00 Lunch</p> <p>14.00 – 18.00 Visiting educational institutions and companies. Social programme</p> <p>20.00 – Unformal Dinner (optional) Networking</p>

## *Post-conference Programme*

---

For the participants with a longer stay pre-(post)-conference programmes will be offered.

# Practical Details

---



## Conference Venue

---

The Conference will be held in Lighthouse Golf and SPA Resort north of Varna, Black Sea, Bulgaria.

Situated at the heart of Cape Kaliakra's signature Golf Coast, you will find a green land and spectacular coast that is bold as it is beautiful. Just 5km from the historical town of Balchik and surrounded by 3 championship golf courses, the resort is nestled on top of the towering cliffs, overlooking the Black Sea.



A historical place with vast natural treasures and diverse wildlife, just an hour's drive from Varna and its airport.

The conference venue is just 10min drive from the historical town of Balchik, where one can find a Marina Bay, commercial street with small restaurants, bars and shops and world famous Botanical Garden and Palace with the second richest cactus collection in Europe.

The town has many historic and natural tourist attractions together with its ancient atmosphere that has been preserved for centuries. It sprang to life about 2600 years ago as the Greek city of Cruny. 'Cruny' means mineral springs, underground rivers, or source. Later on, during the reign of Alexander the Great the city became known as Dionisopol. There are numerous remains of ancient fortifications, giving evidence of the size of the area occupied by the town in the past.

## How to get the Conference Venue

---

- By direct regular or chartered (tourist) flights to Varna Airport (40 km to the venue) or to Burgas Airport (148 km to the venue). Sofia airport would be also considered as there are regular domestic flights to Burgas and Varna. We could provide transport from both airports by request.
- By car (you could follow Vienna – Budapest – Belgrade – Sofia – Veliko Turnovo (or Burgas – very scenic route) – Varna – Lighthouse Golf and SPA Resort or via Vienna – Budapest – Bucharest – Rousse – Varna – Lighthouse Golf and SPA Resort)

## Pre-Registration and Registration

---

The Bulgarian Association for Management Development and Entrepreneurship (BAMDE) is responsible for registration. Please send your Pre-Registration and Registration Forms to the given address.

Registered participants check in at the Conference Office at the Lighthouse Golf and SPA Hotel (Conference Venue) on 11 June, 16.00 – 19.00 or on 12 June, 8.00 – 9.30, before the Opening Ceremony. There you will get your conference documents, badges, and vouchers for the lunches, dinners and social programme as well as information on the conference timetable.

## Timetable and deadlines

---

Abstract Submission and Pre-Registration – before 15 February 2018

Confirmation of Abstract Acceptance – one week after abstract submission

Early Registration – before 20 April 2018

Conference Opens – 11 June 2018

Conference Closes Officially – 14 June 2018

Deadline for receipt of conference papers – 31 May 2018

## Conference Fees

---

Registration Fee	<i>before 20 April 2018</i>	<i>after 20 April 2018</i>
Active participants (academia)	☐ €350	☐ €400
Doctoral students	☐ €250	☐ €300
Entrepreneurs (passive participants)	☐ €400	☐ €500
Non-EU CEE participants	☐ €250	☐ €300
Accompanying persons	☐ €200	☐ €250
ECSB & ICSB Members enjoy reduction of 10%		

- CEE participants – participants from a Central and Eastern European countries.

### **Participants who have registered and paid the full fee are entitled to:**

- Full participation in the conference
- Conference documentation
- Tea and coffee breaks
- Admission to conference reception, folklore dinner, Gala dinner, and the closing ceremony of the conference
- Admission to the best paper award competition – 1000 euro
- Conference proceedings and other publications

**Those who have paid the accompanying person fee** are welcome to attend the pre-conference reception, the social programme (specially designed for them), Gala Dinner, and the closing ceremony of the conference.

## *Payment*

---

The **Registration fee** should be prepaid by bank transfer in Euro (net of bank charges) to

**Bank name:** UniCredit BulBank, Ruski Pametnik Office **Address:** 2, Buzludja Str., Sofia, Bulgaria

**SWIFT:** UNCRBGSF            **IBAN:** BG39 UNCR 7630 1051 4915 66

**Beneficiary:** Bulgarian Association for Management Development and Entrepreneurship (BAMDE)

\* Please indicate correctly the name of the participant and the purpose of payment „**BAMDE**”

**Bulgarian Association for Management Development and Entrepreneurship**

10, Acad. Jacques Nathan Street, app. 506, Studentski District, 1700 Sofia, Bulgaria

**e-mail: [conference@bamde.org](mailto:conference@bamde.org)**

Exceptionally, the fee can be paid on the spot (in agreement with the organizers).

## *Acknowledgement of Registration*

---

Your registration will be acknowledged in writing with confirmation of your requirements according to your registration form as soon as we have received your registration form and payment. Please present this confirmation when registering at the conference. If you have not received a confirmation letter (because of late application), please bring a copy of your application together with proof of payment.

## *Cancellation*

---

All cancellations of **Registration** should be sent in written to BAMDE by 15 May 2018. For cancellations received by 15 May 2018, the 50% of the Registration fee will be reimbursed, less the bank charges incurred. In case of cancellation after 15 May 2018, no reimbursement will occur.

## *Letter of Invitation*

---

The Conference Secretariat will send letters of invitation on request.

## *Certificate of Attendance*

---

A Certificate of Attendance will be available on request at the registration desk on the last day of the conference.

## *Entrance to Conference*

---

Each member of the conference will receive a name badge on registration. You are kindly requested to wear the badge throughout the Conference to obtain entry to all sessions, meals and social programme. We also ask you to pose your personal name sign on the table at all sessions.

## *Official Language*

---

The official language for the Conference is English. Presentations are to be held in English and also the papers in the proceedings will be published in English.

## *Dress*

---

Dress at such conference is usually casual. See also general information about Bulgaria and weather. The weather is normally sunny and temperature is about 24-25 °C, but evenings are cooler. The temperature of Black Sea water is about 21-23 °C – pleasant for swimming.

## *Insurance*

---

Registration fees do not include insurance of any kind. The Conference Secretariats cannot accept liability for personal injuries sustained, or for lost or damage of property belonging to conference participants, either during or subsequent to the conference. You are kindly requested to check the validity of your own insurance before leaving for Bulgaria.

## *Passports and Visas*

---

A valid passport is required. No Visas are required for visitors from most European countries in order to enter Bulgaria. However, it is advisable to contact your travel agent or the nearest Bulgarian Embassy or Consulate. Otherwise you can buy the compulsory visa on the border but it will cost you about twice as much as from the Bulgarian Embassy in your own country. If necessary we will provide a letter of invitation.

## Accommodation

---



Accommodation has been reserved for participants in the luxurious, five- star Lighthouse Golf & Spa Hotel. The hotel is the newest addition to the resort and it is scenically pitched on a spectacular plateau on top of the towering white cliffs with breathtaking views over the glittering blue Black Sea.

The venue provides elegant and stylish accommodation, various sport and recreational facilities, state-of-the art Spa & Wellness Center, signature championship golf course, part of the European Tour

Properties, various restaurants and bars, pampering services and entertainment.

We arranged special prices for conference participants per night are as follow:

	BB	HB (breakfast and lunch)	All inclusive
Double room (for two persons)	78 euro	108 euro	138 euro
Single room	65 euro	79 euro	88 euro

The conference participants could choose among the three options, but it is recommendable to take advantage of HB or All Inclusive because it is a gated resort and it is the only place to have meals at preferential price.

All prices are per night, including the corresponding meals, use of Spa centre: steam bath, Turkish bath, infrared sauna, Jacuzzi, indoor and outdoor pool, fitness, parking, internet; tourist tax and insurance are also included.



To book a room, please contact our tour agent – Ms. Anelia Vassileva, Orange Holiday Ltd. – mobile: +359 888682221; phone: +359 52 600636; [office@orangeholiday.bg](mailto:office@orangeholiday.bg) with a copy of your e-mail to [conference@bamde.org](mailto:conference@bamde.org) referring 'BAMDE Conference'.

A deposit for hotel accommodation is required for your reservation.

## Transportation

---

In order to facilitate your arrival in Lighthouse Golf and SPA Resort (the conference venue), a car service will operate from the Varna Airport (or Burgas Airport) and the official hotel. It will be arranged individually according your request and flights details stated in your registration form. The details will be shown in the registration form.

Taxi from the Varna Airport to the conference venue is the other option.