



АКАДЕМИЯ ЗА МУЗИКАЛНО, ТАНЦОВО И ИЗОБРАЗИТЕЛНО ИЗКУСТВО
„ПРОФ. АСЕН ДИАМАНДИЕВ“ - ПЛОВДИВ

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Abstracts of papers after defending a doctoral dissertation

by Assistant Professor Vesela Stoyanova Kazashka,

on competition for occupation of the academic position of "associate professor" in professional field 8.1. Theory of Arts, major in Management and Project Finance, announced for the needs of the Choreography Department of the Academy of Music, Dance and Fine Arts, Prof. Assen Diamandiev ”- Plovdiv

I. MONOGRAPHY

Kazashka V., Kolev.V Ruseva M., Monograph „Plovdiv – art organizations and their management profile”, AMDFA, 2018, ISBN 978-954-2963-38-7

The monograph entitled Plovdiv – Art-organizations and Their Management Profile is published at AMDFA Prof. Assen Diamandiev – Plovdiv, with ISBN-978-954-2963-38-7.. The scientific product consisting of 358 pages is the result of the joint efforts of scientists from the Academy of Music, Dance and Fine Arts - Plovdiv and Plovdiv University Paisii Hilendarski. The work is co-authored between Assist. Prof. Vesela Kazashka, PhD, Assist. Prof. Vasil Kolev, PhD, and Assoc. Prof. Margarita Ruseva, PhD. According to a division statement dated December 3, 2018, each of the authors has an own share of 119 pages with a minimum of 1800 characters per page (See enclosed division statement).

Researchers’ interest is incited by the fact that the creative and cultural industries are a real sector of the economy, which is growing at an accelerating pace. The research hypothesis is that some of the managers in art-organizations do not have sufficient theoretical knowledge and experience to carry out projects and have difficulties in both their development and implementation. This divests them of the opportunity to apply for financing from national and European programs, to manage their organizations effectively and efficiently.

The monograph structure comprises an introduction, three chapters, a conclusion, annexes, and a bibliography including 201 sources. The subject of the study are the art-organizations registered in Plovdiv. The topic of the research is their management profile, which includes - forms of management, financial management and project management. The goal of the study is to analyse the distinctive features and status of the organisations in this specific sector while



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identifying the difficulties associated with their financial management and control and implementation of projects. The goal is decomposed into ten research tasks, as follows:

- 1) Presenting systematic and concise information about the city of Plovdiv and the development of art and culture in the city over the centuries.
- 2) Study and analysis of the state subsidy for creative projects provided by the Ministry of Culture in the period 2007 - 2018.
- 3) Chronological, systematic and comprehensive presentation of the normative documents of the Council of Ministers regarding amendments in the budget of the state programs financing culture and art in the period 2007 - 2018.
- 4) Carrying out a systematic literary review of various management theories related to art-management.
- 5) Analysis of the capabilities of the system of financial management and control of funds in the public and private sector, risk assessment and organizational development.
- 6) Clarification of the theoretical and methodological basis for the study of organizations in the economic sector of creative and cultural industries.
- 7) Development of methodology and selection of tools for carrying out the research.
- 8) Study of the specific profile of organizations in the sector of creative and cultural industries in the city of Plovdiv.
- 9) Revealing the specific regional peculiarities of the creative and cultural industries in Plovdiv.
- 10) Summary of the results obtained through the empirical study.

The results of the study determine the practical relevance of the monograph. They allow the setting of priorities for the development of organizations in the creative and cultural industries on the basis of regional research models.

The first chapter presents the city of Plovdiv and the development of art and culture in it over the centuries. On this historical background research projects are implemented related to archaeological and National Revival heritage; libraries, museums, galleries, community centres and printing houses; music, theatre and opera. A general historical overview of the development of art management from antiquity to the present day is made. A detailed analysis of the documented budgets of the Ministry of Culture for policies and programs for a twelve-year period from 2007 until 2018 is carried out. Outlined is the role of the Academy of Music,



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Dance and Fine Arts Prof. Assen Diamandiev - Plovdiv in the provision of training in art management in response to the need for new management skills in art organizations.

The second chapter – both theoretical and practical in character – is related to the financial management and control of art-organizations. Legislation regarding state subsidies, European funds and other financial sources for the art-organisation budget are examined in detail; national and European control bodies and audit practices within the UN are presented; results of public sector audits conducted in the last two years are analysed; The basic elements of financial management are addressed - control environment, risk management, control activities, information and communication, monitoring, identifying typical gaps in project implementation and proposing solutions to eliminate them.

Chapter three presents the results of the studies conducted in order to obtain the necessary analytical information about the project management in art-organizations in the city of Plovdiv and clarifies the specifics of applying a methodology in project management. The research is based on data from the NSI, EUROSTAT and an in-depth questionnaire survey on 105 valid out of 120 questionnaires received in electronic format. The chapter defines the creative industries and their classification, identifies basic models for their development; analyzes the cultural and creative industries in the European Union; proves the methodology of the authors' empirical study and presents the results in charts and tables. The chapter outlines the specific profile of the creative and recreational industries in Plovdiv, makes estimates using economic indicators, analyses the types of projects they implement, their funding sources and the challenges and advantages for the success of each project.

The content of the individual chapters of the monograph formulate and substantiate conclusion which differ in terms of generalization. Some of them derive directly from the problems identified, others relate to the results of the research and theoretical work carried out, and still others have the character of formulated suggestions and guidelines for further research in the field.

The support of culture and the development of creative potential in the advanced countries are considered priority areas towards building a model of balanced sustainable socio-economic development and creation of new competitive advantages of the regions.

The monograph provides a basis for the development of an index of creativity, taking into account the particularities of the national statistical system and socio-cultural characteristics. Thus it will be possible to construct a rating of the regions in the country in relation to the



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creative industries operating in them, and to critically evaluate the possibilities for using such an approach for assessing regional competitiveness.

Based on the presented peculiarities of the creative economy and the opportunities for its development, the following important opportunities can be formulated and conclusions can be drawn:

First, the nature of the consumer to whom the final product is intended is essential for the development of the creative economy. The products of the creative industries are not essential commodities.

Second, the high demands of the creative economy for capable and competent human resources should be noted. Those employed in the creative industries need to have the ability to think creatively, to generate new ideas, and to come up with original solutions - the ability to master new technologies. One of the basic requirements is high-quality vocational training, which plays an important role in the creative industries' development.

Third, an important factor contributing to the increase in the share of creative industries is the availability of creative space, its openness which allows creative people to work collaboratively, generate new ideas, try out new approaches through working on national and international projects.

Fourth, a well-developed institutional infrastructure is a prerequisite for creating a favourable environment for the development of this sector of the economy. Institutional support is important as the basis on which various funds are made available to carry out projects, develop cultural traditions and hold social and cultural events.

Fifth, based on the results of numerous studies in the field of creative economics, factors can be determined that influence the development of the creative industries in the region, namely: constant demand, consumer income, education and expertise, ability to create the infrastructure necessary for the full application of knowledge, availability of relevant skills, level of public sector development, attitude of state institutions, intellectual capital, availability of large-sized businesses and higher education institutions.

The public sector also plays an important role in creating a favorable environment for the development of a creative economy. Public institutions' willingness to provide a creative environment leads not only to the development of talents, but also facilitates the development of cultural perceptions of future consumers.



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Universities and their high-quality work, both in education and research, are at the heart of the creative economy infrastructure and are a source of competitive advantages. Universities are the driving force for the education and development of talent, and are closely linked to the development of intellectual capital, innovation and new technologies.

Sixth, If we consider the willingness of the Plovdiv city and the region to develop and implement a strategy for the development of creative industries and provide creative environment, the experts in the field believe that there is a human resource with original knowledge and experience, ideas, however there are not enough opportunities for informal internal and external communication that forms an atmosphere for development and creative diversity.

Seventh, tailor-made lending and financing solutions are needed.

Based on a more in-depth analysis of the sector and the challenges it faces, a number of measures and policies can be proposed that focus on the following several important aspects in the short and long term:

- gathering of reliable statistical data in order to raise the awareness about the characteristics and needs of the sector;
- monitoring the development of the sector in view of providing adequate solutions for the creative industries;
- promoting innovation and entrepreneurship in the cultural sector by facilitating cooperation with other sectors and policies;
- improving access to finance to support new business models;
- using existing instruments at European level to integrate all existing tools and initiatives in a coherent way;
- developing skills, including business skills;
- adapting to the changing demand for skills and overcoming skills shortages.

Analysis of the development of creative industries in the city of Plovdiv and in the region encounters some difficulties. First of all, there is a lack of statistical information and problems related to its gathering. It is difficult to obtain data about different sectors of the creative economy, for example, cultural industry is not usually divided into separate subsectors - most economic activity data related to the creative industries are presented in aggregate, which is an obstacle to specific analyzes. Another difficulty is the low level of breakdown of individual



codes for certain types of activities. It is very difficult to make an adequate assessment of the real size of the creative industries market.

Recommendations, conclusions and contributions

It is important to start working on the creation and promotion of creative industries as a sector of a new innovative economy, where not only natural but also creative resources generate new, extremely valuable added value and become an important factor for economic growth and social development.

The successful solution of the main issues formulated and outlined in the separate chapters of the monograph confirm the correctness of the previously formulated basic hypotheses. The results of both the theoretical and research work carried out in the field of management of art-organizations in Plovdiv give a sound reason to make the following important practical and applied contributions:

1. A systematic overview of the historical development of art and culture in the city of Plovdiv over the centuries is presented - a basis on which actual scientific and artistic projects are developed and implemented.
2. A detailed analysis of the state subsidies provided by the Ministry of Culture for the 12- year period between 2007 - 2018 through the budget programs for the preservation of cultural heritage, creative projects and other art and culture-related activities, which could serve as a basis for comparison in future analyses regarding funding in the field of art.
3. For the first time, specific tools are presented for executing more effective financial management and control in art-organizations. The toolset is applicable to the real sector, based on an analysis of problems and opportunities with a focus on project financing. The developed system of financial management and control in art-organizations is applicable in the real sector and is in its nature a handbook for art-managers.
4. Adequate methodological tools have been prepared and tested, including an “Information Card for Expert In-Depth Interview” for research on the management profile of organizations. The tools are applicable to research both in Bulgaria and abroad.
5. For the first time the specific profiles and peculiarities of 105 art-organizations in the city of Plovdiv were examined and analyzed. The analysis provides up-to-date,



useful and applicable information on the peculiarities of cultural and creative organizations in the city, which can serve as a basis for future comparative analyses at national and regional level. The results can also be used by managers towards better management, including making motivated choice of financing models.

6. A monograph Plovdiv – Art-organizations and their Management Profile is published, which serves to educate students in the field of art and to build local and national policies in the art domain. The recommendations made will assist research, educational and practical activities of students, doctoral students, teachers and art managers.

Art is an integral part of our lives, regardless whether we are its creators or consumers. In our hectic daily life, we do not realize that we are constantly in touch with various elements and manifestations of art - through mass media, the Internet or print media, we are in constant interaction with it.

In today's economy, culture must upsurge the competitiveness of the regions, improve the quality of human capital and create jobs. Cultural resources should be used to stimulate socio-economic development, attract tourists and investors.

Although at first glance the themes in the monograph seem broad, the unifying line that the authors follow is culture and art and their management. We hope that the monograph will be beneficial for students in the field of arts, the administration of Plovdiv municipality, researchers and young scientists.

II. ARTICLES AND REPORTS

- 1) *Kazashka, V., Ruseva M., Stoyanova,P., (2017), Mapping and Ranging of Cultural and Creative Idustries in the city of Plovdiv, CBU International Conference Innovation in Science and Education, Prague 2017, pp. 639-642*

Abstract: This paper reflects the goals and objectives of the fundamental scientific research project “Young Scientists 2016” at the Scientific Research Fund of the Bulgarian Ministry of Education and Science. The aim of this research is to analyze and map the cultural industries in Plovdiv. The intention is the resources of cultural industries to be researched using empirical data and then based on this research to be ranged and mapped. Furthermore, the research team is looking for a new model and tool-set for appraisal of the cultural industries. The methods employed are based on success indicators borrowed from economics and statistics.



- 2) *Ruseva, M., Kazashka, V., Kolev, V., (2018), „Analysis of the Specific Profile of Art organizations in Plovdiv, Bulgaria”, CBU International Conference Innovation in Science and Education, Prague 2018, 723-733, ISSN-1805-997X (Print), ISBN-978-80-270-5037-6 print Edition*

Abstract: The report presents the results of a fundamental research of the cultural organizations in Plovdiv city, Bulgaria. The main objective of the research is to determine the specific profile of the art organizations by the factors: area of work, type of ownership, categorization (small, medium or big enterprise), etc. via analysis of quantitative and comparative data. The specific objective of the research is the collection and analysis of the data for the number of the developed and funded projects of the art organizations for the last five years. To achieve these objectives, an empirical research and analysis of the results were conducted. The survey was performed via expert questionnaire divided in two main groups of questions. The first group is a set of general questions targeted to determine the specific profile of the organizations, and the second group of questions is aimed to specify the type, area, frequency and source of funding for the projects developed by the art organizations. The obtained data and results are providing the profile and the financial frame of the cultural and art organizations in Plovdiv city, Bulgaria and can be used as a base for further studies and research.

- 3) *Kazashka, V., Ruseva. M., (2018), The Attitudes of Students in Bulgaria and The Czech Republic toward people with Special educational needs, CBU International Conference Innovation in Science and Education, Prague 2018, 723-733, ISSN-1805-997X (Print), ISBN-978-80-270-5037-6 print Edition*

Abstract: The paper is covering a survey aimed to find out what is the publicity and the interest of society in people with disabilities, what is the public attitude of students towards this stigmatized group of people, are there any already formed stereotypes and positive stigmas of the people with disabilities, how to achieve their overall integration into society, i.e. starting from the family, through university and finally at work. We carried out surveys (questionnaires) among students from the Czech Republic and Republic of Bulgaria, as for this purpose we interviewed 100 students from both countries. This work reviews the concept of a relation between people with disabilities and the students, and the positive attitude of the latter for the purpose of integration



into society. This survey uses several statistical methods. This fact increases its value and in great extent increases the possibilities of obtaining adequate and credible results. As a result of the survey, we determined the following: Direct contact with people with special educational needs is more influential both for people with disabilities and for the change of attitudes towards them. Overcoming the problem with the socialization and realization of the people with disabilities, both in public and personal aspect are a positive stigma which is a motivator and generator of new attitudes. Positive stigma, positive examples and direct contact are catalysts of the social processes related to people with disabilities and stimulate attitudes of the society and the individual.

- 4) *Kazashka, V., (2016), Funding and Management of Scientific and Educational Projects in the Arts, Fourth International Scientific Conference "Management and Marketing Problems in the Arts", AMTI 2017, ISBN-978-954-2693-20- 2, pp. 154-161*

Abstract: In order to be at European level the education and science at the universities providing trainings in arts should apply new innovative practices and break the stereotypes of teaching, creative and research activities. This is the way to create well-trained researchers of a new type - active, progressive, working directly in the real economy and cultural life.

Science is a long, tedious work of many scientists and combined with artistic and creative activities it requires much more effort, innovation and use of new technologies. Funding is clearly needed to carry out this activity.

Education is the training, the inheritance of scientific knowledge. The main purpose of education is the transfer of cultural and scientific traditions. How, by what means is the research and artistic activities of the Art Universities in Bulgaria financed? Is it the art researcher a new type of researcher? Is there a discrepancy between expectations and funding, between funding and the results obtained? This report seeks to find answers to the questions raised.

- 5) *Kazashka, V., Kolev, V., (2017), The project "Art management: Plovdiv – new tendencies and classical art (ART)" – one successfully financed idea , Spring Scientific Readings 2017, AMDFA, ISSN- 1314-7005, pp.131-138*



Abstract: The paper presents the project "Art Management: Plovdiv - New Tendencies and Classical Art (ART)" as a successfully realized idea by a team of young scientists from the Academy of Music, Dance and Fine Arts - Plovdiv and the Plovdiv University "Paisii Hilendarski ". The report presents the idea of the project, the source of financing, the budget, as well as the progress of its implementation to the moment. A "Questionnaire" for an interview with expert character (aimed at managers of cultural and creative industries in Plovdiv)" is attached as an appendix to this article.

- 6) *Kazashka, V., (2017), Social and Cultural Innovations in Contemporary Research Infrastructure, International Science Conference "Science, Education and Innovation in the Arts", AMTI 2017- ISBN-978-954-2963-23-3, pp. 303-310.*

Abstract: This report presents the new policies in the funding of research in Bulgaria and Europe. The direction: „Social and cultural innovation“ is a priority direction in the future development of Europe and the European Union. It is also embedded in national strategies related to the development of science, innovation, education, creative and recreative industries.

- 7) *Kazahka, V., Kolev V., (2017), The specific features of the higher education in arts and their influence in determining the budget of the faculties of AMDFA-Plovdiv , International Journal, Institute of Knowledge and Management, Scientific papers, Vol 20.3, Know;ege in Practice, ISSN- 2545-4439 for print version, ISSN – 1857-923X for e-version, pp. 1289-1295*

Abstract:The changes in education and learning opportunities at higher education have transformed dramatically in recent years. Undoubtedly, education in Bulgaria at all levels still needs reform. Changes in national law require voluntary responses of higher education institutions to internal acts. The general requirements laid down in the Law on Higher Education find their specific manifestations taking into account the specificity and uniqueness of each higher school, determined by the needs of the training itself, the approved curricula and programs, differences in the academic components or peculiarities in the material base. The aim of the present development is to share the experience in developing a methodology for financing the main units - the faculties of AMDF-Plovdiv. The specificities of art education are examined. The



features of a relatively small art school and their impact on the whole learning process and there for on the funding of faculties are analyzed.

- 8) *Kazashka, V. (2017), The Crisis - A Moment of Transformation or a Readiness for a New Beginning, Fifth International Scientific Conference on Management and Marketing Problems in the Arts, AMTI -2017, ISSN 2603-462X. pp. 57-61*

Abstract: This report examines the importance of higher education institutions in global society. Universities are a refuge of thought, spirit, and preserve traditions and build new perspectives. The role of the university is to direct the attention of young people - students, students, citizens, to science and innovation, human knowledge and erudition as a guarantee of prosperity. Changes in education and learning opportunities in higher education have changed dramatically in recent years . Undoubtedly, education in Bulgaria at all levels still needs reform. The philosopher Thomas Kuhn points out that the importance of crises is in showing when the moment of transformation has occurred. "The abundance of competing theories ... is a circumstance that accompanies the crisis"

- 9) *Sekerdzhieva-Novak, T., Karadjov, L., Kazashka, V., (2017), International Scientific Conference "Science, Education and Innovation in the Arts", Art Spectrum, issue. 44, November 2017, AMDFA, ISSN-1314-0000, pp. 1-3*

Abstract: On October 12 and 13, 2017, the International Science Conference "Science, Education and Innovation in the Arts" was held at the Academy of Music, Dance and Fine Arts - Plovdiv. The scientific event was organized by AMDFA and was implemented with the financial support of the Research Fund of the Ministry of Science and Education, the project was coordinated by Prof. Tony Shekherdzhieva - Novak, under the contract of DPMNF 01 / -3 / 2017. The realization of this forum was a result of the combined efforts of Bulgarian and foreign researchers in the fields of music, choreography, fine arts and pedagogy. The aim of the international scientific conference "Science, Education and Innovation in the Arts" was to create and establish a forum where the academism is the leading factor in sharing research, experience and challenges both to the scientific community and to all stakeholders in the field of arts in Bulgaria and abroad. All participants express their opinion that the main goal of the conference had been fulfilled. The organizing team from AMDF will concentrate their efforts in line the conference to become an annual forum.



10) *Kazashka, V., (2018), Project „Live Skills” - an opportunity to improve digital and managerial skills in the professions of the audiovisual and live performance sectors, Sixth International Conference on Management and Marketing Issues in the Arts, AMTI 2011, ISSN 2603-462X. pp.94-99*

Abstract: This article presents a survey of trends in digital and entrepreneurial skills in the vocations of audiovisual and life performance sectors. The aim of the study is to identify and, later, through training, to overcome skills gaps in professionals or those who intend to develop in the field of creative and cultural organizations in these sectors. The study was conducted in Bulgaria, Greece, Romania and the UK. The research is under the "Live Skills" project Erasmus +, № 575425-EPP-1-2016-1-UK-EPPKA2-SSA and the project partners from Bulgaria are: National School of Stage and Film Design - Plovdiv and the Bulgarian Employers' Association in the field of culture (BAROC).

11) *Kazashka V., Kolev, V., (2018) The taste for the arts must be cultivated, yet the curiosity for science must be enkindled, Science magazine, book 6/2018, Vol XXVIII, Edition of the Union of Scientists in Bulgaria*

Abstract: The publication presents the implementation of the international project “Scientists within the triangle of knowledge”- KTRIO 3, funded by Horizon 2020 programme - European Researchers' Night 2018 (H2020-MSCA-NIGHT-2018) in Plovdiv. The project scopes scientific and creative organizations from the city – The Academy of Music, Dance and Fine arts – Plovdiv; Center of Plant Systems Biology and Biotechnology; National Highschool of Stage and Film Design; Art Gallery “Anastas”; The Educational Center “Artclass Center”; The Association for career development and education. The organizations are united under the idea to present to the specialized and the wide audience their achievements, and to inspire the next generation of scientists and artists.

12) *Kazashka, V., (2014) Methodological aspects of scientific research in the field of pedagogy, International scientific-practical conference "Psychological and pedagogical problems of the development of the personality of the professional in the conditions of university education", Association of Professors from Slavic Countries (OPSS), Kiten 2014, ISBN- 978-954-490-448-7p. 156-161*



Abstract: This article present the need for specific process, the modalities for obtaining a new knowledge. The main goal of the methodology is the study of a variety of means, methods and techniques of research, by which is obtained new knowledge. Scientific and pedagogical research is a process in which information related to educational developments and process used in their description, explanation, prediction, according to defined rules, principles and laws.

- 13) Kazashka, V., (2015) *Positive attitudes toward children with disabilities and Gifted children, Socialna gimnazia speciala pentru deficient de auz „Sfanta Maria”, Innovative technologies for active Language Class Gifted for you, Bucharest 2015, ISBN-978-973-0-19280-3, cmp. 202-208***

Abstract: This article investigates the processes that successful positive attitudes toward children with disabilities and gifted children. Talent is eminently development capabilities. Talent is a combination of elements give people the opportunity successfully, independently and creatively perform some complex work. As far as talent is a complex state of psychic qualities of the individual, so he can not be defined as a single ability. But the absence or, more accurately, weak development of even one important skill can be successfully compensated with intensive development of other abilities entering the complex set of qualities talent. The structure of the talent is determined by the nature of needs (requirements) that bring personality to an activity.

- 14) Fedotenko, I., Kazashka, V., (2018) *The educational environment in the contemporary university in the context of riskology, the Scientific Conference of teaching staff, graduate students and undergraduates of TSPUim. L.N. Tolstoy, Russia - Tula, ISBN- 978-5-6041454-4-9, pp. 131-135***

Abstract: The article deals with the phenomenon of pedagogical risk, presents the typology of dangers. The main risks, which are emphasized in the educational environment of the university, both by teachers and students, are described. Factors that increase the potential risks of the educational environment are highlighted.