

MOTIVATION

PROGRESS NEWSLETTER

01.07.2025 – 31. .12.2025



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PUBLICATION ACTIVITY AND INTERNATIONAL VISIBILITY

RESEARCH ACTIVITY

The project activities are being implemented in accordance with the pre-approved programme. All participants are highly committed and contribute with their expertise. The empirical phase of the project is about to be implemented, during which a study will be conducted to identify new management solutions and approaches for attracting, developing and retaining researchers from Bulgaria and abroad.

Notification of Acceptance of the ICMEBM 2025

July 1-3, 2025, Istanbul -Turkey
<http://www.meacse.org/icnebm/>



Dear authors

The ICMEBM 2025 Conference Committee is pleased to inform you that your manuscripts have been successfully reviewed and accepted for presentation at the **International Conference on Management, Economics, Business, and Marketing (ICMEBM 2025)**, which will take place from **July 1-3, 2025, in Istanbul, Turkey.**

The following papers have been selected for presentation:

- Paper Title:** *EXPLORING PERSONNEL MOTIVATION FOR CAREER DEVELOPMENT IN A REGIONAL CROP PRODUCTION CLUSTER*
Authors: Margarita Ruseva, Vesela Kazashka, Asia Ivanova, Tsvetomira Ivanova, Vasil Kolev, Daniela Ganeva, Ivanka Tringovska, Veneta Tabakova-Komsalova, Elitsa Kantardjieva, Tsanko Gechev
- Paper Title:** *MANAGERIAL ATTITUDES TOWARDS SKILLS AND COMPETENCIES IN SCIENTIFIC STAFF RECRUITMENT*
Authors: Margarita Ruseva, Asia Ivanova, Tsvetomira Ivanova, Veneta Tabakova-Komsalova, Elitsa Kantardjieva, Tsanko Gechev, Vesela Kazashka

Both papers have been accepted for presentation at the conference and will be published in the conference proceedings.

Yours sincerely,

ICMEBM 2025 Chair

INTERNATIONAL CONFERENCE – ISTANBUL

In July 2025, Dr. Elitsa Kantardzhieva took part in the International Scientific Conference on Management, Economics, Business and Marketing, held in Istanbul, Republic of Turkey. The research presented generated considerable scientific interest and is scheduled for publication in a collection of conference papers published by Springer Nature.



The research presented generated considerable scientific interest and is scheduled for publication in a collection of conference papers published by *Springer Nature*. The articles are expected to be publicly available in 2026.



INTERNATIONAL CONFERENCE – THESSALONIKI

Prof. Vesela Kazashka, Dr. Elitsa Kantardzhieva and Dr. Tsvetomira Kazashka took part in the 50th International Scientific Conference "The Power of Knowledge", which was held on 2-5 October 2025 in Perea, Thessaloniki, Greece.

The speakers presented the article "THE ROLE OF DEMOGRAPHIC FACTORS IN CAREER MOTIVATION IN A REGIONAL CROP PRODUCTION CLUSTER," which was published in the anniversary edition.

<http://ojs.ikm.mk/index.php/kij/article/view/7763>



INTERNATIONAL SCIENTIFIC CONFERENCE ZURICH

Dr. Elitsa Kantardjieva presented a paper at the 11th International Scientific and Business Conference: Leadership, Innovation, Management and Economics: Integrated Research Policy - LIMEN 2025

Zurich, Switzerland, organised by IFJ Institute for Young Entrepreneurs AG and held online on 10-12 December 2025.

The article "WOMEN IN SCIENCE IN A REGIONAL CROP PRODUCTION CLUSTER" was presented.

The article has been accepted and will be published in 2026 in a collection of conference proceedings.

SEVENTH WORKING MEETING

FINAL WORKING MEETING, PART OF THE PROJECT'S SCIENTIFIC SEMINAR

On 12 December, the final seventh working meeting on the project was held. The purpose of the meeting was to finalise the implementation of the project activities. Prof. Dr. Kazashka expressed her gratitude to all members of the scientific team for their professionalism, dedication and high-quality work, the results of which are expected to generate significant benefits for the scientific community in the field of organisational psychology and for the development of the scientific ecosystem in Bulgaria. Prof. Dr. Tsenko Gechev presented the final version of the report, which has been accepted for review in Frontiers' Q1 journal, on the topic "Impact of leading plant research centres of excellence on the scientific and socio-economic development in Europe". <https://www.frontiersin.org/>

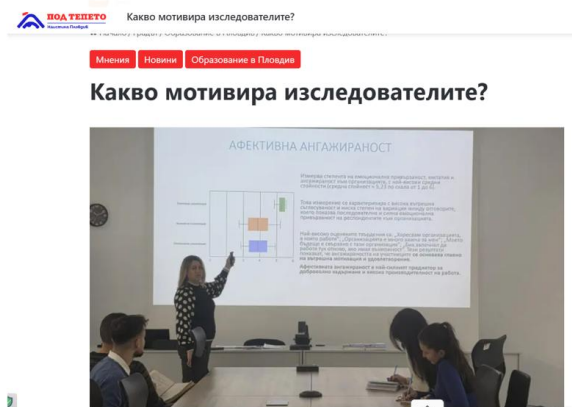
FINAL PRESS CONFERENCE WORKING MEETING

MEDIA PRESENTATION OF THE PROJECT RESULTS

On 9 December 2025, the final press conference on the project was held to present to the general public the activities carried out and the results obtained under the "Motivation" project. In order to develop high-quality fundamental and applied research, we need to understand the factors that shape the motivation and loyalty of our teams. We believe that the results of this study will also be useful for other scientific organisations in the country.

„През януари 2023 г. дадохме старт на проекта. Продължителността на изследването бе 36 месеца,“ коментира ръководителят на проекта проф. д-р Весела Казашка. „Днес сме готови да представим резултатите и да отдадем заслуженото на учените, мениджърите и администраторите, които ежедневно развиват и поддържат научната дейност в страната.“

<https://podteto.com/gradat/obrazovanie-v-plovdiv/kakvo-motivira-izsledovatelite/>



Екипът и партньорствата – основата на научния напредък

Амбициозният проект обедини усилията на десет млади и утвърдени учени от

<https://www.marica.bg/balgariq/obshtestvo/izsledvat-motivaciqta-na-mladite-ucheni>

SCIENTIFIC SEMINAR

On 11–12 December 2025, a scientific seminar was organised on the topic of "Academic perspectives: contemporary challenges and motivation for career development". The seminar was attended by researchers and representatives of the administration from the CRSB, Plovdiv University and the Maritsa Research Institute. During the event, projects of the three organisations aimed at stimulating the career development and motivation of researchers were presented.

The booklet "Women in Science and Art. Freedom, Talent and Creation" was also presented during the seminar. The project focuses on the role of women in science and innovation – a topic that has been developed in Bulgaria for more than 15 years. The aim is to recognise and showcase successful women in science and the arts whose research and innovations have had a lasting impact.

The projects and scientific research presented are collected in a compendium of abstracts in Bulgarian and English, which is currently being printed and is expected to be available in early 2026.

