


Miroslava Dimitrova

+359 876760039 

miroslava.dimitrova.phd@gmail.com 

Academic Researcher and Expert

miroslavadimitrova.com 

SUMMARY

Academic researcher, lecturer, and expert with over 14 years of experience specializing in economics, tourism, hospitality, and entrepreneurship. Author of **15+ books** and **20+ papers**, with active involvement in **10+ projects** and research initiatives. Extensive practical experience in financial management and marketing. Dedicated to advancing knowledge through innovation, and fostering an excellence in both teaching and professional practice.

EDUCATION

PhD in Economics

University of National and World Economy, Sofia
2004 – 2010

Master in Accounting and Auditing

Varna Free University
2023 – 2024

Master in Tourism and Hospitality

University of National and World Economy
2001 – 2003

Bachelor in Tourism and Hospitality

University of National and World Economy
1996 – 2001

SKILLS

- Creativity, Adaptability and Resourcefulness
- Organizational and time-management skills
- Communication and interpersonal skills
- Ability to work independently and as part of a team
- Able to handle multiple tasks simultaneously
- Experience in managing budgets and handling financial documents
- Legal acumen: comprehensive understanding of national and international laws and regulations
- Proficient in English, French and Bulgarian (native) languages

ACHIEVEMENTS

- Author of 15+ books and book chapters and 20+ scholarly papers
- President of Whistleblower Aid Support Protection Foundation
- Chairwoman of FunEdu Foundation

PROFESSIONAL EXPERIENCE

Marketing and Finance Manager

Versalite Ltd | 2022 – Present

- financial analysis, marketing research, company development and ROI optimization
- managing cross-functional teams, developing strategic plans and ensuring financial stability while enhancing brand visibility and market share

Assistant Professor/Head of School/Assoc.Editor

Varna University of Management | 2009 – 2023

- designing and delivering engaging courses in the fields of Tourism, Hospitality, Strategic Management and Entrepreneurship, supervising bachelor's and master's theses
- head of School "Food Technology in the Culinary Arts"
- associate editor of European Journal of Tourism Research, peer-reviewed journal issued by Varna University of Management

Expert

EU-funded projects | 2010 – 2021

- involved in 10+ EU-funded projects, worked for 6+ companies and NGOs for project design and implementation
- adept in collaborating with international teams, ensuring compliance with EU regulation and delivering high-quality results

Events Manager

Economedia Ltd | 2003 – 2004

- planning, organizing, and executing a wide range of events, including corporate conferences, team buildings, etc.

Marketing Assistant

Sofia Med Ltd | 2000-2001

- contributing to the success of marketing projects and overall business objectives

Intern

Renouveau Vacances, France | 2002

- supporting daily operations, guest services, and event coordination within the tourism and hospitality sectors.

Sheraton Sofia Hotel Balkan | 2000

- Business center, Marketing Department, Front Office



PUBLICATIONS

BOOKS

- [1] Heritage- and Culture-based Experiential Tourism, WASP 2023
- [2] Social Entrepreneurship in the Creative Industries, WASP 2023
- [3] Learning, Mentoring and Peer-Coaching in the Creative Sector, WASP 2023
- [4] Sustainable Hospitality, WASP 2023
- [5] Climate-Smart Agriculture, WASP 2023
- [6] Traditional Food Products in BG, WASP 2023
- [7] Managing Stress in the Hospitality Industry, WASP 2023
- [8] Youth Social Entrepreneurs' Peer-Coaching Session Guide, WASP 2023
- [9] The Youth Social Entrepreneur's Handbook, WASP 2023
- [10] Introduction to Social Entrepreneurship (in Bulgarian), Matador 74, 2018
- [11] Food festivals as purpose-created tourism attractions and their impact on destination branding in "Food and wine events in Europe – a stakeholder approach", Routledge 2014
- [12] Managing tourism in Bulgaria, between mission impossible and new hope in "European tourism planning and organization system" Channel View Publications 2013
- [13] Congress Destination Competitiveness in Competitive Strategies in Tourism, TraciaM 2005
- [14] Conference Tourism in Strategic Choices in Tourism, TraciaM 2005
- [15] Non-Traditional Tourism, AvangardPrima 2004

DISSERTATIONS

- [1] Innovative and Traditional Approaches for Personal Finance Management, Master Thesis, Varna Free University, 2024
- [2] Opportunities for improving congress tourism competitiveness, doctoral dissertation, PhD awarded with Protocol № 9 from 18.05.10 by Bulgarian Superior Academic Council, 2010

OTHER PUBLICATIONS

- [1] Research on tourists' attitudes towards sustainable tourism, Project CB005.2.23.030, Interreg-IPA CBC, 2021
- [2] Sports for Enduring Social Impact – Compendium of Good Practices in Youth and Development Work, SCORE Project, 2017
- [3] Social Entrepreneurship and Innovations in Sports, SCORE Project, 2017
- [4] Guest Relations in Hospitality and Tourism, INO-TUR Project, 2010
- [5] Conference tourism in Bulgaria, HoReMag 2007
- [10] Hotels and conference tourism, HoReMag 2007
- [6] Incentive travel, HoReMag 2007
- [7] Cultural tourism, the heritage from the generations, HoReMag, 2004
- [8] Event Planning, HoReMag 2005
- [9] The conference business, HoReMag 2005

ACADEMIC PAPERS

- [1] Innovative and Traditional Methods for Personal Finance Management, Global World Economic Transformations, Conference Proceedings, Varna Free University, 2024
- [2] Analysis of the conditions for river cruise tourism in the Bulgarian section of Danube river, Yearbook of Varna University of Management, Vol. VIII, 2021
- [3] Innovations for Sustainability in Tourism and Hospitality (2020), Yearbook of Varna University of Management, Vol. XIII, Bulgarian Science Academy 2020
- [4] Social Entrepreneurship in Tourism, Jubilee International Science Conference "Tourism Beyond Expectations", UNWE, 2020
- [5] Combining Mentorship and Action based learning. The case of French Camp Academy, Journal of Pedagogy and Educational Management 2018
- [6] Social entrepreneurship: Conceptual framework, development and implementation of social product and assessment of social impact, XIII International Scientific Conference "The Modern Science, Business and Education, VUM, 2017
- [7] Social corporate responsibility and its role in creating added value, XIII International Scientific Conference "The Modern Science, Business and Education, VUM 2017
- [8] Marketing and management of culinary festivals as tourist attractions and their impact on the tourism development in the rural regions, Bulgarian Science Academy, 2014
- [9] Homeschooling as a factor for creation and management of the social capital, Yearbook of International University College, Tenth international conference "Educational management, effective practices" 2014
- [10] Pros and cons the homeschooling as an alternative to the institution-based education, Yearbook of the International University College, Fourth international scientific conference of young researchers 2013
- [11] University students' attitudes and intentions towards entrepreneurial education, Yearbook of International University College, Volume V, Issue 1, ISSN 1312-6539, 2012
- [12] Entrepreneurship education in tourism from the students' graduation project perspective. The case of IUC, Bulgaria, Yearbook of IUC, Volume V, 2012
- [13] Comparative analysis of British and Bulgarian education in entrepreneurship. Case study of Cardiff Metropolitan UK and Varna University of Management, Yearbook of IUC, Volume V, 2012
- [14] Students' involvement in destination planning, the case of Dobrudzha region, University of Management, Yearbook of IUC. 2011
- [15] Analysis of college students' graduation projects, Insights, Utenos kolegija, 2011
- [16] Students involvement in live business projects – challenges and opportunities, Insights, Utenos kolegija, 2011
- [17] Students' involvement in real business projects, IUC experience, Linking business with education conference 2011
- [18] Teaching Entrepreneurship in Tourism and Hospitality Undergraduates, Management of Innovation Conference, IUC 2010



PROJECTS

2020-2021	PRO EXTOUR BSB 1145, Promoting Heritage- and Culture-based Experiential Tourism in the Black Sea Basin, ENI CBC Black Sea Basin Programme Interreg
2020	LOC FOOD BSB 1101, Development and cross border cooperation in the area of agricultural products and traditional food, ENI CBC Black Sea Basin Programme, Interreg
2020-2021	AGREEN BSB 1135, Cross-Border Alliance for Climate-Smart and Green Agriculture in the Black Sea Basin, ENI CBC Black Sea Basin Programme, Interreg
2019-2021	PADAWAN Generation Project: Collaborative virtual environment with a new methodology for the improvement of 3 actors' competences during the process of the work-based training model, N 2018-1-ES01-KA202-050444, Erasmus +
2018-2020	SE-HUB Empowering Change-makers: Youth social entrepreneurship and social innovation in the citizen sectors, 602723-EPP-1-2018-1-BG-EPPKA2-CBY-ACPALA, Erasmus +
2018-2020	HELIX Entrepreneurial Learning Exchange Initiative for Sustainable Hospitality SMEs in the Balkan-Mediterranean Region, BMP1/1.3/2616/2017, Interreg
2020	Project CB005.2.23.030 "Public awareness initiatives for sustainable use of parks and forests", cofunded by EU through the Interreg-IPA Cross-border Cooperation Bulgaria - Turkey Programme
2017	SMART Skills for Managing the Arts: Open Educational Resources and Experiential Learning in Support of Youth Entrepreneurship and Employment in the Arts and Creative Sector, 570246-EPP-1-2015-2-BG-EPPKA2-CBY-ACPALA Erasmus +
2017	BEST Business Education for Sustainability: Teaching Corporate Social Responsibility and Social Entrepreneurship for Sustainable Local and Regional Development, Erasmus +
2017	SCORE Sport for Community Regeneration and Empowerment: Integrating Sport Event Management into Youth Work for Enduring Social Impact 573312-EPP-1-2016-1-BG-EPPKA2-CBY-ACPALA, Erasmus+
2010-2012	Trans-Tour-Net Creation and Marketing of Pilot Cross Border Tourist Products in Dobrudzha, Interreg
2011	TARSI Tailored applied research system. Leonardo da Vinci EC funding program