

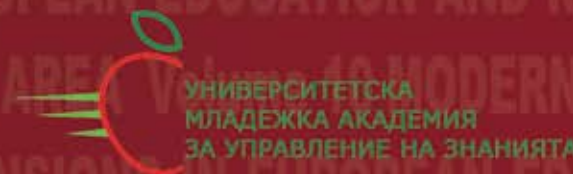
Volume

10

MODERN DIMENSIONS IN EUROPEAN EDUCATION AND RESEARCH AREA

**UNIVERSITY OF LIBRARY STUDIES  
AND INFORMATION TECHNOLOGIES**

**UNIVERSITY YOUTH  
KNOWLEDGE ACADEMY**



# MODERN DIMENSIONS

**IN EUROPEAN EDUCATION**

**AND RESEARCH AREA**

**PROCEEDINGS**

10

**Volume 10**

**ЗА БУКВИТЕ  
ОПНЕМЕНЕХЪ**

**MODERN DIMENSIONS  
IN  
EUROPEAN EDUCATION  
AND  
RESEARCH AREA**

**Volume 10  
2022**

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**СЪВРЕМЕННИ ИЗМЕРЕНИЯ  
НА  
ЕВРОПЕЙСКОТО ОБРАЗОВАТЕЛНО  
И  
НАУЧНО ПРОСТРАНСТВО**

**Том 10  
2022**

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All papers are original work of the authors, and the opinions expressed are theirs.

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**MODERN DIMENSIONS  
IN  
EUROPEAN EDUCATION  
AND  
RESEARCH AREA**

**PROCEEDINGS**

*with Papers of the Sixteenth International Traveling Seminar of ULSIT*

“Modern Dimensions of the European Educational and Scientific Space.  
The Old Continent Meets the Middle Est and Australia”

2<sup>nd</sup> – 7<sup>th</sup> March 2022

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# **WELCOMING ADDRESSES**





## CONGRATULATORY ADDRESS

*Dear colleagues,  
Dear hosts,  
Dear guests,*

It is with great pleasure and a feeling of pride that I extend my sincere greetings to all participants in the 16<sup>th</sup> international traveling seminar entitled “*Contemporary Dimensions of the European Educational and Scientific Space. The Old Continent Meets the Middle East and Australia.*” This year the University of Library Studies and Information Technologies (ULSIT) is organizing the scientific seminar in close collaboration with the University of Wollongong in Dubai and the University Youth Academy of Knowledge Management.

For a period of fifteen years, ULSIT managed to build a solid network of partnerships with a number of reputable educational, scientific and cultural institutions. By organizing this seminar the right conditions have been created for many scientists and researchers from around the world to present their achievements, discoveries and innovations in science. Despite the various external factors influencing social life, such as the pandemic and the subsequent insecurity, we continue to share valuable ideas and

experiences with other scientists, researchers and specialists beyond the borders of our country.

This year's seminar entitled "Contemporary Dimensions of the European Educational and Scientific Space. The Old Continent Meets the Middle East and Australia", held in the United Arab Emirates, is a great opportunity to tackle the problems of the unknown and to continue the positivism of a long tradition of sharing knowledge, experience and good ideas, thus not only successfully expanding the boundaries of academic space worldwide, but creating appropriate conditions for young people to present their scientific developments and discoveries with which to lay the foundation for their future contributions to science.

I am convinced and proud to say that for a period of 16 years the University of Library Studies and Information Technologies has established itself as a leading educational, scientific and cultural institution contributing to raising the prestige of the Republic of Bulgaria.

I wish fruitful and successful work to all participants in the seminar!

FAITHFULLY,  
PROF. DSC IRENA PETEVA  
RECTOR





РЕПУБЛИКА БЪЛГАРИЯ  
МИНИСТЕРСТВО НА ТУРИЗМА

ДО  
ПРОФ. ИРЕНА ПЕТЕВА  
РЕКТОР НА УНИВЕРСИТЕТА ПО БИБЛИОТЕКОЗНАНИЕ И  
ИНФОРМАЦИОННИ ТЕХНОЛОГИИ

ПРОФ. СТОЯН ДЕНЧЕВ  
ПРЕДСЕДАТЕЛ НА ОБЩОТО СЪБРАНИЕ НА УНИВЕРСИТЕТА ПО  
БИБЛИОТЕКОЗНАНИЕ И ИНФОРМАЦИОННИ ТЕХНОЛОГИИ

УВАЖАЕМА ПРОФ. ПЕТЕВА,  
УВАЖАЕМИ ПРОФ. ДЕНЧЕВ,  
УВАЖАЕМИ ДАМИ И ГОСПОДА,

Приемете моите поздравления към участниците в Международния научен пътуващ семинар „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“, който се провежда в рамките на световно изложение ЕКСПО 2020 – Дубай.

Използвам повода, за да отчета безспорния принос на Университета по библиотекознание и информационни технологии за развитието на туризма и неуморния стремеж, който полагате за неговото популяризиране. Изключително важна е и пряката връзка между бизнеса, държавата и образованието, като необходима основа за професионалната реализация на младите хора и развитието на икономиката.

Вярвам, че съвместните ни усилия, насочени към ефективното популяризиране на потенциала на страната ни като целогодишна туристическа дестинация, предлагаща конкурентни продукти и услуги във всички видове туризъм, ще продължат и занапред. И Ви уверявам, че Министерството на туризма ще продължава да подкрепя академичната общност и всяка бъдеща идея и инициатива, свързана с имиджа на България, българския туризъм и неговия просперитет.

**Желая успех и ползотворна работа на Международния научен пътуващ семинар!**

ХРИСТО ПРОДАНОВ  
Министър на туризма





Уважаеми проф. Денчев,

Дами и господа,

Науката днес има ключова роля за формирането и съхраняването на културната памет, националната идентичност, духовността. УниБИТ е институция, която работи активно за опазване на нематериалното културно наследство и така се вписва в голямото семейство на културните средища с световна културна практика за пример.

Семинарът „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“ в Дубай е още една стъпка в посока универсално зачитане на справедливостта и свободата с цел мир в умовете на хората чрез образование, наука, култура, каквото е и мотото на ЮНЕСКО: „Мирът е създаден, не за да се нарушава, а за да подпомага интелектуалната и нравствената солидарност на човечеството“.

Изключително удовлетворение е, че УниБИТ е в партньорски отношения с ЮНЕСКО в множество инициативи, които представят и пазят богатото нематериално културно наследство.

Убедени сме, че и занапред ще се радвате на заслужено обществено доверие и ще бъдете в услуга на българските граждани.

Пожелавам успех!

София,

15.02.2022 г.

С уважение,

Ирена Годорова

Изпълнителен директор

Регионален център - София, ЮНЕСКО



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## ПОЗДРАВИТЕЛЕН АДРЕС

Уважаеми професор Денчев,

Уважаема професор Петева,

Бих искал да поздравя Вас и целия колектив на УниБИТ по повод провеждането на **Международния научен пътуващ семинар „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“** в Дубай! Традиционното организиране на семинарите в различни страни дава възможност за проучване на водещия чуждестранен опит в областта на образованието, неговата обвързаност с модерните технологии, икономиката и туризма.

Българската академия на науките и УниБИТ като висше училище, което подготвя специалисти по уникалната професия библиотекар, имат обща мисия – да опазват духовното наследство на нацията. Затова ние приемаме УниБИТ за свой ценен партньор в осъществяване на връзката между обществото и науката, в общата ни ангажираност в полето на знанието. Вярваме, че съвместната ни работа е стъпка в развитието на информационното общество. Изказвам убеждението си, че сътрудничеството ни по общи проекти ще продължи и занапред.

Пожелавам Ви успешна работа и ползотворни научни резултати от престижния международен форум!

гр. София, 2022 г.

Акад. Юлиан Ревалски,  
Председател на БАН





Уважаема проф. Петева,

Уважаеми проф. Денчев,

Скъпи колеги,

Поканата за Семинара „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“ ме върна няколко месеца назад, когато в БКИ „Дом Витгенщайн“ посрещнах делегация от УниБИТ и заедно проведохме кръгла маса „Нови парадигми във висшето образование и в научните изследвания в университетска информационна среда“.

Спомени за научната атмосферата и оживените творчески дискусии, които бяха ползотворния двигател в продължение на двата съвместни дни в БКИ „Дом Витгенщайн“ ме убеждават, че си струва да се работи по посока на взаимното опознаване, културния трансфер и разрастването на представата ни за другите култури и техните постижения. Нашата наука има основание да се гордее с високото равнище и равнопоставеността на изследователските цели и постижения.

Дубай е нова дестинация в научните търсения на УниБИТ. Убедена съм в успеха и в привлекателността на новите изследователски теми.

Изследователите от 21 век сме изключително привилегирани от огромното философско наследство завещано ни от предците и в новата научна траектория Дубай, аз съм убедена, че със скромния си научен принос можем да се присъединим към плеядата вековни и духовни предходници.

До нови срещи!

Проф. д-р Румяна Конева

Директор на Дом „Витгенщайн“ – Виена, Австрия

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ДО  
ПРОФ. Д.И.Н ИРЕНА ПЕТЕВА  
РЕКТОР УНИБИТ

ПРОФ. Д.И.Н СТОЯН ДЕНЧЕВ  
ПРЕДСЕДАТЕЛ НА УМЛАУЗ  
КЪМ УНИБИТ

УВАЖАЕМИ КОЛЕГИ,

Колективът на Национална библиотека „Св. св. Кирил и Методий“ – първият дом на УниБИТ, Ви поздравява с избора на тема и провеждането на ежегодния Международен пътуващ семинар „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“ в Дубай.

Ще бъдем с Вас духом по време на форума, защото Вие, както и библиотеката, съграждаме огнища на знание и родолюбие. И в сърцата ни живее обичта към книгата и знанието.

Убедени сме в безспорните резултати на семинара, който ще популяризира висшето образование и науката като ценност на съвременното информационно общество, като компонент от екосистемите на проспериращата държава. Защото знанието променя живота, а книгите са част от ежедневието на всички.

На добър час!

С уважение,

ДОЦ. Д-Р КРАСИМИРА АЛЕКСАНДРОВА  
*Директор на Национална библиотека „Св. св. Кирил и Методий“*





РЕПУБЛИКА БЪЛГАРИЯ  
МИНИСТЕРСТВО НА ВЪНШНИТЕ РАБОТИ

ДИПЛОМАТИЧЕСКИ ИНСТИТУТ



ДО  
ПРОФ. ИРЕНА ПЕТЕВА  
РЕКТОР  
УНИВЕРСИТЕТ ПО  
БИБЛИОТЕКОЗНАНИЕ  
И ИНФОРМАЦИОННИ ТЕХНОЛОГИИ

УВАЖАЕМА ПРОФ. ПЕТЕВА,

УВАЖАЕМИ ПРОФ. ДЕНЧЕВ,

ГОСПОЖИ И ГОСПОДА,


От името на Дипломатическия институт към министъра на външните работи на Република България бих искала да Ви поздравя и да благодаря за възможността Дипломатическият институт да бъде своеобразен гост на семинара „Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“, организиран от УниБИТ в Дубай.

Възможността да се обърна към гостите на този научен форум е пряко отражение на доброто сътрудничество между Дипломатическия институт и Университета, скрепено наскоро в подписан рамков договор между нашите две институции за обмен на експертиза и публични изяви в сферата на дипломатията и научноизследователската дейност.

В качеството си на институция, чиято основна мисия е обучението и повишаването на квалификацията на служителите в българската дипломатическа служба, Дипломатическият институт силно вярва в ролята на науката и знанието в изграждането на висококвалифицирана професионална среда. В допълнение, в своята публична политика Институтът традиционно си сътрудничи с младежта в България – чрез поддържането на мрежа от партньорства с българските университети и младежки и студентски организации и чрез стажантската си програма, и е уверен, че те имат потенциала и качествата да бъдат пряк участник в обществените процеси.

В тази връзка, организираният от УниБИТ международен научен форум е прекрасна възможност, както за активен обмен между младите професионалисти, така и за представянето на един благоприятен образ на България зад граница.

Желая на всички участници много полезен и продуктивен семинар, както и успех на екипа на УниБИТ във всички бъдещи проекти и инициативи!

  
ТАНЯ МИХАЙЛОВА  
ДИРЕКТОР

София, 23 февруари 2022 г.



Женева, 23.02.2022 г.

Уважаема Професор Петева,  
Драги колеги и приятели,

За втори път имам честта да участвам в Международния пътуващ семинар на УниБИТ. Бих искал да Ви благодаря за взаимното доверие и духа на сътрудничество, които изградихме след научната среща, на която имах привилегията да бъда домакин в Международния център „Джон Нокс“ в Женева, Швейцария, през 2019 г.

Темата на днешния семинар *„Съвременни измерения на европейското образователно и научно пространство. Старият континент среща Средния изток и Австралия“* е особено актуална в нашия след-пандемичен свят, когато търсим прагматични решения за по-устойчиво общество и по-смислен живот за всички поколения. Образованието, основано на универсални ценности – уважение, етика, състрадание, съпричастност, справедливост – позволява да се изгради самочувствие, по-силна идентичност и съзнание как личните ни качества, способности и знания могат да допринесат положително и конструктивно за растежа и мира.

По време на срещата ни в Женева през 2019 г. разгледахме иновативни методи, чрез които академичната общност, научните изследвания и образованието през целия живот могат да улеснят изпълнението на повечето от Целите на ООН за Устойчиво развитие. В днешния дигитален глобализиран свят, ние вярваме, че знанието и прозрачното споделяне на информация са основни стълбове за предотвратяване на насилствения екстремизъм и опасните социални разделения. Верен на своите принципи, Женевският Духовен Апел се застъпва за образование, върху което се гради трайно межкултурно и междурелигиозно сътрудничество, с краен резултат – по-добро благосъстояние на хората, които се развиват в хармония с природата и в устойчив обществен и международен мир. Ние подкрепяме инициативи, които насърчават местни и международни правила за управление, основани на знание, духовност и взаимно уважение.

Настоящият семинар преследва именно такава цел. Желая на неговите участници и партньори пълен успех.

С уважение,

Венцеслав Т. Събев

Вице-Президент, Женевски Духовен Апел  
Комисар, Международен Павилион на Мирното Съжителство, Женева  
Ventzeslav\_sabev@unitingvalues.org





Geneva, 23.02.2022

Dear Professor Peteva,  
Dear Colleagues and Friends,

For the second time I have the honor to participate in the International itinerant seminar of ULSIT. I would like to thank you for the mutual trust and collaborative spirit we have built since the scientific encounter I had the privilege to co-host at the International Reformed Center “John Knox” in Geneva, Switzerland, in 2019.

The theme of today’s seminar, “*Contemporary dimensions of European education and research – the Old continent meets the Middle East and Australia*”, is particularly relevant in a post-pandemic world, while we look for pragmatic solutions to strengthen social resilience and respond to growing appeals from all generations for meaning in life. Value-based education, embedding respect, ethics, compassion, empathy, justice, enables to build self-confidence, a stronger identity and recognition of our own competencies and knowledge, which can positively and constructively contribute to growth and peace.

During the encounter in Geneva in 2019, we looked at innovative methods through which the academic community, scientific research and life-long education can facilitate the implementation of a large number of the United Nations Sustainable Development Goals. In today’s digitally globalized world, we believe that knowledge and transparent information sharing are essential pillars in preventing violent extremism and dangerous social divisions. Faithful to its principles since its foundation twenty years ago, the Geneva Spiritual Appeal continues to advocate that education is the basis for lasting international, cross-cultural and inter-faith solidarity, cooperation and peace. In times of uncertainty as today, we support initiatives which promote local and international governance rules based on education, uniting spiritual roots and mutual respect.

The ongoing seminar follows this direction and I wish its participants and partners full success.

Respectfully yours,

A handwritten signature in blue ink, appearing to read 'V. Sabev', with a stylized flourish at the end.

Ventzeslav Sabev

Vice-President, Geneva Spiritual Appeal  
Commissioner, International Pavilion of the Living Together in Peace, Geneva  
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DE GENÈVE**

**GLOBAL STUDIES INSTITUTE**

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Geneva, 24.02.2022

Dear Madam Rector, Professor Peteva,  
Dear Prof. Denchev,  
Dear Participants at the International Seminar  
*"Contemporary Dimensions of European Education and Research"*,

I recall our first meeting in Geneva, in September 2019, during the seminar of the ULSIT Youth Academy for Knowledge Management. I have been impressed by the diversity of topics covered and the active interest of students for the wide range of issues covered by international organizations in Geneva. Certainly, with the end of Covid-related restrictions, we shall be looking forward to new opportunities to meet and work together.

The University of Geneva is at the forefront of the research on innovative methods of education and knowledge transmission in a post-pandemic world. We invest on most advanced information technologies, but make sure to attract and retain faculty members with up-to-date expertise, as well as partners who complement our curriculum. In this sense, the axis from Geneva, through the Middle East, to Australia is valuable and strategic for long-term collaborations.

On behalf of the leadership of the Global Studies Institute and of the Rectorate of the Geneva University, I wish you success in this seminar and in the effort to build together the future of education.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Esposito'.

Frédéric Esposito  
Global Studies Institute,  
University of Geneva



today, when brothers and sisters slaughter each other for the sake of fulfilling the interests of their leaders. Because we need new horizons, but without swords. As good swordsman or a good leader is much more important than a good sword. And education and academic research into the reasons behind such crisis and the effectiveness of our policy tools plays an essential role in a way to shape those future leaders. It is in your hands.

So today, as we gather to share the modern dimensions of education and science let's remember that first of all we are all people, summoned to care for our brothers and sisters and that we all come together today not only as university representatives or scientists, but also as friends...

Thank you for joining here today in this effort to build those bridges of dialogue and understanding between continents. I hope all of you will have a wonderful experience.

Finally, please allow me to express my deep gratitude to the team of the Wollongong University Dubai for the support and the role that they have played in putting together this conference.

Thank you.

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# COPYRIGHT AND PUBLISHING –PERSPECTIVES IN THE DIGITAL ERA

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**Abstract:** *The problem of the modern world is the dilemma for the print media and the print industry – will it survive in “virtual reality” or is it already in survival mode. The publishing business is important in the modern world. Digital technologies are expanding the scope of publishing. At the heart of this global process is intellectual property, and in particular copyright. This report considers the work of publishers as a complex intellectual activity in which the work of the author and his works are highly valued as works of the human mind and intellect. A conceptual business model of a publishing house is presented, which demonstrates the modern business logic of the organization, illustrates its elements and the relationship between them. Emphasis in the development is the extremely dynamic development and species diversity of electronic media, which replace material media, as well as the constant search for solutions for the protection and preservation of e-content in its authentic form. The main purpose of law is to regulate public relations and this is also true in copyright relations in the publishing industry. Copyright settlement is a type of bargaining. The harmonious inclusion of the publishing house in the surrounding external environment guarantees its competitiveness in the conditions of the modern digital world.*

**Keywords:** *author, copyright, digitalworld, publishing house, intellectual property*

In the transition of humanity to the modern knowledge society, one of the driving factors is publishing. Thanks to its growth after the invention of the printing press and the new way of disseminating information, it meets the growing needs of society, but also creates new ones – from ever-growing information arrays. This need has been largely catalyzed by the development of society in the fields of education, science and culture, largely covered and influenced by technological change over the last century.

These factors are increasingly influential in the modern digital age, which some researchers describe as “creative destruction” – the emergence of new models of development, destroying the old [1]. One of the leading problems of our time is the dilemma for the print media and the print industry as a whole – whether they will survive in “virtual reality” or are already in survival mode. The publishing business is significant worldwide, catalyzing not only huge financial flows, but also information flows, of which the publication of research results represents the largest share in the total (associated) public intelligence [2].

Digital technologies with their new and exciting formats have significantly expanded the scope of publishing, specializing in books and periodicals, allowing publishers to reach a wider audience, regardless of the location and preferences of the reader.

Copyright is at the heart of this global process [3].

Historically, copyright arose to secure the monopoly of printers in England with the so-called Queen Mary's Act of 1557. It allowed printers to republish a book they had already printed, provided it was approved by official censors. Two centuries later, Queen Anne's law of 1771 regulated the state monopoly on printing publications and began to regulate their work. But it also does not regulate the rights of the authors themselves. 57 years later, Russia adopted the Document on the Status of Writers' Rights, which regulates copyright, but it is in line with the new Censorship Statute.

Historical data on the emergence of copyright are scarce, but researchers believe that copyright protection is crucial for the development of culture and freedom of speech over the centuries [4]. Today, developed democracies are working hard to refine copyright and intellectual property law in general.

“Intellectual property” is a relatively new concept – from the middle of the twentieth

century, which defines the exclusive rights over the creations of the human mind and human intellect [5]. This is how the owners' possession of their works is advertised. Works of science, literature and other arts, including objects of architecture, photography, computer programs, performances by musicians, dancers, reciters, graphic design of printed publications may be protected as intellectual property, in particular by copyright and related rights of copyright. In the spiritual realm of human life, such rights arise for the author automatically, at the time of the creation of the work, expressed in any way and objectified in any form.

The work of the publishers is a complex intellectual activity, which is based on life and business experience, creative imagination, individual approach and skillful collaboration with the artistic world. In this sense, it is a kind of creative process. The result is a product of artistic value that has an author. The author is the creator of the object of copyright under the Berne Convention of 1886, which divides literary works into two groups – written and oral works.

The publishing business is among the objects of both types: copyright and rights related to copyright. The object of copyright is the original work of human genius in the field of science, literature, arts, and the right to intellectual property over it belongs to its author. Objects of related rights are works created as a result of the expression of the original work by a new author – performer or compiler. These include adaptations of existing works – translations, arrangements of musical works, solo performances; collective works – databases, encyclopedias, dictionaries, bibliographic catalogs; and collective works – anthologies, collections, anthologies, periodicals. In the case of works with more than one author, the copyright belongs to them in common. The consent of all authors is required for each use and/or adaptation of the work. If the parts of the work do not have an independent meaning, then each of the co-authors may allow their own use of the part. Art. 4 of the Copyright and Related Rights Act [6] stipulates that the normative and individual acts of state governing bodies, their official translations, ideas and concepts, folklore works, news, facts, information and data are not subject to copyright. [6]

Rights are property and non-property. It is here that publishing finds its place as a business with objects of intellectual property and in particular copyright and related rights. Non-property are: the right of authorship, the right to use a copyright name, pseudonym or anonymous, the right to publish, disclose and use the work, the right to inviolability of the work, ie. preservation of the integrity and immutability of the work, the right of the author to access the original, the right to mark an identification mark, the right to change the work, to stop its use due to changes in their beliefs.

Property rights are a set of all possible forms of use of the work: the exclusive right of the author to use his work and give it to others to use it, and in this case he has no right to use it himself, but has the right to request and to receive remuneration for each type of use of the work and for each subsequent use of the same type. In the context of property rights are reproduction – “fixation of the work or part of it on a tangible medium, regardless of its form in one or more copies”; distribution – sale, exchange, donation, rental or lending, import and export of original copies of the work, public presentation or performance of the work, translation or adaptation. All these activities are within the scope and essence of publishing.

All this raises the need to build a model that is most suitable for an adequate description of the studied system in terms of the identified problem. It makes sense only when, in the process of the direct relationship between him and the subject, new information is obtained that man could not receive directly. Multiple effects (parallel or sequential) can be experimented on the model. As a result, it is possible to “lose” more versions of the solution, ensuring that the level reached by the publisher is maintained and ensuring competitiveness in the future.

The publishing business model can be seen as a conceptual tool that, in order to demonstrate the business logic of the organization, illustrates its elements and the relationship between them.

But before experimenting with the model, you need to determine the goals and capabilities of the particular publisher, what it will publish, what is the target audience of the literature to be published; how the publishing product will reach the consumer.

Identifying the factors of change that can be localized as internal and external is an important step towards outlining the forecast model of publishing and academic activity in particular.

By applying the established scientific methods of systems analysis, modeling of functional structures, decomposition of publishing as a system, it is possible to specify which are the most influential factors on changes in the functional model and its constituent components and how they will change the publishing system.

The use of the functional decomposition method begins with the identification of the system-determining elements and the resource-providing flows.

The focus of the changes through the functional model is to identify the main problem areas that have arisen and affected the management of information processes in the publishing business in the modern environment, defined as highly competitive. The system-determining elements and their identification would help to clarify their role and outline how changes in them will change the functional model of the publishing house. For this reason, the model includes factors that help it create value for modern consumers and thus, relying mainly on environmental factors, ensures its competitiveness.

The biggest change in this aspect in the last 30 years is the replacement of material media (predominantly paper, but also microfilms, microfiches) with electronic media, whose species diversity is changing extremely dynamically and requires constant search for solutions for preservation and storage in authentic type of electronic content.

The resource-providing flows of the publishing system can be identified as creating and consuming resources of the system. This also shows to what extent the changes, under the influence of the environment for their generation and dissemination, will determine their sustainable presence in it and on this basis to make the forecast for maintaining this sustainability in the future.

Sometimes, most often in the digital distribution of a work of authorship, the opinion is promoted that copyright can be neglected.

The legal nature of the term “intellectual property” includes the interpretation of “free use” of works. “Free use” of works is considered to be any use that does not infringe the copyright. Free use without the consent of the copyright holder and without payment of remuneration is permissible, but only in certain cases: reproduction of non-commercial printed works (excluding music) and reproduction of works by an individual for his personal non-commercial use. Such examples are: quoting already published works with the name of the author and the work for scientific and educational purposes, such as current information in daily media and news, reproduction of photographs, videos related to current events, reproduction of works in libraries, museums, educational and archival institutions for educational or non-commercial purposes, for reproducing works in Braille, for works relating to national security and in court, for works during religious ceremonies.

Proponents of this concept try to impose it everywhere by quoting exceptions and limitations both nationally and internationally.

Undoubtedly, the changes in the channels for content transmission – the transformations “material – electronic media” must also be taken into account.

The final product of the publishing activity is a material object [7]. It has an appearance, an artistic layout, which in the stylistics of intellectual property is design. Design as a work of art is an object of copyright, falls into the category of copyrighted works, because it is objectified through the body of the published material printed body. In these cases, the design falls within the scope of protection as an object of copyright.

In summary, it should be emphasized that the harmonious inclusion of the publishing house in the surrounding external business environment guarantees its competitiveness, and to some extent it depends on the staff and corporate culture. This type of culture is also called the culture of adhocracy or, in other words, a flexible, adaptable and informal organizational structure without bureaucratic procedures, which is based on quick decision-making and lightning-fast action. This type of culture encourages an entrepreneurial type of work environment in which employees take

risks and pursue innovative ideas. The result is a lot of innovation, training and self-learning and professional growth – for both employees and the organization.

The structure of technologies for the presentation of content is changing, in which there is a gradual but continuous contraction of the share of traditional printing technologies and the introduction of e-publishing. This, in turn, presupposes a number of additional problems related to the management of production processes, copyright and related rights, the search for new technological platforms for the distribution of electronic content. In general, they cover at the present stage the impact of technological innovation on the production, organizational and management principles of publishing.

There are also changes in the environment for the implementation of the production process. First of all, here are the communication transformations, which create preconditions for accelerating the management cycle and the production process, as well as the opportunities for dynamic adjustment of the overall management model to the environmental conditions – “internal and external problems”.

The change in the models of publishing in the context of changes in socio-political life and the impact of new technologies and globalization in turn raises problems with bringing the legal and regulatory framework in line with the creation and adoption of new models of publishing. They are related to the imposition of changes in the legislation of the Republic of Bulgaria, the synchronization with the European legislation and the creation of new regulatory norms in order to preserve the national identity within the EU and in the global media market.

In the changes in the technologies of content creation, when electronic media are dominant, the socio-political conditions in which the publishing process and the related reading problems, factors and conditions for creating and structuring are crucial for the final result. audiences, the emergence of new social phenomena and their importance for the publishing process.

But undoubtedly the most important are the target groups of users, distribution channels and technologies for interaction with consumers.

If the main target group of a publishing house is students, doctoral students and postdoctoral students, the main task to ensure its competitiveness is to take into account their needs, habits and preferences, given that these users of educational products will not benefit from the university library if it does not offer high quality service and online access to study materials. The spread of the corona virus on a global scale is causing a crisis, defined as the most significant since the World War II. The world is no longer the same. Against the background of unconventionally optimistic forecasts for the reflection of the situation on the world economy, the field of education – considered to be one of the most conservative, has mobilized itself extremely quickly and proves that it can also function under any circumstances. The dynamic development of events at the moment necessitates the change for education on a global scale. [8] In the context of the COVID-19 pandemic, the educational process has repeatedly shifted to distance learning, and this fact has created new needs – creating a new form of e-learning tool – an online course to complement the existing palette of learning texts and materials.

Therefore, the type of educational product – printed or electronic – should be seriously and seriously discussed again, and the conversation should be updated to improve its quality. This issue is particularly acute in information technology textbooks, most of which are reasonable and effective to provide through the publisher's digital resources.

The publishing house, as well as the consumers of its products, are able to rethink their culture of consumption, abandoning the traditional notion of society.

Last but not least, the publishing house can take care of the development of the habits of those who will develop, create and maintain the new digital resources, portals and other distribution mechanisms.

In order to respect the work of the author in the publishing business there is a publishing contract. With it, the author grants the publisher the right to reproduce and distribute the work, and the publisher undertakes to perform these actions and to pay the author a fee. A publishing contract may cede the right to reproduce and distribute a work already created or a work that the author undertakes to

create. The publishing contract is concluded in writing. Unless otherwise provided in the publishing contract, it is considered that: the publisher has been assigned the right to only one edition; the publisher has been granted the right to publish the work in a circulation of up to ten thousand copies; the author is due remuneration in the amount of a percentage of the retail price of each copy sold; the number of copies that the publisher will provide to the author free of charge shall not be less than five; the publisher has the right to publish the work in the language in which it was transmitted.

The main purpose of law is to regulate public relations and this is also true in copyright relations in the publishing industry. Copyright settlement is a type of bargaining. If the terms are not mutually beneficial, a deal is not concluded. Foreign publishers prefer to use organizations for collective management of rights, in our country the author usually negotiates directly with the publisher.

In conclusion, it should be noted that nowadays, in order to create a competitive publishing house, the following basic questions must be answered very honestly and accurately, and then the necessary measures must be taken:

1. Does digitalisation threaten your business or open up new opportunities?
2. What business model is best for your company?
3. What is your digital competitive advantage?
4. How do you intend to get involved in the use of mobile devices and the Internet of Things?
5. Do you have the necessary opportunity to rethink the activities of your company?
6. Do you have leaders who will rethink the transformation? ...

Then perform the iteration, adjust the course, learn from the actions taken and move on to the next stage of continuous transformation. “In our opinion, success differs from failure in the readiness for change and flexibility of thinking” [9].

Any attempt to study copyright competence undoubtedly leads to new scientific products that meet the modern information environment and increase the quality of protection of intellectual property of authors and publishers in the digital age.

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