

**MARIYA VELEVA, BA, MA, PhD.**

Chief Assistant Professor, Lecturer

At Varna University of Economics, Department of Tourism, since 13.02.1995 and on.

**1. Education:**

College of Tourism, Varna: 1980 – 1983, Bachelor's Degree

University of Economics (UE) –Varna: 1991 – 1994, Master's Degree

PhD - 2014: Dissertation thesis: 'Improving Company Management in Hospitality by Customer Care Concept Application'.

**2. Spoken Languages:**

English (professional use), Russian (good), German (poor), Swedish (poor).

**3. Professional Experience:**

1978 – 1994: Golden Sands Resort (rising order): receptionist, chief of reception desk, hotel manager.

13.02.1995 – on: University of Economics – Varna, Department of Tourism (1995 – 98: Assistant Professor; 1999-2006: Senior Assistant Professor; 2007-2013: Chief Assistant, Lecturer; 2014 – on: Chief Assistant Professor PhD, Lecturer.

**4. Teaching Subjects (1995 – 2015):**

1. Social Psychology in Tourism: in UE-Varna; Varna College of Tourism;
2. Human Resource Management: in UE-Varna: ERASMUS Program, International Business Specialty; in International University College, Dobrich;
3. Human Resource Management in Tourism: in UE-Varna; in Varna College of Tourism;
4. Business Communications: in UE-Varna;
5. Career Management and Personal Motivation: in UE-Varna, Master Degree Program;
6. Customer Care in Tourism: in UE-Varna; ERASMUS Program; in International University College, Dobrich – in English;
7. Fundaments of Management: in UE-Varna;
8. Social Psychology and Consumer Behavior: in UE-Varna;
9. Change Management in Tourism: in UE-Varna: Master Degree Program;
10. Business Ethics: in UE-Varna; in International University College, Dobrich, in English;
11. Corporate Social Responsibility: in International University College, Dobrich, in English;
12. Industrial and Organizational Psychology: in UE-Varna: ERASMUS Program, in English;
13. Interpersonal Skills at Work: in UE-Varna: ERASMUS Program, in English;
14. Training and Career Management: in UE-Varna: ERASMUS Program, in English.
15. Soft Skills for Management: in UE–Varna: ERASMUS Program, in English.

## **5. Research Interests**

Social Psychology; Group Behavior; Consumer Behavior; Organizational Behavior; Human Resource Management; Conflict Management; Crisis Management; Change Management; Behavioral Problems at Work; Business Communications; Customer Care; Corporate Social Responsibility.

## **6. Publications**

(NB: The family name of Maria Veleva until 2005 is “Mileva”)

1. Mileva, M., “Forming a positive work climate”, *Conference proceedings*, National Conference “Bulgarian Tourism and Market Economy”, Varna, May, 1995, pp.112-123..
2. Mileva, M., “The training of seasonal employees in the hotels of Golden Sands joint stock company and the attitude of the managers towards it”, *IZVESTIA - Journal of University of Economics-Varna*, 1997, Vol.4, pp.82-94.
3. Mileva, M., “Improving tourism companies competitiveness in the conditions of transition to market economy through personnel selection”, *Conference proceedings* of International Scientific Conference “Economy in Transition – Stability and Growth”, University of Economics-Varna, October, 1998, pp.226-243.
4. Mileva, M., “Managers and organizational changes through human resource management: integration challenges of Bulgaria in Europe”, *Conference proceedings*, International Conference “Human Resource Management – Important Factor for Bulgarian Integration in Europe”, May, 2000, pp.161-166.
5. Neshkov, M., M. Mileva et al, Introduction in Tourism, Chapter 11: Human resources in tourism, University of Economics-Varna, 2001, pp. 223-244.
6. Mileva, M., “A whole life profession or the challenges of few tourist seasons”, *IZVESTIA - Journal of University of Economics-Varna*, 2002, Vol.4, pp.368-375.
7. Christova, T., M. Mileva, Social Psychology and Tourist Behaviour, Chapter 9: How to acquire vending social skills for working with tourists, Gerlovo, 2003, pp. 155-178.
8. Mileva, M., Customer care concept and its application in tourist companies, SLAVENA, 2003, pp.109-120.
9. Mileva, M., B. Hutmer, Call-centres and Internet in tourism: contemporary service methods, SLAVENA, 2003, pp.103-114.
10. Veleva, M., “A program for introducing the Customer Care concept in the hospitality industry”, *Conference proceedings*, University of Economics-Varna, 2005, pp. 459-467.
11. Neshkov, M., M.Veleva, et al, Introduction in Tourism, Chapter 11: Human Resources in Tourism, University of Economics-Varna, Second edition, 2007, pp. 218-236.
12. Veleva, M., “Exemplary model for creating criteria for measuring the Customer Care concept application in tourism companies”, *Conference proceedings*, International University College, Dobrich, 2009, pp.154-163.

13. Veleva, M., “The satisfaction of the internal clients of the tourism company in the light of Customer Care concept”, *Conference proceedings*, International University College, Dobrich, 2009, pp.164-174.
14. Veleva, M., “Improving tourism companies competitiveness through managing the elements of the Customer Care concept”, *Conference proceedings*, College of Tourism-Varna, 2009, pp. 290-298.
15. Veleva, M., “Opportunities for Customer Care concept application in the company management in hospitality”, *Conference proceedings*, University of Economics-Varna, 2009, pp. 186-194.
16. Veleva, M., Theoretical Model of Customer Care Concept, *Annual Book of University of Economics*, Vol.82, 2010, pp.328-362.
17. Veleva, M., Peculiarities in hospitality companies management, *Conference proceedings*, Machachkala, 2011, Russian State University in Dagestan, pp.6-10.
18. Veleva, M., “The Customer Care concept and the contemporary management of tourism companies, *New Bulgarian University*, 2011, p.359-372.
19. Christova, T., M. Veleva, *Social Psychology in Tourism*, University of Economics-Varna, 2011.
20. Christova, T., M. Veleva, *Human Resource Management in Tourism*, University of Economics-Varna, 2012.
21. Veleva, M., “Opportunities for work-stress management at job place in tourism companies”, *Conference proceedings*, University of Economics-Varna, 2013, pp.274-276.
22. Veleva, M., "Improving Company Management in Hospitality by Customer Care Concept Application" University of Economics-Varna, 2014, dissertation thesis.
23. Veleva, M., Job Descriptions as Mediators between Employees and Companies during Changes in Tourist Companies, “Ukraine – Bulgaria – European Union: Contemporary State and Perspectives” – *Conference Proceedings*, 2015, pp. 53-57.

## **7. Specializations**

- **1995:** Participation in EU Commission’s Program about “Managerial Staff Training in Tourism”, led by L&R Consulting Agency;
- **1996:** Certificated participation in a program “Train The Trainer” for teachers’ training in management, mutual project between Bavaria Trade Chamber, Germany, Varna Trade Chamber and Varna University of Economics’ Post-graduate Training Center;
- **1996:** Short course participation: “Methodology of seminars in HRM”, University of Bournemouth and University of Surrey, UK,: mutual project between British Council, British Know-How Fund and Varna University of Economics, Department of Tourism;
- **1997:** Short course participation: “Consumer Behavior”, University of Surrey, UK,: Mutual project between British Council, BKHF & Varna University of Economics, Department of Tourism;
- **1996–98:** “Leisure Tourism”, “Hospitality”, “Consumer Behavior”, “Tourism Marketing”, “Sustainable Tourism”, “Management of a Hotel Complex”, “Consultancy in Tourism”, “Customer Care in Tourism”, part of the mutual project between BC, BKHF & Varna University of Economics, Department of Tourism, Varna;

- **1998-99:** *Project leader* of “Training Program for Hotel and Restaurant Staff on Customer Care”, mutual project with practice implementation, part of the Bulgarian Tourism Developing Project, Phase II, with partners: Bulgarian Tourism Initiatives Fund, British Council and British Know-How Fund, Manchester Metropolitan University, UK, Varna University of Economics, Department of Tourism and Varna College of Tourism.

#### **8. Lecturer in other higher education institutions**

- **1996 – 1998:** Lecturer in Human Resource Management courses in *Post-graduate Training Center of Varna University of Economics*;
- **1997 - 2003:** Human Resource Management, Social Psychology in Tourism, in *Varna College of Tourism*;
- **2004 – 2011:** Human Resource Management, Business Communication, Consumer Behavior, Organizational Behavior, Customer Care, Business Ethics, Corporate Social Responsibility, in *International University College, Dobrich*.

#### **9. Consultancy and training in Tourism Practice**

**1996 – 2015:** in private small to medium size companies; state Holiday resorts. Topics: Human resource management; Behavioral problems at work; Business communication; Customer care; Leadership; Teambuilding; Personnel selection.

#### **10. Maria Veleva is member of:**

- Varna Chamber of Tourism;
- Association of Bulgarian Scientists;
- ATINER – Athens Institute for Education and Research.

Last updated: October, 2015.