



## Europass Curriculum Vitae



### Personal information

Surname(s) / First name(s) **Popova Juliana Pencheva**  
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E-mail jppopova@ru.acad.bg  
Nationality Bulgarian  
Date of birth 07.07.1955  
Gender female

**Desired employment /  
Occupational field** **University lecturer**

### Work experience

Dates	1982 – at present - “Angel Kanchev” University of Ruse, Bulgaria
Occupation or position held	Lecturer – Associate Professor
Main activities and responsibilities	Teaching activities (lectures and seminars) in Intercultural Communication, Organizational Communication, Corporate Culture, International Negotiations, Supervising <i>European Studies</i> graduate and post-graduate students, Research, Academic management, Project management
Name and address of employer	Prof. Dr. Hristo Beloev – Rector of “Angel Kanchev” University of Ruse, Bulgaria
Type of business or sector	Higher education

2008- at present – Vice Dean of the Faculty of Business and Management – University of Ruse  
2003 – at present – Member of the Academic Council of the University of Ruse  
2003 – at present – Member of the University Commission for Quality Assurance and Accreditation – internal auditor  
2003 – 2007 – Head of the Department of European Studies – University of Ruse  
2001 – at present – Deputy Director of The Bulgarian-Romanian Interuniversity Europe Center

## Education and training

Dates	<b>2006</b>
Title of qualification awarded	Associate Professor - awarded by the High Attestation Commission at the Council of Ministers of the Republic of Bulgaria
Principal subjects/occupational skills covered	Intercultural Communication
Name and type of organisation providing education and training	University of Ruse
Level in national or international classification	Professor
Dates	<b>2002</b>
Title of qualification awarded	PhD awarded by the High Attestation Commission at the Council of Ministers of the Republic of Bulgaria
Principal subjects/occupational skills covered	Psycholinguistics
Name and type of organisation providing education and training	University of Ruse
Level in national or international classification	Doctor
Dates	<b>15-30 June 2002</b>
Title of qualification awarded	Specialization in Intercultural Communication
Principal subjects/occupational skills covered	Intercultural Communication
Name and type of organisation providing education and training	University of Munich, Germany
Level in national or international classification	Specialization
Dates	<b>February – May 1995</b>
Title of qualification awarded	Certificate in European Studies
Principal subjects/occupational skills covered	Applied Communication and European Studies
Name and type of organisation providing education and training	University of Wolverhampton, UK
Level in national or international classification	Certificate
Dates	<b>September – October 1988</b>
Title of qualification awarded	Specialization
Principal subjects/occupational skills covered	Methods of motivation
Name and type of organisation providing education and training	Moscow State University, Russia
Level in national or international classification	specialization
Dates	<b>1986 - 1988</b>
Title of qualification awarded	Diploma
Principal subjects/occupational skills covered	Advanced Teaching Technologies

Name and type of organisation providing education and training University of Sofia, Bulgaria

Level in national or international classification Post-graduate studies

Dates **1974 - 1978**

Title of qualification awarded MA

Principal subjects/occupational skills covered Bulgarian Philology (Major), Russian Philology (Minor)

Name and type of organisation providing education and training University of Veliko Tirnov, Bulgaria

Level in national or international classification MA

**Personal skills and competences**

Mother tongue(s) **Bulgarian**

Other language(s)

Self-assessment

European level (\*)

**Language**

**Language**

English

Russian

Understanding				Speaking				Writing
Listening		Reading		Spoken interaction		Spoken production		
<b>B2</b>		<b>C1</b>		<b>B2</b>		<b>B2</b>		<b>B2</b>
<b>C1</b>		<b>C1</b>		<b>B2</b>		<b>B2</b>		<b>B2</b>

(\*) Common European Framework of Reference for Languages

Social skills and competences

**Team work** – as a member of numerous research and educational projects;  
**Intercultural competence** – as a lecturer and author of books and articles in Intercultural Communication and as a result of joint work with foreign partners and experience abroad;  
**Communication skills** - as a result of teaching experience, leadership positions, organization of PR campaigns, etc.

Organisational skills and competences

**Leadership skills** – acquired as a Head of the Department of European Studies at University of Ruse  
**Coordination skills** – acquired as a Vice Dean of the Faculty of Business and Management at University of Ruse  
**High Level Decision making** – member of the Academic Council of the University of Ruse, member of the Faculty Council of the Faculty of Business and Management at University of Ruse  
**Financial and operational management** – Deputy Director of Bulgarian-Romanian Interuniversity Europe Center

Technical skills and competences

Internal auditor of the Educational Quality System at University of Ruse

Computer skills and competences

Word, Excel, Power Point

Other skills and competences	Human Resource Management and International Dimensions of Organizational Behavior (two-week specialization at University of Lancashire, UK);  Certificate in Regional Development and Pre-accession Instruments - University of Central Lancashire and the British Know How Fund
Driving license	yes
<b>Additional information</b>	Member of the International Association of Cross-Cultural Competence and Management, Vienna, Austria.  Member of the Bulgarian Union of Scientists, Ruse branch  Member of the Editorial board of the European Journal of Cross-Cultural Competence and Management <a href="http://www.inderscience.com">www.inderscience.com</a>  Member of the Editorial board of the Innovative Management Journal <a href="http://imjournal.net">http://imjournal.net</a>  Leadership positions in 2 EU-funded projects (Annex 2) Leadership of 5 research projects (Annex 2) Participation in 5 research projects (Annex 2) Participation in 3 educational projects (Annex 2)  <b>4 books and more than 50 publications in the field of Intercultural Communication, Cross-cultural Management and Corporate Culture (Annex 1)</b>
<b>Annexes</b>	Annex 1 – Selected publications; Annex 2 – Participation in projects

#### **Annex 1**

##### **Publications (selected):**

##### **Books:**

**Попова, Юлиана.** *Методи за изследване на субективната култура.* /под печат/  
**Попова, Юлиана,** Емануил Коларов. *Субективна култура. Субективни права.* Русе. Печатна база на Русенски университет. 2006. 117 с. ISBN-10: 954-712-321-1; ISBN-13: 978-954-712-321-2.

Рот, Юлиана, **Юлиана Попова.** *Ръководство по интеркултурна комуникация.* Русе. Печатна база на Русенски университет. 2005. 121 с. ISBN: 954-712-272-X.

**Попова, Юлиана.** *Ръководство по организационна комуникация.* Русе. Печатна база на Русенски университет. 2005. 100 с. ISBN: 954-712-303-3.

**Попова, Юлиана.** *Културна специфика на афективното значение в българския език /психолингвистични аспекти/.* Автореферат на дисертация за присъждане на научна и образователна степен “доктор”. Русе, 2002, 45 с.

##### **Articles and papers:**

**Попова, Ю.** *Личностният диференциал и неговото приложение за изследване на героизацията в културата.* In: Vladimir Sabourin/Vladimira Valkova: Philologie und Kulturwissenschaft in der Wende. Festschrift zum 60. Geburtstag von Prof. sc. Penka Angelova. = Владимир Сабоурин/Владимира Вълкова: Филология и културология в обрат. Юбилеен сборник в чест на 60-та годишнина на проф. дфн Пенка Ангелова. Университетско издателство “Св. св. Кирил и Методий”, Велико Търново, 2011, с. 262-279.

**Попова, Ю.** *Понятието “глобална организация” в България.* В: Арnaudов сборник, том 6, Русе, Лени Ан, 2010, с. 405-414.

**Popova, J.** *The Perception of Cultural Identity: A Comparison between Bulgarian and Romanian Notions.* International Interdisciplinary Conference “Comparisons, Interactions and Contestations within/across Cultures. 17-20 June 2010, Bucharest, Romania and Veliko Tarnovo, Bulgaria. Book of Abstracts, p. 42.

**Попова, Ю.** *Мястото на България в “Изследване на културните ценности в Европа”.* Международна научна конференция РУ & СУ, 29 – 30 октомври 2010, Русе (под печат)

**Ророва, J.** *Contemporary Work-related Values and Skills in Cross-Cultural Perspective.* International Conference "Knowledge management and Criteria for the Development of regions, University of Ruse, 29 October 2010. (to be printed)

**Попова, Ю.** *Представи за дружествата в региона на Балканите: случаят с Българо-румънския интеруниверситетски Европа център (БРИЕ).* IX-а международна научна конференция "Диалогът с другия: балкански измерения на европейската идентичност", Софийски университет "Св. Климент Охридски", 14 – 15 ноември 2008г. (под печат)

**Попова, Ю.** *Обучение чрез казуси по дисциплината "Межкултурна комуникация".* НС РУ & СУ – **received prize "The Best Paper"**

**Попова, Ю.** *Понятието "глобална организация" в България* – Международна научна конференция Шести Арнаудови четения, 24-26 октомври 2008г, Русе (под печат)

**Ророва, J.** *An Innovative Experience in the Assimilation of European Funds in Bulgaria.* 3xIN in Business Inventing. Innovating. Interpreting. June 25-27 2008, Poznan, Poland (под печат)

**Ророва, Y.** *Approbation and Implementation of New Methods and Practices for Training on Intercultural Communication.* In: National Catalogue of Best Practices on Antidiscrimination – publication, supported by the European Community. Program for employment and social solidarity – Progress (2007-2013), 2008, p. 169.

**Попова, Ю.** *Национално-културни особености на усвояването на европейски фондове в България.* В: Научни трудове на Русенски университет "А.Кънчев", том 46, серия 5. Русе. 2007. с. 45 – 50. ISSN 1311-3321

**Попова, Ю.** *Ценностни представи на българина, отразени в печатни медии.* В: Научни трудове на Русенски университет "А.Кънчев", том 45, серия 4. Русе. 2006. с. 241 – 245. ISSN 1311-3321.

**Попова, Ю.** *Приложение на техниката "семантичен диференциал" за измерване на атиюдата в светлината на интеркултурната комуникация.* В: Известия на Съюза на учените – Русе. Серия 2 Обществени науки. Том 5. Русе. 2006. с. 117 – 122. ISSN 1311-1094.

**Попова, Ю., В. Гачевска.** *За корупцията в етически и интеркултурен план.* В: Научни трудове на Русенски университет "А.Кънчев", том 44, серия 5.3, Русе, 2005, с. 56 – 61.

**Попова, Ю.** *Придобивани компетенции чрез обучението по дисциплините "Организационна комуникация" и "Межкултурна комуникация" от учебния план на специалност "Европеистика".* В: Научни трудове на Русенски университет "А.Кънчев", том 44, серия 5.3, Русе, 2005, с. 105 – 109.

**Попова, Ю.** *Използване на техниката "семантичен диференциал" в интеркултурни изследвания.* В: Научни трудове на Русенски университет "А.Кънчев", том 41, серия 5.2, Русе, 2004, с. 146 – 166.

**Попова, Ю.** *Вечните послания или в границите на европейската безграничност.* В: Научни трудове на Русенски университет "А.Кънчев", том 41, серия 5.2, Русе, 2004, с. 142 – 144.

**Ророва, J.** *Identifying the Level of Expertise in Intercultural Knowledge Management: Analysis of the Current Situation in Bulgarian Firms.* – III Euroworkshop – InterKnow, Eisenstadt, Austria, 11 – 13 November 2004.

**Ророва, J.** *Value Aspects of National Self-Identification in the Subjective Semantic Space of the Bulgarian* - In: Narrative Konstruktion nationaler Identitat.. Rohrig Universitätsverlag. 2000, pp. 283 – 292.

**Ророва, J., D.Counsell.** *Career Perceptions and Strategies in the New Market-oriented Bulgaria: An Exploratory Study.* In: Career Development International. Vol. 5, NN6,7/2000, pp.360-368

**Ророва, J., M. Kornazheva.** *Power Lines and Manager-Subordinate Relationships in Post-Totalitarianism* – In: VI ICCEES World Congress. Tampere, Finland. 29 July-3 August 2000, p. 219

**Ророва, J.** *Corporate Culture of Bulgarian Business Organizations – Values and Norms of Organizational Behaviour in an Intercultural Context.* In: Kultur & Management. Arbeitspapier Nr. 7, Wien, 1998, pp. 38 – 47.

**Ророва, J.** *The Atlas of Affective Meaning in the Training of Intercultural Communication.* In: Internationale Zeitschrift fuer Kulturwissenschaften Jura Soyfer – Bibliotheca Austriaca No 4, 1997, pp. 45 – 46.

**Ророва, J.** *Motivation, Performance and Personal Satisfaction of the Personnel in Bulgarian Business Organizations in Intercultural Context* – 7-th International Workshop "Culture and Management - Management and Culture". Vienna, Austria, 1996.

**Popova, J.** *A Free Association Experiment Aimed at Studying the Content Range of Key Business Related Concepts in the Bulgarian Mass Consciousness /From the Point of View of Intercultural Communication – International Symposium “Language and Consciousness”.* Varna, 1995.

## **Annex 2**

### **Participation in projects:**

#### **EU projects**

**Leader** of Phare 2004 project - Human Resource Development and Employment Promotion- BG2004/016.711.11.01-1-054

**Coordinator** of Phare 2005 CBC project BG2005/017-455.01.03.01.10 - BRIDGE (Bulgarian-Romanian Initiative for Democracy as a Guard-post of Europe)

**Team member** of PHARE CBC project RO 01 03.05 – BG 0107.04 Models of promoting and sustaining the tourism in the Danube areas”

#### **Research projects**

**2010** “Development of the Trans-national Network for Interdisciplinary Studies in the Area of Social Sciences and its Virtual Center at the University of Ruse” - **/leader/** - *project, financed by the Bulgarian Ministry of Education and Research*

**2009** “Creation of a Trans-national Network for Interdisciplinary Studies in the Area of Social Sciences **/leader/** - *project, financed by the Bulgarian Ministry of Education and Research*

**2008** “Adaptation and Application of New Methods and Practices in the Study of Intercultural Communication” **/leader/** - *project, financed by the Bulgarian Ministry of Education and Research*

**2006** “Exploration of the value notions and trends among young people in Bulgaria in the pre-accession period” **/leader/** - *project, financed by the Bulgarian Ministry of Education and Research*

**2004** “Subjective rights and their protection in the basic contracts of the EU” **/leader/** - *project, financed by the Bulgarian Ministry of Education and Research*

**2002** “Exploration of terminology and compilation of thesaurus “Organizational communication” - *project, financed by the Bulgarian Ministry of Education and Research*

**2003 –2006** “Theory and methods in the study of intercultural knowledge and interaction” – *a project of the Research Institute for European Affairs, Vienna University of Economics and Business administration and the European Commission, Research DG, Human potential programme, High level scientific conferences.*

**2000 - 2001** “Europe of the Regions- implications for Bulgaria” – *project, financed by the Bulgarian Ministry of Education and Research*

**2001 – 2002** “Prospects for a Euroregion at the Danube Bridge” – *project, financed by the German Federal Ministry of Education*

**1996 – 1998** “Culture and Management – Management and Culture”, *project funded by the Research Institute for European Studies, VUEBA*

#### **Other international projects:**

2001-2007 – Establishing BRIE, a project of the Stability Pact for South Eastern Europe, coordinated by the German Rectors’ Conference

1996-1999 - Bulgarian Management Institutions Development, British Know How Fund project

1996 -Tempus SME 1072-95 on Faculty Management

1995 – 1998 - Tempus JEP 07604-94 on Provision of Languages and European Studies at Bulgarian Universities

**Other activities:**

2009 - Coeditor of European Studies Department proceedings

2008 - Coeditor of European Studies Department proceedings

**Awards:**

2003 - Certificate of the Department of European Studies for the establishment of Bulgarian-Romanian Interuniversity Europe Center

2002 - Diplôme d'Honneur de l'Academie d'Etudes Economiques de Bucarest