

PERSONAL INFORMATION

Juliana Popova



3, Belogradchik Str., Ruse, 7002, Bulgaria  
 tel. +359 82 888 564 +359 887 899 654  
[jppopova@uni-ruse.bg](mailto:jppopova@uni-ruse.bg)

Sex female | Date of birth 07/07/1955 | Nationality Bulgarian

WORK EXPERIENCE

- 1982 – at present University lecturer at University of Ruse “Angel Kanchev”. Senior assistant professor, Associate professor (2006) and Professor (2014-at present) in Intercultural communication. Teaching activities (lectures) in Intercultural Communication (in Bulgarian and in English), Cross-cultural Management (in English), Organizational Communication, Corporate Culture and Professional Ethics, International Negotiations; Supervising graduate, post-graduate and PhD students; Research; Academic management; Project management.
- 2020 – at present Coordinator of Interinstitutional Communications at the University of Ruse.
- 2012 - 2019 Vice Rector in Internationalization and Communication Policy of the University of Ruse and Institutional Erasmus Coordinator;
- 2003 - 2019 Member of the Academic Council of the University of Ruse.
- 2003 - 2020 Member of the General Assembly of the University of Ruse.
- 2008 - 2012 Vice Dean of the Faculty of Business and Management – University of Ruse.
- 2003 - 2007 Head of the Department of European Studies – University of Ruse
- 2001 - 2012 Deputy Director of the Bulgarian-Romanian Interuniversity Europe Center (BRIE)

EDUCATION AND TRAINING

- 2002 PhD in Psycholinguistics awarded by the High Attestation Commission at the Council of Ministers of the Republic of Bulgaria
- 2002 Specialization in Intercultural Communication at University of Munich, Germany
- 1997 Specialization in Human Resource Management and International Dimensions of Organizational Behavior at University of Central Lancashire, UK
- 1995 3-months specialization in Applied Communication and European Studies at University of Wolverhampton, UK
- 1988 Specialization in Methods of motivation at Moscow State University, Russia
- 1986-1988 Diploma in Advanced Teaching Technologies awarded by University of Sofia, Bulgaria (post-graduates studies)
- 1974 - 1978 MA in Bulgarian Philology awarded by University of Veliko Tirnov, Bulgaria

PERSONAL SKILLS

Mother tongue(s) Bulgarian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	C1	B2	B2	B2
	Replace with name of language certificate. Enter level if known.				
Russian	B2	C1	B2	B2	B2
	Replace with name of language certificate. Enter level if known.				

- Communication skills** Excellent communication skills as a result of teaching experience, leadership positions, organization of PR campaigns, project team work, etc.
- Social skills** **Skills for team work** – acquired as a member of numerous research and educational projects;  
**Intercultural competence** – acquired 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.
- Leadership skills** – acquired as a Vice Rector of the University of Ruse and 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
- Organizational skills** **High Level Decision making** – Vice Rector of University of Ruse, 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** Internal auditor of the Educational Quality System at University of Ruse
- Job-related skills** Skills in innovative teaching methods and competence-based approach. Skills in applied and experimental research. Management skills.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
PROFICIENT USER	PROFICIENT USER	PROFICIENT USER	INDEPENDENT USER	INDEPENDENT USER

Levels: Basic user - Independent user - Proficient user  
[Digital competences - Self-assessment grid](#)

Replace with name of ICT-certificates

- very good skills in Word, Excel, Power Point,
- good knowledge of specialized software for statistical processing of information - SPSS.

Driving licence yes

ADDITIONAL INFORMATION

- Member of the International Association of Cross-Cultural Competence and Management, Vienna, Austria.
- Member of the Bulgarian Union of Scientists, Ruse branch
- Member of SIETAR - Bulgaria
- Co-Editor in chief of Journal of Applied Linguistic and Intercultural Studies <http://jalis.uni-ruse.bg>
- Member of the Editorial board of the European Journal of Cross-Cultural Competence and Management [www.inderscience.com](http://www.inderscience.com)
- Member of the Editorial board of the Innovative Management Journal <http://imjournal.net>
- Member of the Organization Committee of the Annual International Scientific Conference “The Danube – Axis of European Identity”
- Leadership positions in more than 10 EU-funded projects (Annex 2)
- Leadership of 9 research projects (Annex 2)

## 7 books and more than 100 publications in the field of Intercultural Communication, Cross-cultural Management and Corporate Culture (Annex 1)

### Awards:

- Ruse Prize of the Municipality of Ruse for lifetime achievement and long-term activities in the field of higher education
- Golden badge of the University of Ruse
- Anniversary badge and honorary diploma on the occasion of the 70ieth and 75ieth anniversary of the University of Ruse
- Certificate of the Department of European Studies for the establishment of Bulgarian-Romanian Interuniversity Europe Center
- Diplôme d'Honneur de l'Academie d'Etudes Economiques de Bucarest

**Annexes:** Annex 1 – Selected publications; Annex 2 – Participation in projects

### **Annex 1 - Selected publications (in English):**

- Popova, J.**, K. Koev, A. Popova. *The Istanbul Convention and its Political, Social and Cultural Reflections in the Danube Space: The Case with Bulgaria.* // Journal of Danubian Studies and Research, 2020, No 1, Vol. 10, pp. 528-540, ISSN 2284 – 5224. <http://dj.univ-danubius.ro/index.php/JDSR/article/view/578>
- Popova, J.**, N. Venelinova. 2018. *Reconstruction of the internal and external intergroup relations of the University of Ruse through the establishment of a communication strategy.* Rhetoric and Communications, Issue 35, Special issue – papers of 4<sup>th</sup> ESTIDIA conference <http://rhetoric.bg/reconstruction-of-the-internal-and-external-intergroup-relations-of-the-university-of-ruse-through-the-establishment-of-a-communication-strategy-2>
- Popova, J.**, D. Bebenova-Nikolova. *Intercultural Competence Acquisition of International Students Educators in Two Universities in Bulgaria and China.* In: Journal of Danubian Studies and research, Vol. 7, № 2, 2017, pp. 509-523
- Harakchiyska, T., **J. Popova.** *The Changing Identity: Student Mobility Programmes and the Global Self-Image.* In: Mobilities, Transitions, Transformations. Intercultural Education at the Crossroads: Conference Proceedings, 05-09. September 2016, Budapest, Hungary. ISBN: 978-963-284-810-5, pp. 192-219.
- Popova, J.** *Understanding the Otherness in the Danube Region.* Journal of Danubian Studies and Research, Vol. 6, No 1, 2016, pp. 336-346.
- Popova, J.**, T. Gueorguiev. *Danube: Future – A Promising Path to Connecting the Danube Region.* Journal of Danubian Studies and Research, Vol. 6, No 1, 2016, pp. 326-335
- Popova, J.**, Ts. Harakchiyska, Tz. Gueorguiev. *Good Practices of Knowledge Management at the University of Ruse, Bulgaria.* // Knowledge - International Journal Scientific Papers, 2016, No 13.1, pp. 71-75, ISSN 1857-92. (Impact factor: 1.023 /2015, <http://globalimpactfactor.com/knowledge-international-journal/>)
- **Popova, J.** *An Innovative Implication of the Atlas of European Values for Bridging Differences within the Danube Region.* In: Journal of Danubian Studies and Research, vol. 4 No 2, 2014, pp.113-122. <http://journals.univ-danubius.ro/index.php/research/article/view/2648>
- **Popova, J.** *Attitudes and Prerequisites for the Establishment of an Integrated Cultural Identity within Romanian-Bulgarian Cross-Border Region along the Danube River.* // Journal of Danubian Studies and Research, 2013, No Vol. 3, N 1, pp. 258-269
- **Popova, J.** *Interdisciplinary Application of Semantic Differential Technique for Generating Clusters of Denotative Meanings and for Exploration of Cultural Otherness.* In: Applied Interdisciplinary Studies in the Area of Social Sciences. "Angel Kanchev" University of Ruse Press, 2013, pp. 20 – 40, ISBN: 978-954-712-578-0.
- **Popova, J.** *Common Cultural Identity on the Bulgarian-Romanian Border: the Case of the Bulgarian-Romanian Interuniversity Europe Centre /BRIE.* // Comparisons and Interactions within/across Cultures - L. Kostova, I. Sarieva and M. Irimia eds., 2012, No 1, pp. 35-47, ISSN 978-954-524-858-0.
- **Popova, J.** *Contemporary Work-Related Values and Skills in Cross-Cultural Perspective.* In: Journal of Entrepreneurship and Innovation, 2011, pp. 137-146 <http://fbm.ru.acad.bg/jei/Issue-2011/11-2011-JEI-Juliana-Popova-Edited-Final-M.pdf>
- **Popova, J.** *The Attitudes towards Intercultural Dialogue and Intercultural Cooperation and their Link with Cross-border Relationships and Interactions (The case with Bulgarian-Romanian Cross-border Cooperation).* 10<sup>th</sup> Annual Conference of IACCM "Cultural Aspects of Cross-Border Cooperation, 29.06. – 01.07.2011, Ruse, p. 174-187.
- **Popova, J.** *Interdisciplinary Methods for Exploration of Intercultural Communication and Subjective Culture.* In: Methodology of interdisciplinary studies in the area of social sciences, Ruse, 2010, pp. 65 – 78; <http://tiscass.uni-ruse.bg/books.php>
- **Popova, J.** *An Innovative Experience in the Assimilation of European Funds in Bulgaria.* In: Management of Meaning in Organizations, Poznan, Poland, 2008, p. 216.
- **Popova, J.** *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.
- **Popova, 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
- **Popova, J.** *Value Aspects of National Self-Identification in the Subjective Semantic Space of the Bulgarian* - In: Narrative Konstruktion nationaler Identitat.. Rohrig Universitatsverlag. 2000, pp. 283 – 292.
- **Popova, 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.

- **Popova, 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

## Annex 2 - Participation in projects:

### **EU funded projects (selected)**

- Project** ROBG-427 Partnerships for Overcoming the Disasters for a Safe Region, Interreg V-A Programme (2020-2023) - **coordinator**
- Project** 16.4.2.036 Integrated Employment Interventions in the Border Cooperation Region, Giurgiu – Ruse, Interreg V-A Programme (2017-2019) - **coordinator**
- Project** 2014-1-DE02-KA200-001643 Develop, Evaluate and Safe Knowledge – Knowledge Continuity in Vocational Education (DESK) (2014-2017) – **team member**,
- PNIGHT-GA-2013-609736 K-TRIO Researchers in Knowledge Triangle (2014-2015), 7<sup>th</sup> Framework programme – **coordinator**
- **Project** BG051PO001-4.2.06 Students' scholarships (2013-2014) Operational Programme "Human Resource Development - **leader**
- **Project** BG051PO001-3.1.08-0019 Improvement of the Management System of the University of Ruse for provision of transparency and effectiveness – Operational Programme "Human Resource Development (2013-2014) - **expert**
- **Project** BG051PO001-7.0.01-0003-C0001 FromRoma - Operational Programme "Human Resource Development (2011 – 2012) - **expert**
- **CBC project** "Cross-border University Network for Intercultural Communication – MIS ETC Code 795 (2011-2012) - **coordinator**
- **CBC project** "Bulgarian-Romanian Area Identities: Neighbourhood Study" – MIS ETC Code 651 (2011-2013) - **member of the research team**
- **Phare 2004 project** - Human Resource Development and Employment Promotion- BG2004/016.711.11.01-1-054 - **leader**
- **Phare 2005 CBC project** BG2005/017-455.01.03.01.10 - BRIDGE (Bulgarian-Romanian Initiative for Democracy as a Guard-post of Europe) - **coordinator**
- **PHARE CBC project** RO 01 03.05 – BG 0107.04 Models of promoting and sustaining the tourism in the Danube areas" - **team member**

### **Research projects**

- 2016** "Development of a Communication strategy and a Strategy for international branding of the University of Ruse" - **/leader/ - project, financed by the research fund of the University of Ruse**
  - 2012** "Development of a data-base and electronic register of the international contacts, mobilities and projects of the University of Ruse" - **/leader/ - project, financed by the research fund of the University of Ruse**
  - 2011** "Exploration of the prerequisites and perspectives for the establishment of a International language centre at the University of Ruse" - **/leader/ - project, financed by the research fund of the University of Ruse**
  - 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 research fund of the University of Ruse**
  - 2009** "Creation of a Trans-national Network for Interdisciplinary Studies in the Area of Social Sciences **/leader/ - project, financed by the research fund of the University of Ruse**
  - 2008** "Adaptation and Application of New Methods and Practices in the Study of Intercultural Communication" **/leader/ - project, financed by the research fund of the University of Ruse**
  - 2006** "Exploration of the value notions and trends among young people in Bulgaria in the pre-accession period" **/leader/ - project, financed by the research fund of the University of Ruse**
  - 2004** "Subjective rights and their protection in the basic contracts of the EU" **/leader/ - project, financed by the research fund of the University of Ruse**
  - 2002** "Exploration of terminology and compilation of thesaurus "Organizational communication" - **project, financed by the research fund of the University of Ruse**
  - 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