SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI
FACULTY OF PHILOSOPHY

NAME, ACADEMIC POSITION, SCIENTIFIC DEGREE

CHIEF ASSISTANT PROFESSOR, DOCTOR OF SOCIAL PSYCHOLOGY, NAIDEN NIKOLOV / NICK

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RESEARCH FIELD AND INTERESTS	Social and Political Psychology, Group Dynamic Training and Development, Interpretive Social Psychology of Art, and Social Ontology.
TEACHING EXPERIENCE	Lectures and seminars on Social Psychology, Political Psychology, Group Dynamic Training, Communication, and communicative training.
SCIENTIFIC DEGREES AND ACADEMIC POSITIONS	Chief Assistant Professor of Social Psychology, Doctor of Social Psychology.
EDUCATION	High 1993 - MA in Social and Political Psychology, SU "St. Kliment Ohridski". 2016 - PhD in Social Psychology, SU "St. Kliment Ohridski".
PUBLICATION ACTIVITY	Studies, articles, and reports

- "Operationalized model of psychological activity in the organization" - studies in the Yearbook of the University of St. Kliment Ohridski", book Psychology, volume 89, (co-authored), pp. 273-294
- "Social-psychological interpretation of the work of Diego Velázquez "Las Meninas" - studies in the Yearbook of SU "St. Kliment Ohridski", book Psychology, volume 91, pp. 173-194
- "COMMUNITY IDENTIFICATION AND SOCIAL ONTOLOGY" - studies in the Yearbook of SU "St. Kliment Ohridski", book Psychology, volume 92, pp. 131-144
- "ETHNICALLY AND NATIONALLY DILEMMAS BETWEEN THE UNIVERSALITY AND THE UNIQUELY" - studies in the Yearbook of the University of St. Kliment Ohridski", book Psychology, volume 93, pp. 297-319
- "Freud and Leonardo: the continuation of a debate" - studies in „Philosophical Forum“, no. 2, pp. 15-28

- "Freud and Leonardo: the continuation of a debate" - studies in the Yearbook of the Burgas Free University, volume VI, second revised and supplemented publication, pp. 293-306
- „Approaches to the interpretation of cultural identity“ - Paper in „Leadership and Organizational Development“, ed. of Prof. Snezhana Ilieva, "St. Kliment Ohridski" Publishing House, 2015, pp. 857 - 863
- "Model of business development in a Bulgarian organization" - Paper in "Leadership and Organizational Development", ed. of Prof. Snezhana Ilieva, "St. Kliment Ohridski" Publishing House, 2015, (co-authored), pp. 258 - 263
- "The Relevance Principle in Social Science and a Fundamental Fallacy in Community Identity Research," Paper in „Leadership and Organizational Development“, ed. of Prof. Snezhana Ilieva, "St. Kliment Ohridski" Publishing House, 2016, pp. 935-942
- "3D politics" and changes in the value anthropological model" - Paper in "Leadership and development of human resources", ed. of Prof. Snezhana Ilieva, "St. Kliment Ohridski" Publishing House, 2019, pp. 574-582
- "THE (UN) BEARABLE LIGHTNESS OF BEING" - study in IQRA JOURNAL: Theological and Religious Studies & Volume 1, Issue 1, October 2021. http://www.iqrajournal.net/Volume1/volume1_issue1.html
- "Christo and Jean-Claude - transforming the "crypto-traumatic" - Paper in "Collection of scientific papers from the jubilee international scientific conference on the 50th anniversary of the creation of the specialty "Psychology" in Sofia University "St. Kliment Ohridski", "St. Kliment Ohridski" Publishing House, 2022, pp. 810 - 820
- "Interpretive social psychology of art: research opportunities" - Paper in "Collection of scientific papers from the jubilee international scientific conference on the 50th anniversary of the creation of the specialty "Psychology" in Sofia University "St. Kliment Ohridski", "St. Kliment Ohridski" Publishing House, 2022, pp. 821 - 832

Monographs

- "The Idea of Social Ontology and the Principle of Relevance", ISBN:978-954-07-4555-8, U.I. "St. Kliment Ohridski", Sofia, 2018.
- „The Creative Challenges of Critical Psychology“, ed. of Prof. Lyudmil Georgiev, together with Lyudmil Georgiev, Krasimira Yonkova, Viktor Dobrev, Ariana Muchai, Ivan Gaberov, Plamen Minchev, Olga Stoyneva, Kaloyan Atanasov, ISBN:978-954-07-4323-3, UI "St. Kliment Ohridski ", Sofia, 2017.

CONFERENCES

- International Scientific Conference on Leadership and Organizational Development, 2015 with a paper „Approaches to the interpretation of cultural identity“.
- International Scientific Conference "Leadership and Organizational Development", 2015 with a paper (co-authored) "Model of Business Development in a Bulgarian Organization".
- International Scientific Conference on Leadership and Organizational Development, 2016 with a paper "The Principle of Relevance in the Social Sciences and a Fundamental Fallacy in Community Identity Research."
- International Scientific Conference "Leadership and Human Resource Development", 2019 with a paper "3D politics and changes in the value anthropological model".
- Jubilee international scientific conference on the 50th anniversary of the creation of the specialty "Psychology" at the Sofia University "St. Kliment Ohridski", 2022 with a paper "Christo and Jean-Claude - transforming the "crypto-traumatic".
- Jubilee international scientific conference on the 50th anniversary of the creation of the specialty "Psychology" at the Sofia University "St. Kliment Ohridski", 2022 with a paper "Interpretive Social Psychology of Art: Research Opportunities".

PROJECTS

- "Social-psychological patterns in the formation of a global football network", Project leader, King Football BG Ltd., 2019.
- Creation, with the help of artificial intelligence and NLP methodology, of a "smart system" for training and biofeedback: "Smart football training system", Project leader, King Football BG OOD, 2019.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2014.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2013.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2012.
- "Personality and society - a look to the future". The project has international participation and is financed by the Scientific Research Institute "St. Cl. Ohridski" with the participation of professors from the University of Oregon, USA and the University of Saarland, Germany. Project participant, with Project manager - Prof. Krum Krumov, 2011.

- "Research and analysis of the company's communication with external and internal customers, their level of motivation and satisfaction", Project leader, "Duropak Trakia", (DS Smith Bulgaria), Vinnytsia, Pazardzhik, 2011.
- "Research of the socio-psychological aspects of the efficiency in the work of employees serving customers with a credit exposure of up to 200 thousand euros", Project leader, ProCredit Bank Bulgaria AD, 2011.
- "Research of the socio-psychological aspects of the efficiency in the work of employees", Project leader, Municipality of Varshets, 2011
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2011.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2010.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Naturpharma Bulgaria" EOOD, 2010.
- "Research and analysis of the company's communication with external and internal customers, their level of motivation and satisfaction", Project leader, "Duropak Trakia Papir", (DS Smith Bulgaria), Vinnytsia, Pazardzhik, 2009.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees., Project leader, "Electrostart" AD, Varshets, 2009.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees., Project leader, "Global Build" Ltd., Sofia, 2009.
- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees., Project leader, "Duropak Trakia Papir", (DS Smith Bulgaria), Vinnytsia, Pazardzhik, 2009.
- "Research and analysis of the company's communication with external and internal customers, their level of motivation and satisfaction"., Project leader, „Chaika“AD, Varna, 2008.
- "Research of socio-psychological aspects of effectiveness in the work of managers and employees", Project leader, "Gimel Organic", Pazardzhik, 2008.
- “Conducting focus groups and surveys with key, corporate and private clients. Inclusion in the process of researching customer satisfaction and cash collectors, as internal participants in communication with consumers", Project leader, "V § K" EOOD, Plovdiv, 2008.
- "Research of socio-psychological aspects of effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2008.

- "Research of the socio-psychological aspects of the effectiveness in the work of managers and employees", Project leader, "Electrostart" JSC, Varshets, 2007.
- "Selection counseling and individual diagnosis of candidates" for "School of Successful Management for Small and Medium Enterprises", Project leader, Italian Ministry of Commerce and Emilia-Romagna Region, COFIMP Bologna - BUSINESS SCHOOL for the Small and Medium Enterprises, 2005.
- "Public image and public relations consulting, organization of the closing forum in a project of the Italian business school COFIMP", Project leader, Italian Ministry of Commerce and Emilia-Romagna Region; COFIMP Bologna - BUSINESS SCHOOL for the Small and Medium Enterprises, 2005.
- "Conducting individual interviews, focus groups and an associative experiment with the company's key customers. Preparation of an analytical report and recommendations for correction and action based on the research to the management of the company", Project leader, "ITA Bulgaria" EOOD, 2004.
- "Formation of focus groups and evaluation of their satisfaction and recommendations to "Sporten Totalizator". Analysis and recommendations for optimizing the totalizator's media policy", Project participant, Bulgarian sports totalizator, 2004.
- "Conducting individual interviews, focus groups and an associative experiment with the company's key customers, an internet survey and conducting a large-scale interview with various companies abroad residents of the Plovdiv fair", Project leader, "Schenker Bulgaria" EOOD, 2003.
- "Conducting focus groups with sports fans of Lokomotiv Sofia and Neftohimik, in-depth interviews with security guards" on a project on the topic: "Long-term measures to prevent violence in sports", Project participant, DAMS and MBMD, 2000.
- "Conducting focus groups with young people aged 12-14 years. (Radomir) and 15 and 18 years (Sofia)" on a project on the topic: "The media for sexual culture and reproductive health", Project participant, UN and MBMD-Bulgaria, 2000.
- "The Framework Convention for the Protection of National Minorities and the Problems of Inter-Ethnic Interactions", Project participant, Access Association, 1998.
- "Adaptation of ethnic communities to the conditions of modern Bulgarian society", Project participant, Open Society Institute, 1997
- "Socio-economic Attitudes and Everyday Communication", Project participant, Open Society Institute 1997.