SOFIA UNIVERSITY ST. KLIMENT OHRIDSKI
FACULTY OF PHILOSOPHY

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ACADEMIC DEGREES

2012 Dr Sc in Psychology, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria

1998 Ph.D. in Psychology, Sofia University "St. Kliment Ohridski", Sofia, Bulgaria

ACADEMIC CAREER

2015 – present Professor, Department of Psychology, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

2008 – 2015 Associate Professor, Department of Psychology, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

1997 – 2008 Chief Assistant Professor, Department of Psychology, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

1995 – 1997 Senior Assistant Professor, Department of Psychology, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

1993 -1995 Assistant Professor, Department of Psychology, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

PROFESSIONAL AND ADMINISTRATIVE SERVICE

2019 – present Dean at the Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

2015 – 2019: Vice Dean at the Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

2016 – present Head Master Programme of Health Psychology

2011 – present Head Doctoral Programme of Health Psychology

2009 – 2021 Head of Laboratory of the Cross-cultural Studies of the Human Development and Health Psychology, Faculty of Philosophy, Sofia University "St. Kliment Ohridski"

	2016 – present	Member of the Board of Directors of the Bulgarian Society of Psychology

CURRENT RESEARCH PROJECTS

2024 – 2029	Project Lead: Future Jobs: Social Innovation and Competence Building in Response to the Demands of the Creative Arts, Recreation Industries and New Media Environment, Operational Programme „Education“, Executive Agency „Programme Education“.
2024 – 2028	Project: “Heritage BG” (CoE “Heritage BG”, CoE), Component 4 “New technologies in creative and recreation industries” (procedure BG05M2OP001-1.001, OP SEIG).
2024 – 2027	Project: Resilience, psychological capital and quality of life in the digital age, Ministry of Education, Fond of Scientific Research, Bulgaria.
2023 – 2026	Project Co-Lead: NUDGE: Behaviour models and Public Policy for sustainable development, “Sofia University - Marking Momentum for Innovation and Technological Transfer” – SUMMIT, Program to accelerate economic recovery and transformation through science and innovation.
2022 – 2026	Project: „Transformation and convergent models of journalism in the digitalization process, in the conditions of a digital society and in a digital communicative context: a dispositive analysis“, Ministry of Education, Fond of Scientific Research, Bulgaria.
2022 – 2025	Project: Scientific Lead: GAME - videoGame to improve Mental hEalth, Erasmus+ KA2 School
2019 – 2024	Project Lead: Psychological aspects of health inequalities and quality of life, Ministry of Education, Fond of Scientific Research, Bulgaria.

RESEARCH INTERESTS:

Health Psychology, Social Psychology, Cross-cultural Psychology, Career Development, Human Resource Management

- Behaviour Change, Environmental Behaviours, Eco-anxiety
- Risky healthy behaviours and quality of life
- Attitudes change, Online social media, Internet addiction, Cyberchondria, and Well-being
- Value orientations, Personality traits, career choice, downshifting

LECTURE COURSES:

- HEALTH PSYCHOLOGY
- STATISTICAL METHODS IN PSYCHOLOGY

- CROSS-CULTURAL PSYCHOLOGY
- CAREER DEVELOPMENT
- ORGANISATIONAL MANAGEMENT IN POLITICS
- HUMAN RESOURCE MANAGEMENT

ORGANIZER OF SCIENTIFIC EVENTS

- 2023 – 10th Annual International Congress in Psychology. Sofia: Sofia University "St. Kl. Ohridski"
- 2022 – International conference 'Psychology –Tradition and Contemporary'. Sofia: Sofia University "St. Kl. Ohridski"
- 2017 - International conference Challenges and perspectives in contemporary psychology. Sofia: Sofia University "St. Kl. Ohridski"

PROFESSIONAL SOCIETIES:

- Bulgarian Society of Psychology - Member of the Management Board, Chair of Section 'Health Psychology'
- European Association for Health Psychology
- European Association for Intercultural Learning and Research

SELECTED PUBLICATIONS

MONOGRAPHS

Karabeliova, S., Mitev, K. (2018). Communication in Social Networks – the other reality of human relationships. In: Gradev, D. (Ed.) *A look ahead of you. The personal network of communication.* Sofia: Sofia University "St. Kl. Ohridski", p. 101-137.

Karabeliova, S. (2015). *Career Choice*. Sofia: Clasika i stil, 236 p.

Karabeliova, S. (2015). The Significant Others in Career Choice. In: Gradev, D. (Ed.) *The Others in the Biography of Personality*. Sofia: Sofia University "St. Kl. Ohridski".

Karabeliova, S. (2011). *Values and Cultural Practices in Bulgaria*. Sofia: Clasika i stil. 344 p.

Karabeliova, S. (2014). Psychology and health. Biopsychosocial approach in the Psychology and Medicine. Cultural factors and illness. In: Massaldjieva, R. (Ed.) *Introduction in Psychology for students in Healthcare*. Plovdiv: Mirtani investment.

Andreeva, L. & Karabeliova, S. (2009). *Stereotypes and Sexual Harassment in young adults.* Sofia: Sofia University. 243 p.

Karabeliova, S. (2004). *Human Potential Management and Development. The Competitive Advantage of the Organization*. Sofia: Clasika i stil. 290 p.

JOURNAL ARTICLES

Hristova, V., Haralampiev, K., Vlaev, I., Karabeliova, S. (2026). Trust as a Driver of Pro-Ecological Behaviour: The Power of Experts and Interpersonal Networks in a Low-Trust Context. *Consumer Behavior. (accepted)*

Shtereva, K., Karabeliova, S. (2026). Positive parenting styles in the Bulgarian sociocultural context. *Bulgarian Journal of Psychiatry*. 11(1):17-27. https://bulgarian-journal-of-psychiatry.bg/en/2026-1-17-en/

Buzovska, B., Karabeliova, S., Mitev, K. (2025). Socio-Psychological Reconstruction in Transitional Societies: The Downshifting Phenomenon in Bulgaria. *Balkanistic Forum'3,* Volume XXXIV, Issue 3, pp. 291-317, https://bf.swu.bg/uploads/manager/Balkanistic_Forum_3_2025.pdf

Hristova, V., Haralampiev, K., Vlaev, I., Karabeliova, S. (2025). Predicting Pro-Environmental Behavior: The Leading Influence of Environmental Attitudes. *Behavioral Sciences*, vol. 15, no 3, pp.291-302. 10.3390/bs15030291

Manolov, N., Postadzhiyan, A., Karabeliova, S., Marinov, P. (2025). Panic attack symptoms in patients with diabetic peripheral neuropathy. *Comprehensive Psychoneuroendocrinology*. 22:100292. 10.1016/j.cpnec.2025.100292

Karabeliova, S., Stoyanova, R., Bushnyashki, Y. (2025). Psychological and social determinants of video-game related behaviour in adolescents. *Bulgarian Journal of Public Health*. 17(1), pp. 1-30. https://ncpha.government.bg/uploads/pages/3295/1-2025-BG-Journal-PH.pdf

Karabeliova. S., Ilieva, S. Stoyanova. R. (2025). Differences in attitudes and motivation for acquiring skills to work with artificial intelligenc. In: Management Economics. Toursm. Sofia. IBS, 403-416. https://ibsedu.bg/wp-content/uploads/2026/01/proceedings_2025_full-402-416.pdf

Buzovska, B., Karabeliova, S. (2024). A theoretical model for social transformation – downshifting. career metamorphosis, well-being and mental health. *Philosophy*, Vol. 33, no 3, pp. 316-330. https://doi.org/10.53656/phil2024-03-08

Karabeliova, S., Kalfova, E., Bushnyashki, Y. (2024). Individual Behaviour as a Community Resilience Factor: Lessons for Policy Making. *Philosophy,* Vol. 34, N. 4s, pp. 45-64, https://doi.org/10.53656/phil2024-04S-03

Evsikov, E., Hristova, V., Vlaev, I., Karabeliova, S. (2024). Virtual active sports: identifying main barriers and facilitators for casual fitness fans. *International Journal of Sports Marketing and Sponsorship*. Vol. 25 No. 4, pp. 929-949. https://doi.org/10.1108/IJSMS-10-2023-0213

Koleva, S., Ilieva, S., Haralampiev, K., Karabeliova, S. (2024). Eco-anxiety and perception of climate change. *Philosophy,* Vol. 34, N. 4s, pp. 132-156. https://doi.org/10.53656/phil2024-04S-03

Stoyanova, R., Mitev, K., Karabeliova, S., Pandurova, P., Zhechkova, N., (2023). Effect of Resilience on Burnout in Online Learning Environment. *Strategies for Policy in Science and Education*. Vol. 31, No4. https://doi.org/10.53656/str2023-4-2-eff

Karabeliova, S., Stoyanova, R., Pandurova, P. (2022). Obesity cognitions and eating behavior in adolescents and young adults. *Bulgarian Journal of Psychology*. No: 1-4, pp. 15-29.

Karabeliova, S.., Stoyanova, R. (2022). Health anxiety in the context of the COVID-19 pandemic. *Bulgarian Journal of Psychology*. бр. 1-4.

Mitev, K., Weinstein, N, Karabeliova, S., Nguyen, T., Law, W., Przybylski, A. (2021). Social Media Use Only Helps, and Does Not Harm, Daily Interactions and Well-Being. *Technology, Mind and Behaviour*, v. 2 (1), 1-12

Shtereva, K., Karabeliova, S. (2021). Bulgarian parents' attitudes to literacy activities through digital devices and relevant sociodemographic factors at the beginning of the covid-19 pandemic. *Strategies for policy in science and education-strategii na obrazovatelnata i nauchnata politika*, v. 29, 6, 614-633

Stoyanova, R., Karabeliova, S. (2020). Psychological past, present and future in relation to future considerations and self-esteem. In: Dimitrievic, B., Panic, D. (Eds.) *Psychology in and around us. International Thematic Proceedia*. Nis: University of Nis,

Karabeliova, S., Zarbova, B., Stoyanova, R., Mitev, K. (2020). Immediate and subsequent coping and stress responses to the COVID-19 outbreak. *Mentalization and clinical practice*. Sofia: Steno, 384-391

Zarbova, B., Karabeliova, S. (2018). Intercultural aspects in the experiences of Stress and Wellbeing. In: Dimitrievic, B., Panic, D. (Eds.) *Psychology in and around us. International Thematic Proceedia*. Nis: University of Nis, 199-218.

Chubrieva, M., & Karabeliova, S. (2018). Forms of Cyberbullying. A pilot study among Bulgarian adults and teenagers. In: Dimitrievic, B., Panic, D. (Eds.) *Psychology in and around us. International Thematic Proceedia*. Nis: University of Nis, 293-306.

Zarbova B., Karabeliova S. (2017). Stress and Well-being. In: Dimitrievic, B., Panic, D. (Eds.) *Contemporary Psychology and Practice. International Thematic Proceedia*. Nis: University of Nis, 227-237.

Petrov, D., Karabeliova, S., Ivanova, E., Buzovska, B., Vasilev, Y. (2017). Psychosocial determinants of gambling behaviour in adolescence. *Challenges and perspectives in contemporary psychology*. Sofia: Sofia University "St. Kl. Ohridski".

Pileva, I., Karabeliova, S. (2017). Psychological characteristics of obsessive healthy eating attitudes (orthorexia nervosa) in Bulgarian socio-cultural context. *Challenges and perspectives in contemporary psychology*. Sofia: Sofia University "St. Kl. Ohridski".

Ivanova, E., Mitev, K., Karabeliova, S. (2016). Effects of Internet Addiction on Depression, Anxiety, Stress and Well-Being. *Leadership and Organizational Behavior,* Sofia: Sofia University "St. Kl. Ohridski", 1165-1174.

Ivanova, E., Mitev, K., Karabeliova, S. (2015). Effects of Personality Traits on Facebook Attitudes and Subjective Well-Being. *Leadership and Organizational Behavior,* Sofia: Sofia University "St. Kl. Ohridski", 1177-1185.

Pileva, I., Karabeliova, S. (2014). Relationship between nutrition and knowledge and body mass index in young Bulgarian women. *Bulgarian Journal of Psychology*, 1306-1315, www.NCP2014.wordpress.com.

Bazovska, B., Karabeliova, S. (2014). Eating attitudes and their relationship with eating disorders *Bulgarian Journal of Psychology*, 1327-1338, www.NCP2014.wordpress.com.

Karabeliova, S., Bushnyashki, Y. (2013) Social Skills and their comparability with employers'requirements to improve work efficacy. *Sociology and Economy, 2*, 50-62. Plovdiv: High school CEA.

Karabeliova, S., Bazovska, B. (2012). Relationship between attitudes towards eating, vegetarianism and well-being. *Journal of Clinical and Counseling Psychology*, 392-400.

Ivanova, E., Karabeliova, S. (2012). Cyberchondria and psychological well-being. *Journal of Clinical and Counseling Psychology*, 196-205.

Karabeliova, S., Bazovska, B. (2011). Vegetarian, Mental Health and Social Well-Being. *Clinical and Consulting Psychology*, *4*, 37-48. Sofia: Steno.

Karabeliova, S., Papazova, E., Pencheva, E., Moody, R., Bathurst, J. (2011). Dimensions of the Work Values. *Annual Journal of Psychology*, Sofia University, T. 101, p. 59-80.

Silgidjian, H., Karabeliova, S., Gerganov, E. (2010). The Growing Uncertainty in Bulgaria: The New Anchor of National Culture. *Annual Journal of Psychology*, Sofia University, *T. 101*, 5-36.

Silgidjian, H., Karabeliova, S., Zankova, E. (2008). Empirical Encounter between the two Traditions in the Investigation of the Mental Health. *Bulgarian Journal of Psychology, 1-4*, 868-876.

Silgidjian, H., Karabeliova, S., Gerganov, E., Genov, J. (2007). Similar and Different in the Framework of Bulgarian Culture. Results from Representative Research of Values and Cultural Practices in Bulgaria. *Annual Journal of Psychology*, Sofia University, *T. 96, 1,* 5-74.

Silgidjian, H., Karabeliova, S., Gerganov, E. (2003) Cultural Identity and Value Choices in the Context of Everyday Behavior. *Annual Journal of Psychology*, Sofia University, *T. 94-95*, p. 5-49.

COMPLETED RESEARCH PROJECTS

2020 – 2021: Project Lead: Increasing the knowledge, skills and qualifications of municipal Employees, Operational Program "Good Governance", co-financed by the European Union through the European Social Fund. Project No. BG05SFOP001-2.015-0001-C01

2020 – 2021: Project Lead: Online learning - challenges and prospects, Sofia University "St. Kl. Ohridski"

2019 – 2020: Project Lead: Overweight and obesity - a factor of disadvantage /well-being. Sofia University "St. Kl. Ohridski"

2015 – 2017: Project Lead: Psychological Characteristics of the Attitudes toward Social Networks, Facebook and Well-being, Sofia University "St. Kl. Ohridski"

2015 – 2016: Project Lead: Promoting good gambling culture of young adults in the regions of Vratsa and Vidin financed by the State Commission on Gambling, Bulgaria

2014 – 2016: Project Lead: Health Anxiety, Cyberchondria and Well-being,Sofia University "St. Kl. Ohridski"

2016 - 2017 Optimisation and innovation in General Labour Inspectorate Executive Agency, financed by the Operative programme "Human resource development", co-financed by the European Union via the European Social Fund.

2014 - 2015 Optimisation of the functions, processes and the organisational structure of the Governing organ of the Operative programme: "Regional development" 2007-2013, OP "Regional development" 2007-2013, co-financed by the European Union through the European fund for regional development.

2014 - 2015 Developing methods for monitoring and evaluating the integration process in the region of Burgas in order to improve integration measures, Employment Agency, Bulgaria.

2013-2015 Evaluation of the Effectiveness of the Trainings and Plan Development for the Continuing Education part of the Project: „Raising the competence of judicial officers - statisticians and members of the Supreme Judicial Council".

2013 - 2014 Research Project: Health Anxiety, Cyberchondria and Well-being, Sofia University "St. Kl. Ohridski", Faculty of Philosophy.

2013 - 2014 Identification and implementation of good practices related to human resource management through the exchange of experience and practical knowledge between the municipalities of Croydon, UK and Bansko, Bulgaria. Programme: "Administrative capacity" governed by – Ministry of Finance, II "Human resource management", 2.5 "Transnational and cross-regional cooperation": BG051PO002/10/2.5-01, 2013-2014.

2012 - 2013 Internet Addiction and Well-Being, Sofia University "St. Kl. Ohridski", Faculty of Philosophy.

2010 - 2012 Social Skills Trainer – New Qualification for European Teachers. Lifelong Learning Program, Comenius, Multilateral Project.

2010 - 2012 Social Competent Police Officers Near To The Society. Lifelong Learning Program, Leonardo da Vinci, Transfer of Innovation.

2010 - 2011 Training of Adolescents for development of key social competences. Operative Program Human Resource, Ministry of Education in Bulgaria.

2008 - 2010 Attractive Vocational Guidance for Pupils- "@VGP". Lifelong Learning Program, Leonardo da Vinci, Transfer of Innovation.

2008 - 2009 Adaptation and Standardization of the research method of the attitudes and behaviour patterns of health nutrition – cross-cultural comparisons, Sofia University "St. Kl. Ohridski", Faculty of Philosophy.