



**Bistra Vassileva** is an associate professor of Marketing, Faculty of Management at the University of Economics-Varna, Bulgaria. She is also a member of CIM, ESOMAR, MSPA and EMAC.

Her **professional backgrounds** include lecturing and consulting in the field of Marketing Research, International Marketing, Marketing Communications, TQM, Marketing Management for the ICT, food processing industry, retailing, banking, chemistry, manufacturing. More than 20 years she is running a mystery shopping agency.

In **her professional work**, she took part in EU funded projects on various research issues and problems as an expert, researcher and project coordinator. She was a Marie Curie fellowship holder as a Senior researcher in 2007-2008 in Lodz, Poland.

In **her research work**, she is focusing on implementation of nonlinear dynamics and network theory in the field of marketing as well as on marketing analytics and digital marketing.

She is passionately involved in the activities of Black Sea Cluster Innovation and Development and European Consumer Debt Network.

She is an author and editor of multiple professional and research publications, among them Nonlinear Dynamics for Marketing Decisions (Part 1): Dynamics of Global Brands Values; Trade Relations Within and Between the Various Emerging Markets of Asia, Latin America, and Africa: How Globalization Affects Emerging Markets, In: Establishing Food Security and Alternatives to International Trade in Emerging Economies; Consumer activities and reactions to social network marketing; Marketing 4.0: how technologies transform marketing organisation.

More about Bistra Vassileva can be found here: [https://www.researchgate.net/profile/Bistra\\_Vassileva](https://www.researchgate.net/profile/Bistra_Vassileva)