

АВТОРСКА СПРАВКА

на научните и научно-приложните приноси на трудовете на **доц. д-р Соня Йорданова Стефанова** за участие в конкурс за академична длъжност „доцент“ в област на висше образование 3. Социални, стопански и правни науки, професионално направление 3.2. Психология, по научна специалност „Социална психология“, катедра „Нервни болести, психиатрия и психология“ към Медицински факултет на Университет „Проф. д-р Асен Златаров“ – Бургас, обявен в Държавен вестник, бр. 91 от 29.10.2024 г.

Авторската справка е изготвена въз основа на цялостната научна продукция, която е в съответствие с областта на висше образование, професионалното направление и научната специалност по обявения конкурс и включва:

1. Една самостоятелна монография.
2. Три учебни помагала.
3. 16 публикации, от които 10 самостоятелни, 5 първи автор, 1 съавтор.
4. Участия в 7 международни и 4 български конференции.
5. Участия в 5 проекта, от които 3 национални, 1 регионален и 1 университетски.
6. Забелязани са 31 цитата в монографии, учебници, учебни помагала, статии в реферирани и рецензирани издания и доклади от български и международни конференции.

Публикациите обхващат периода 2018 – 2024 г., който включва 6 години активна научноизследователска и преподавателска дейност.

Основните ми научни приноси са в областта на психологическата теория и практика, а **представените трудове са в следните направления:**

1. Социална психология.
2. Приложна психология.
3. Психология на личността.
4. Психология на потребителското поведение.
5. Социална психология в туризма.

Основни приноси в научния анализ на психологическата теория и практика

1. В монографичния труд „Нагласи и поведение на потребителите при избор на туристическа дестинация. Социално-психологически аспекти” са представени теоретичните основи на изследването на потребителските нагласи при избор на туристическа дестинация. Изяснена е същността и концептуалната рамка на конструкта „нагласа”, дефинирани са основните понятия. Разгледани са базисните теории в социалната психология за нагласите, анализирани са стратегическите аспекти на потребителското и туристическото поведение и са посочени психологичните взаимовръзки между потребителските нагласи и потребителското поведение. Изведени са основните фактори за формиране на потребителските нагласи, представени са дизайнът на изследването, анализът на резултатите и изводите от емпиричното изследване, като последното показва пълна интеграция на компонента „нагласа“ в структура, очертаваща най-добрата прогноза и описание на поведението на индивида, като функция на неговото намерение.

Извършено е задълбочено психологично изследване на потребителските нагласи при вземането на решение за избор на туристически продукт (дестинация), като е приложен алгоритъм за оценка на атрибути, нагласи, поведение и самоефикасност.

Изготвен е сравителен анализ, чрез който се открояват социо-културните и психологични различия между изследваните лица от гледна точка на тяхната национална принадлежност.

Използвана е оригинална авторска методика, включваща анкета и интервю, както и адаптиран тест за изследване на самоефикасността, чрез която се достигна до емпирични резултати, позволяващи обогатяването на съществуващите модели, относно изследването на потребителските нагласи.

Извършена е клъстеризация на целевите групи, формиращи пазарната среда, благодарение на която би се подобрила стратегическата маркетингова политика на туристическите предприятия в дългосрочен план, както и тяхната конкурентноспособност.

Данните от изследването могат да бъдат използвани за изготвяне на типологизация на туристите, свързана с личностовите им характеристики, класифицирането им в различни целеви групи и кодификация на туристическите ресурси.

2. В книгата „Психология на личността” изчерпателно са разгледани темите за личността в социалната среда, 14 теории за личността, 7 типологии на личността, характер и темперамент на личността.

Книгата е предназначена както за студенти, така и за специалисти, работещи в различни приложни клонове на психологията и педагогиката –

социална психология, трудова психология, здравна психология, педагогическа психология, социална педагогика.

Изучаването на личността е една от основните теми в психологията. Ето защо съществено внимание е отделено на множество теории за личността, като всяка една от тях се опитва да опише различни модели на човешката личност, включително как се формират тези модели и как хората се различават на индивидуално ниво.

Разделът „Типологии на личността” е построен върху схващането на съвременната психология, че човешката личност се формира като съвкупност от различни и изразени в различна степен характеристики или черти, които пораждат уникалността на всеки човек, а типологичните модели имат своите незаменими плюсове: интуитивно разбираеми са за всички хора, фокусират се върху силните страни и утвърждават различията.

При анализирането на понятието характер се подчертава тясната му връзка с понятието личност, като най-общо с него се означава съвкупността от психични свойства на личността, които определят поведението ѝ спрямо обществото, социалната среда и най-вече взаимоотношенията ѝ с другите хора.

Темпераментът е разгледан като съвкупност от устойчиви индивидуални психични свойства, определящи динамиката на психическата дейност на човека и оставащи относително постоянни при различни мотиви, съдържание и цели на дейността.

Книгата включва общо 28 теми, като представя кратко, систематично и достъпно, но в същото време научно коректно основни въпроси, свързани с човешката личност.

3. Книгата „Социална психология” е структурирана в 4 глави, чието съдържание обхваща историческото развитие и настояще на психологията като наука; мястото на социалната психология в лоното на научното познание; общуването; специфичните особености на малката група.

В първа и втора глава, при разглеждането на психологията и социалната психология, вниманието е насочено към предметът, обектът и задачите, към принципите и изследователските методи, към понятията на социалнопсихологическия анализ, към социалната роля, социалния статус и поведението на личността.

Фокусът в трета глава е поставен върху общуването като основа и източник за формиране на социалната психика. В този контекст се разглеждат въпросите, свързани със съвместната дейност като условие за общуване между хората; общуването и социалните взаимоотношения на личността; социално-психологическата общност като резултат на общуването; социално-психологическите механизми на общуването и общуването като процес на психична регулация в социалния живот на личността.

В четвърта глава акцентът е поставен върху малката група като социално-психологически феномен. Предложените теми са посветени същността и съдържанието на понятието „малка група”; теоретичните подходи за изследване на групите; класификациите на малките групи.

Книгата „Социална психология” е предназначена за студенти, за специалисти в областта на социалната психология и за по-широк кръг читатели.

4. „Социална психология в туризма” е книга, предназначена за студенти от специалност „Туризъм” и за всички работещи в туристическия сектор. Анализирани са редица психолого-поведенчески проблеми на заетите в сферата на туризма и практикуващите туристически пътувания, засегната е и социално-икономическата проблематика на туризма в контекста на глобализацията. Включени са някои нови елементи на социалната психология и туристическото поведение като: стилове на общуване; активно слушане и задаване на въпроси; идентифициране и справяне с възражения и недоволни клиенти; овладяване на емоциите.

В книгата е застъпена и една малко изследвана област, засягаща въпросите на психологията на туристическото поведение, а именно визуалната психодиагностика и нейното приложение в туризма. Подробно са разгледани визуалното вербално и невербално напасване.

Цялата втора глава е посветена на туристите от различните националности. Пъстра и разнообразна е етническата картина на света. Невъзможно е да бъде обхваната детайлно и в пълнота, затова са изготвени някои специфични социално-психологически характеристики на туристите от различните националности, които специалистите, участващи в туристическата индустрия, трябва да познават.

Социо-културните и психологическите аспекти в туристическата система остават относително слабо проучвани в нашата страна. В този смисъл считам, че книгата „Социална психология в туризма” засяга една важна проблематика, свързана с обучението на кадри за туризма в една от най-деликатните сфери – психологията на туристическото поведение и етичните отношения в туризма.

В отбелязаните области на научни интереси научните приноси са с научно-теоретичен, научно-приложен и методологичен характер и са отразени в посочените резюмета:

1. UNTANGLING DEPRESSION IN SCHIZOPHRENIA: THE ROLE OF DISORGANIZED AND OBSESSIVE–COMPULSIVE SYMPTOMS AND THE DURATION OF UNTREATED PSYCHOSIS

Abstract

Background: Schizophrenia is a complex disorder characterized by positive symptoms (e.g., hallucinations), negative symptoms (e.g., social withdrawal), and disorganized symptoms (e.g., thought disorder). Alongside these, cognitive and depressive symptoms often emerge, with depressive symptoms sometimes dominating the clinical picture. Understanding the factors that influence the development of depressive symptoms in schizophrenia could clarify the dynamics between depressive and psychotic symptoms and guide clinical interventions.

Methods: A total of 105 patients with schizophrenia (66 women, 39 men) were assessed using several clinical scales: PANSS, BPRS, DOCS, DES, HAM-D, and the Luria-Nebraska Neuropsychological Battery for cognitive evaluation. Statistical analyses, including correlation and regression, were conducted using SPSS to determine the significance of associations. **Results:** Disorganized and obsessive-compulsive symptoms were identified as primary factors associated with depressive symptoms in patients with schizophrenia. Conversely, a longer duration of untreated psychosis was linked to a lower severity of depressive symptoms, suggesting that early intervention may alter the depressive symptom trajectory.

Conclusions: Here, we suggest a complex interaction between psychotic and depressive symptoms, possibly indicating a biological antagonism. The association of depressive symptoms with disorganized and obsessive-compulsive features may reflect an adaptive psychological response, attempting to stabilize amidst the disintegration of schizophrenia. These insights support a more integrated approach to treatment, addressing both psychotic and depressive symptoms to improve patient outcomes.

Keywords: schizophrenia; psychosis; positive; negative; disorganized symptoms; obsessive-compulsive symptoms; duration of untreated psychosis; depressive symptoms; depression; biological antagonism.

2. CHALLENGES FOR THE BULGARIAN TOURISM MARKET AFTER THE PANDEMIC COVID 19 – PARADIGMS, PROBLEMS AND PERSPECTIVES

Abstract

Every crisis provides new opportunities for countermeasures, and Covid 19 has undoubtedly helped us to rethink our traditional ideas about tourism. The pandemic came unexpectedly in our lives, in business, in socio-economic relations, and in addition to being a time for trials, it is also a time in which quite a few lessons can be learned. One of which is that we need a qualitative transformation in the management and development model of tourism. The purpose of the report is to present the results of a survey among Bulgarian tourists who chose the Bulgarian Southern Black Sea for their sea vacation. For the attention of the interested parties, specific results are also indicated regarding the positions of the respondents regarding the possible factors that influence their choice; what are their assessments, attitudes and expectations for practicing summer tourism in the

Southeast Black Sea region; what are their beliefs, abilities and skills for the successful realization of intentions. In conclusion, the requirements of modern tourists and their preferences are given.

Keywords: Bulgarian tourist market, Covid 19, contemporary challenges

3. ATTITUDES OF FRENCH TOURISTS CHOOSING BULGARIA AS A TOURIST DESTINATION (THE CASE OF BULGARIAN SOUTHERN BLACK SEA COAST)

Abstract

Tourism has long become a necessity and an integral part of people's lives. Sooner or later a person begins to feel the need to travel. His desire for a variety of impressions takes on a clear outline when it comes to deciding to spend his free time outside the home, hoping to remove nervous tension and fatigue. Bulgaria is a relatively new market for French tourists and attracts them with the unknown. Arriving here for the first time, the majority remain fascinated by nature, cultural and historical monuments, food and wine. French tourists prefer organized trips and use the services of travel agencies. (one of the reasons is that Bulgaria is a little or almost unknown country for them, another is that the French language is not very popular in Bulgaria and accordingly few people can communicate in it, and third – primarily young French tourists use English) As tourists they have higher requirements for the products and services offered, they want to get to know the material and spiritual values, they are looking for places with a rich history, they prefer different experiences from what the mass tourist is looking for and they are betting on luxury in hotels and restaurants. The article examines the attitude of French tourists when choosing a Bulgarian tourist product. Indicators such as „length of stay”, „price”, „influence of information sources”, „frequency of visits”, „future holiday intentions”, as well as demographic characteristics – gender, age,

education, marital status, children were studied and analyzed. In conclusion, their main preferences and requirements are indicated when choosing a destination for vacation and entertainment.

Keywords: attitudes, choice, Bulgarian tourist product, French tourists.

4. CONSUMER ATTITUDES: THEORETICAL ASPECTS

Abstract

The concept of „attitude” arises in social psychology and reflects the objectively-subjectively conditioned side that determines the behavior of a person, in which needs are attributed to social objects, goals and values. This article, which does not pretend to be complete, but is focused on the presentation of basic knowledge, presents some of the most significant scientific interpretations of attitudes for psychological science.

Key words: psychology, attitudes, definitions, personality, social world.

5. CULTURE AS A FACTOR INFLUENCING TOURISM DEMAND

Abstract

Tourism is one of the most dynamically developing industries in the modern world. It is a means of increasing the well-being of peoples, of strengthening peace, of universal respect for human rights, regardless of race, sex, language or religion. One of the main and significant alternative types of tourism is cultural tourism. It develops more intensively by increasing the quantity and variety of services offered. Destinations and sites for cultural tourism are established and imposed on the national and international tourist market. Interest in cultural tourism is growing – both from tourists and from businesses, professional unions and associations, municipalities and communities, from government structures and

specialists in the tourism industry. The purpose of this paper is to examine the relationship between culture and tourism, and in particular the influence of personal culture on the undertaking of a tourist trip. In conclusion, the social and economic importance of cultural tourism, seen as a symbiosis of culture and tourism, is emphasized.

Key words: culture, tourism, cultural tourism, influence, significance.

6. PSYCHOLOGICAL RELATIONSHIPS BETWEEN CONSUMER ATTITUDES AND CONSUMER BEHAVIOR

Abstract

In this report, attention is directed to the interrelationships between consumer attitudes and consumer behavior in a psychological aspect. And since there are very different opinions in the specialized literature about the nature of this relationship, an attempt has been made to identify those specific conditions under which attitudes are most likely to influence behavior. In order to achieve relative certainty that it is the attitude of consciousness that significantly influences a specific behavior, a literature review was made, through which it becomes possible to discover and analyze those processes that would categorically and without a doubt confirm the existence of an objective relationship between attitudes and behavior.

Key words: consumer attitudes, consumer behavior, interrelationships, interdependencies

7. CONSUMER ATTITUDES OF BULGARIAN TOURISTS TO CHOOSE A HOLIDAY DESTINATION ON THE BULGARIAN SOUTHERN BLACK SEA COAST

Abstract

A study of the consumer attitudes for maritime tourism with a destination on the southern Bulgarian Black Sea coast is presented. The group of participants is a research type sample, numbering 153 people – 95 women (62%) and 58 men (38%). All are Bulgarian citizens. For the aim of the research, the multi-attribute model of M. Fishbein was applied. The data on the attributes of the sea destinations, which form the attitudes towards them, are analyzed. The results show that the dominant attributes that most determine the consumer attitudes of the sample in relation to sea holidays are: „food quality“, „peace of mind and security“, „quality of service“ and „natural and climatic conditions“.

Key words: social attitudes, consumer attitudes, behavioral patterns, consumer behavior

8. FACTORS FOR THE FORMATION OF CONSUMER ATTITUDES WHEN CHOOSING A TOURIST PRODUCT

Abstract

The size and structure of consumer demand depend on certain conditions, above all on the general level of consumption, on economic development and on the level of commodity prices. Along with these factors, the impact on consumer demand is exerted by various psychological factors - public opinion and mood, fashion, traditions, imitation, suggestion, mental infection, rumors and more. The impact of each of them creates a favorable or unfavorable market situation, increases or decreases the purchasing activity of the population.

Key words: factors, consumer attitudes, consumer demand, tourism product

9. SOCIO-PSYCHOLOGICAL ASPECTS THE MOTIVATION PROCESS IN THE ORGANIZATION. MOTIVATION APPROACHES TOOLS TO STIMULATE STAFF

Abstract

The focus of this report is on the socio-psychological aspects of the motivation process within an organization, as well as on motivational approaches and tools for staff incentives. Because motivation deals with the questions "why" of behavior, it refers to the internal states of the body that lead to provocation, perseverance, energy provision, and direction of behavior. In this sense, first of all, in understanding the level of employee motivation, it is important to know the basic theoretical assumptions related to motivation and some aspects related to human behavior, as well as the values and beliefs that mediate behavior (i.e., the constructs that sit on the path between need and satisfaction). Knowledge of staff motivation helps the manager to navigate its complex nature, to trace the way and the reasons for its occurrence or absence, as well as to understand its strong points. Consideration of motivation, as a relatively distinct system, would allow to identify and relatively accurately evaluate its elements, to trace the relationships between them, and finally to learn the manager to recognize and manage the complex relationships between the overall behavior of the individual and his or her parts.

Key words: motivation, organization, behavior, approaches, tools, staff

10. SOCIO-PSYCHOLOGICAL CHARACTERISTICS OF HUMAN NEEDS

Abstract

Humans, much like other living beings, need certain conditions and means derived from the external environment for his existence and activity. Human needs are internal states; they are part of the personality and they result in motivation,

desires and goals. Need is invariably linked to a sense of satisfaction or dissatisfaction. In psychological science, this term refers to the state of the objective need of the human body or personality for something outside their psyche and physique, and constituting a necessary condition for their normal life and activity.

Key words: necessity, personality, environment, activity, feelings, needs, development

11. PSYCHOLOGICAL FACTORS SHAPING ATTITUDES FOR THE SELECTION OF TOURISM PRODUCT

Abstract

Consumer behavior is an interesting and complex social phenomenon that represents a real challenge in both theoretical and practical terms. It is complex, dynamic, contradictory, dualistic, difficult to examine, and that is why it is interesting and provocative from an analytical point of view. The purchasing decision and consumer behavior are affected by many internal and external factors. The focus of the presented research are the internal (psychological) factors. Because they are hidden, it makes them relatively difficult to study and predict. They are individual and different for individual subjects, and although they act internally, it can be argued that they are heavily influenced by social forces outside the individual.

Key words: consumer behavior, psychological factors, motivation, perceptions, abilities, knowledge, beliefs, attitude, tourism

12. „TO BE OR TO HAVE?” REWARD AS A MOTIVATIONAL ATTRIBUTE

Abstract

The title of the scientific exposition is partly and quite deliberately borrowed from Erich Fromm and his work „To Have or To Be?”

As many researchers are interested in how to motivate people to perform well in their field of activity and how their current experiences influence their future behavior, the focus of this report is on the award and its role as a motivational attribute. A detailed description is given and examples are given of how the motivational process and the rewarding are closely related to the behavioral attitudes of people in different social situations.

The main question that focuses attention is: Does reward strengthen or weaken intrinsic motivation, and to what extent does receiving a prize predetermine the existential choice of „being” or „having”?

Key words: motivation, reward, behavior, attitudes

13. SOCIO-PSYCHOLOGICAL FACTORS DETERMINING CONSUMER DEMAND AND BEHAVIOR WHEN CHOOSING SEASIDE HOLIDAY DESTINATIONS

Abstract

The traditional economy assumes that people are completely rational – If not universally, but at least in those situations in which they act as participants in market relations. This means that they have the appropriate information and on the basis of it are able to calculate in advance and assess the consequences of the choice before them. No one buys a product without need or desire. The purchase is

accompanied by a decision-making process that takes into account the factors of external influence and individual differences of consumers. In this sense, knowing the actual preferences of consumers and the correct formulation of proposals corresponding to them is a complex process, involving careful analysis and study of consumer demand and behavior. Today's consumer is more critical in the choice of goods and services, more demanding on the range and quality of products, more carefully studies and evaluates the indicators of environmental friendliness and use of consumed goods.

Key words: consumer demand, consumer behavior, socio-psychological factors, tourism.

14. SOCIAL RESPONSIBILITY OF THE BULGARIAN TOURIST ENTERPRISES IN THE CONTEXT OF CONSUMER DEMAND

Abstract

Social responsibility is a concept that reflects the quality of relationships between an organization (through managers) and society. It represents a set of attitudes, decisions and actions that are oriented towards society. The three key figures in the market-driven economy are: producers (organization), consumers and state. If the mindset, decisions and actions of consumers and state coincide with the attitudes, decisions and actions of the organization, consumers and state accept that it is a socially responsible organization, and vice versa [1]. The aim of this paper is to discuss the social responsibility of Bulgarian tourism enterprises. To achieve this goal the trends of tourism demands and the type of social responsibility have been analyzed. In conclusion the accent is on the measure to achieve the social responsibility in the tourism field.

Key words: social responsibility, tourism, consumer demand.

15. SCANDINAVIAN TOURISTS IN BULGARIA

(Socio-psychological characteristics)

Abstract

The article includes summarized estimates from the Ministry of Tourism and the National Statistical Institute for the growth of tourism in Bulgaria in 2016, data on visits by Scandinavian tourists to our country in the indicated period, as well as some factors influencing their choice of destination.

Since some of the biggest devotees of the Bulgarian Black Sea resorts are tourists from Scandinavian countries, the article presents summarized psychological and behavioral characteristics of tourists from Denmark, Norway and Sweden visiting our country during the summer months for vacation trips.

The conceptual idea is built on the axiom that knowledge of folk psychology provides a prerequisite for correct forecasting, planning and guidelines for future actions in the tourism industry.

Keywords: tourism, scandinavian tourists, psychological profile, tourist behavior

16. BUSINESS CULTURE AND MANAGEMENT EFFICIENCY

(Socio-psychological aspects)

Abstract

The conceptual intent in the report is based on the axiom that an organization which lacks a clear organizational policy and manifests chaotic relationships between people, is unmanageable, incapable of performing effective activities, and therefore doomed. In this context the essential role of business culture as a system of norms, rules and values that regulate the relations between the members of the organization, is examined. Naturally, it is inextricably linked to

organizational behavior, whose primary function is to help people be more productive in fulfilling their duties, in order to get the most satisfaction out of their work. Undoubtedly, to achieve this goal, it is necessary to form the value system of each individual (as part of the organizational structure) and of the organization as a whole. Underlined is the fact that, since each organization is part of the social system, its business culture is inextricably linked to the social one.

Key words: business culture, management efficiency, organizational policy, organizational behavior, business ethics.