

## Aurora Capacity Development Training Event#3: Social Entrepreneurship 28 March, 2025

### South-West University “Neofit Rilski”, Blagoevgrad, Bulgaria

On behalf of the AURORA alliance, we are pleased to welcome you to the third training event of the Capacity Development Programme (CDP) under the ongoing Aurora Alliance 2030 programme. This event is organised by the Aurora CDP Task Team at Palacky University (UP) and Vrije Universiteit Amsterdam (VU), in close collaboration with South-West University “Neofit Rilski” (SWUNR), and will be hosted in Blagoevgrad, Bulgaria.

The hybrid one-day event on 28th March, titled **“Social Entrepreneurship as a Way Forward in Increasing Academic Activities through Sustainable Business Models,”** includes an introductory session on the Aurora Social Entrepreneurship and Innovation Scales for Measuring Impact Competences, a training workshop dedicated to teaching social entrepreneurship, and a panel discussing the best policies and practices from the Aurora universities. Additionally, the programme will feature an inspirational session on leadership and the role of spirituality in entrepreneurship, highlighting social relations and the positive effects on businesses and local communities. During the training segment of the workshop, we will examine the social entrepreneurship ecosystem and practical lessons learned to identify potential sustainable business models that involve diverse learners as stakeholders.

This event aims to unlock the potential of academic activities in training professionals who can develop sustainable business models. It explores the concept of "collective effort towards sustainability" within educational institutions by examining the role of education and the commitments that businesses and entrepreneurs should uphold.

After completing the training, participants will be equipped to navigate the future with an understanding of successful sustainable business models. Furthermore, they will utilise best practices from Aurora universities and possess the skills necessary to design new policies and practices that support the development of educational approaches for social entrepreneurship.

This event is part of a series of capacity-building sessions organised within the Aurora 2030 Capacity Development Programme framework. The programme aims to enhance the capacity for academic excellence and societal relevance of the Aurora associate partner universities and support them in establishing regional hubs for sharing best practices from Aurora.

The event will be conducted in English and is open to members of the university management, teachers, students, and staff of South-West University “Neofit Rilski,” as well as those from the Aurora associate partner universities in CEE and the members of their Aurora regional hubs. The training approach's target audience includes students, academic and administrative staff (workshop), university management (panel discussion), local entrepreneurs, and representatives from local authorities and NGOs in the region.

## “Social Entrepreneurship as a Way Forward in Increasing Academic Activities through Sustainable Business Models”,

28, March, 2025

09:00-17:00

*Venue: SPA Hotel Ezerets, Blagoevgrad*

Training Programme & Agenda	
08:30-09:00	<b>Registration of Participants and Welcome with Coffee</b> (Aurora Capacity Development Team)
09:00-09:30	<b>Welcome words and Introduction to the event</b> <ul style="list-style-type: none"> <li>● Petranka Stoykova, Assoc. Prof. PhD, VR for Research and Doctoral Development SWUNR</li> <li>● Mariya Stankova, Prof. PhD, Aurora Regional Hub, SWUNR</li> </ul> Introduction to Aurora, CDP 2030 and programme concept <ul style="list-style-type: none"> <li>● Selma Porobic, Palacký University Olomouc</li> <li>● Oleksandr Khyzhniak, Vrije Universiteit Amsterdam</li> </ul>
09:30-10:30	<b>INTRODUCTION SESSION: What is SEIZMIC Survey and Tool</b> Kai Hockerts (CBS) - ONLINE
10:30-11:30	<b>WORKSHOP: Social entrepreneurship education - how to support future social entrepreneurs?</b> Ondrej Krocil (UP) and David Kosina(UP) I PART: Introduction to Social Entrepreneurship Curriculum <ol style="list-style-type: none"> <li>1) Conceptualisation of social entrepreneurship in Czechia and Bulgaria (including discussion)</li> <li>2) Introduction of Aurora Sustainable Social Enterprises course</li> <li>3) Skills needed for sustainable entrepreneurship (including the experience from the Horizon Europe project)</li> </ol>
11:30-11:45	Coffee break
11:45-13:00	<b>WORKSHOP: Social entrepreneurship education - how to support future social entrepreneurs?</b> Ondrej Krocil (UP) and David Kosina(UP)

	<p>II PART: Practical work with syllabi and social entrepreneurs as guests</p> <ol style="list-style-type: none"> <li>1) What do we know about social entrepreneurs (in terms of their motivation and the risks they take, based on the research and projects)</li> <li>2) How to prepare future social entrepreneurs - creating the ideal syllabus (teamwork)</li> </ol>
13:00-14:00	Lunch Networking
14:00-15:00	<p><b>PANEL SESSION: Higher education policies: obstacles or enablers of ‘Social entrepreneurship’?</b></p> <p>Moderator: <b>Milena Levunlieva, Assoc. Prof., SWUNR</b></p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>● <b>Ani Atanassova</b>, PhD, Ch. Assist. Prof., Faculty of Economics, SWUNR</li> <li>● <b>Zdravka Chimeva</b>, entrepreneur and Chair of the Association “We, the Women”</li> <li>● <b>Ondřej Kročil</b>, Phd., Head of Economics and Managerial Studies Department, Palacky University Olomouc</li> <li>● <b>David Kosina</b> PhD., Assistant Professor, Economics and Managerial Studies, Palacky University Olomouc</li> <li>● <b>Puneet Bindlish</b>, Professor, Faculty of Religion and Theology, Beliefs and Practices, CLUE+, Vrije Universiteit Amsterdam</li> </ul>
15:00-15:15	Coffee break
15:15-16:30	<p><b>INSPIRATIONAL SESSION ON LEADERSHIP: Ways of (Un)Knowing Spirituality, Technology and Notion of Time in Contemporary Entrepreneurship</b></p> <p>Puneet Bindlish (VU)</p>
16:30-17:00	<b>Reflections, concluding remarks and wrap-up</b>

## Trainers and speakers' BIOS

### Selma Porobić



**Selma Porobić** holds a PhD in migration studies from Lund University in Sweden and various academic qualifications from the American University in Cairo, Fordham University in New York, and Oxford University in the UK. She is an internationally recognised scholar who has published on a range of topics related to educational themes concerning global inequalities, human rights, justice, and peacebuilding. With extensive experience in academic management, she has advised governmental education and research agencies across the UK, Scandinavia, Central Eastern Europe, and the Western Balkans. In 2018, she joined the Rector's Office at Palacký University Olomouc, providing guidance on the

EU's higher education policy and overseeing the European Universities Initiative. She is the Aurora Alliance Institutional Coordinator and leads the Aurora office at Palacký University in Olomouc. Additionally, she heads the Aurora Capacity Development Programme for Central-Eastern Europe and the Aurora Karazin University Peace Education Hub in Ukraine. Furthermore, she chairs the 'Non-EU Partnerships' ForEU 2 working group, which unites 28 European university alliances.

### Oleksandr Khyzhniak

Dr. Oleksandr Khyzhniak has broad experience in international collaboration, management project education, and research. He prefers to use interdisciplinary approaches and is open to international relations that grounds on his two MA degrees in Sociology and International Economics at Karazin University (Ukraine). During his academic research career, he did his internships in 2009 at Warszawa University (Poland) for the PhD devoted to tolerance issues and at Ariel University (Israel) in 2016-2017 for the post-doc project devoted to collective actions and its determination.

During his work experience, he combined educational, research, and management activities. In 2010 he started lecturing at Karazin university. Managers, leadership, and intercultural skills he could fully implement became the Head of the newly emerged and co-designed International Relations Office at Karazin University (2018-2022) that focused on providing international mobility, projects (grants) implementation, and establishing international relations.

Since 2022 he is working on global projects as a project manager at the Centre for International Cooperation at VU Amsterdam. He focuses on the implementation of international projects in Global South countries and developing new fields and opportunities in Central Asia and Eastern Neighbourhood countries. Also he is the Institutional coordinator of Academic Freedom Program at VU Amsterdam. He is taking part in Aurora University Alliance as the co-coordinator of the Aurora Capacity Development Programme for Central-Eastern Europe and Aurora Karazin University Peace Education Hub in Ukraine.

### Kai Hockerts



Kai Hockerts is a Professor in Social Entrepreneurship at Copenhagen Business School (CBS). In his function as Academic Coordinator, he leads the CBS Aurora Alliance team which aims to develop international and interdisciplinary social entrepreneurship education content across ten European universities. Kai's primary research focus is on corporate sustainability strategies, social entrepreneurship, and impact investing. Kai holds a Ph.D. in Management from the University of St. Gallen (CH). Before joining CBS Kai was Adjunct Professor at INSEAD (F). His research has been published in outlets such as the Journal of Business Venturing, Entrepreneurship Theory and Practice, Academy of Management Education and Learning, Journal of Business Ethics, California Management Review, International Journal of Entrepreneurial Behavior & Research,

International Journal of Entrepreneurial Venturing, Journal of Small Business & Entrepreneurship, Journal of Social Entrepreneurship, Social Enterprise Journal and Business Strategy and the Environment. Furthermore, Kai is a section editor at the Journal of Business Ethics, and an editorial board member at the Journal of Business Venturing, Entrepreneurship Theory & Practice, Social Enterprise Journal, and Business Strategy and the Environment.

### Ondřej Kročil



Ondřej Kročil has been working at Palacký University, Department of Economic and Management Studies, since 2017. He specializes in social entrepreneurship, which he dealt with in his PhD thesis defended in 2019. He is the author of a number of professional articles published in journals indexed on the Web of Science. (eg Nonprofit Management & Leadership, Journal of Contingencies and Crisis Management, Social Enterprise Journal etc.) and published by prestigious publishers (Wiley, Emerald, etc.). Between 2020 and 2022, he was the main researcher of a project focused on crisis management of social enterprises co-financed by the Technology Agency of the Czech Republic. Since 2020, he has been the head of the Department of Economic and Management Studies.

### David Kosina



Dr. David Kosina is an assistant professor at the Department of Economic and Managerial Studies, Palacký University, Czech Republic. He has experience in global business leadership and management, with a background in managing international education projects and regional development initiatives. His research interests are interdisciplinary, focusing on intercultural collaboration, global leadership, and competencies and skills. Together with the team at Palacký University, he contributes to research on 21st-century soft skills as part of the MEGASKILLS consortium. He has also participated in the Conscious Business Education initiative. Committed to bridging academic insights with



practical expertise, he strives to contribute to both academia and business leadership.

**Puneet Bindlish**



Dr. Puneet Bindlish is a distinguished academic with a broad background spanning academia, industry, and social sectors. He currently serves as a faculty member at the Faculty of Religion and Theology at Vrije Universiteit, Amsterdam. His research interests include Indigenous Research Paradigms, Self-Managed Organizations, Spirituality, and Sustainability. Puneet's work is characterized by a deep commitment to exploring the intersections of organizational strategy and spiritual care, with a strong focus on diversity, inclusivity, and sustainable practices through spirituality.

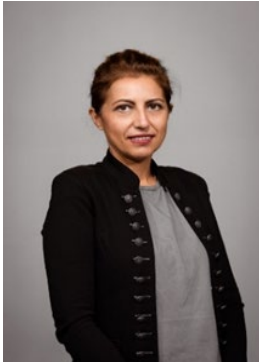
**Petrana Stoykova**



Assoc. Prof. Dr. Petrana Stoykova is the vice-rector of South-West University "Neofit Rilski" and a member of the Department of Sociology, Faculty of Philosophy. In 2008, she defended her PhD thesis on Models of Electoral Behavior in Bulgaria in a Period of Transition (1989 – 2007). Her teaching experience includes classes on Sociology of Politics, Electoral Sociology, Methods of Political Analysis, Election and Electoral Systems, Sociology of Law, Impact Assessment and SPSS. She also has strong scientific interests in the field of the Sociology of Education and Sociology of Culture. In 2010 Assoc. Prof. Dr. Petrana Stoykova specialized in Wroclaw and Warsaw, and in 2014 in Bratislava. Two of the research projects she was engaged with are: Young Adullt; Policies Supporting Young Adults in their Life Course. A Comparative Perspective of Lifelong Learning and Inclusion in Education

and Work in Europe (EU Horizon 2020); Culture of giving in the sphere of education: social, institutional and personality dimensions (2014-2017), funded by the National Science Fund. Some of her publications are: Political Representation in Bulgaria (University Publishing House "Neofit Rilski", Blagoevgrad); Models of electoral behaviour in Bulgaria (BON Publishing House, Blagoevgrad); Education as a cause for participation in politics: a case study in Bulgaria (In: Balkan Social Science Review); Obtaining educational rights: contemporary views and challenges of the Bulgarian woman (In: Strategies for Policy in Science and Education); Feminization of the Teaching Profession in Bulgaria (In: Strategies for Policy in Science and Education); The Gender Gap in Charitable Giving for Education: a case study from Bulgaria in the period from 1878 to 2015 (Annual of ISPJR 2018, XLII / Special Issue); Main Motives for Donation for Education (In: The Gift and Cultures of Giving for Education: Theories, Institutions, Individuals); Giving as a Value (In: The Gift and Cultures of Giving for Education: Theories, Institutions, Individuals); Legal Culture in the Age of Globalization (In: Postmodernism problems).

### Mariya Stankova



Mariya Stankova is Professor with PhD in the field of Economics and Tourism at South-West University “Neofit Rilski”, Blagoevgrad, Bulgaria.

Mariya Stankova has experience both as a lecturer and as a researcher with many publications on the topics of sustainable development, competitiveness and management in the field of tourism, and additional experience in the field of quality assurance in higher education. She is Chairman of the Tourism Council of Blagoevgrad Municipality and Chairman of the Supervisory Council of Bulgarian Chamber of Science, Education and Culture, as well as works as an expert at Bulgarian National Evaluation and Accreditation Agency. In her function as SWU “Neofit Rilski” representative in the Aurora Capacity Development Programme for Central-Eastern Europe team, she is part of the implementation of the Alliance’s vision and aims through the SWUNR R-HUB.

### Miroslav Terziyski



Miroslav Terziyski is an Assoc. Prof. in the field of Theory and Management of Education at South-West University “Neofit Rilski”, Blagoevgrad, Bulgaria with a PhD in Political Sciences. He is a part of the Department of Management of Education and Special Pedagogy at the Faculty of Pedagogy and head of the Master’s program in Educational Management. His scientific interests are in the field of management of education, leadership in education, organizational culture of educational institutions, civics, comparative education, well-being at the educational systems, school bullying, European educational initiatives, etc.

Miroslav Terziyski is participating in several national and international projects. He is a part of the SWUNR Aurora team and is engaged with implementation of Aurora – European Universities Alliance vision and aims through the SWUNR R-HUB.

### Veselina Dalgacheva



Veselina Dalgacheva is Chief assistant professor with PhD in the field of Ecology and environmental protection at South-West University “Neofit Rilski”, Blagoevgrad, Bulgaria. She is part of the Department of Geography, Ecology and environmental protection at the Faculty of Mathematics and Natural Sciences. Veselina Dalgacheva has experience on the topics of air pollution, waste treatment and waste management, environmental assesment, urban ecology, sustainable development, etc. She is part of the SWUNR Aurora team and is engaged with implementation of Aurora – European Universities Alliance vision and aims through the SWUNR R-HUB.

**Milena Levunlieva**



Milena Levunlieva is an Associate Professor of Linguodidactics at South-West university. She works in the fields of psycholinguistics, sociolinguistics and second language acquisition. The question uniting all her research is the multifarious relations between language and the social environment.

**Ani Atanasova**



Chief Assist. Prof. Ani Atanasova, PhD, began her research and teaching career in 2013. Currently, she works in the Department "Business Management and Marketing" of the Faculty of Economics at South-West University "Neofit Rilski", Blagoevgrad. Ani holds a PhD in Administration and management. Her research interests are in the field of entrepreneurship, business planning, business statistics and digitalization of small businesses. Recent research has focused on understanding digitalization and innovation of entrepreneurship. During the years of her research career, chief assistant doctor Ani Atanasova participated in international conferences. She is a member of the editorial board of MIND Journal, Journal "Entrepreneurship" and Journal "Economics and management".

**Zdravka Chimeva**



Zdravka Chimeva is a doyen of entrepreneurship in the tourism industry in Blagoevgrad and Bulgaria. A Master in Tourism, Ms. Chimeva has extensive experience as a manager in "Balkantourist", as a director of "Orbita" and "Rehoma". She is among the first entrepreneurs to start a business after 1990 by opening her own tour operator agency. She is a member of the State Examination Commission in the Tourism Department of the South-West University, Chair of the Association for the Development of Business and Cultural Relations between Bulgaria and India, member of the Board of the Tourism Council in Blagoevgrad, Chair of the TPK "Edinstvo". Founder in 2006 and Chair of the Association "We, the Women", Ms. Chimeva is a holder of the "Woman of Blagoevgrad" award.