CONTEMPORARY FACETS OF BUSINESS SUCCESSES AMONG LEADING COMPANIES, OPERATING IN BULGARIA

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(a scientific article)

Abstract:
The current article unveils and analyzes some important factors, influencing diversity in strategic decision-making approaches in local companies. Researcher’s attention is oriented to survey important characteristics of the strategic moves, undertaken by leading companies in Bulgaria.

Keywords: corporate strategy, business strategy, business organizations, strategic management, crisis management.

JEL classification: L100, L190, L200, L210.

Full-text:
- available at: http://vsim-journal.info/static_cont/vsim_e-journal_vol_07-2013-2.pdf
- available at: https://issuu.com/angelmarchev

Cite it this way:
1. Dimitrov, K., (2013) “Contemporary facets of business successes among leading companies, operating in Bulgaria”, “Vanguard scientific instruments in management” journal (VSIM), Volume 2(7)/2013, pp189-214, ISSN 1314-0582, issued in December 2013 by the University of National And World Economy,
Department Of Management & Bulgarian Academic Simulation And Gaming
Association, Friday Night Seminar Club, available at: http://vsim-
journal.info/static_cont/vsim_e-journal_vol_07-2013-2.pdf
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