

SUMMARIES OF PUBLICATIONS BY GABRIELA YORDANOVA

Books:

Yordanova, G. The Virtual Office: New Opportunity for Work-Family Balance in the ICT Sector in Bulgaria. Sofia: Prof. Marin Drinov Publishing House of Bulgarian Academy of Sciences. 2020. ISBN: 978-619-245-031-1 (eISBN: 978-619-245-040-3), available at: [https://press.bas.bg/bg/eBooks-105/show-106\(14\)](https://press.bas.bg/bg/eBooks-105/show-106(14)) (in Bulgarian)

In today's digital economy and society, the information and communication technology (ICT) has become increasingly important in business and social life, as well as in the working and professional life of the individual. ICTs are changing stereotypes of employment, workplace, working hours and so on. All this gives rise to new, unknown problems related to attitudes, readiness and adaptation to such working conditions.

The virtual work arena in Bulgaria is attractive to the highly educated people with digital skills from lower age groups. This type of work organization is perceived as an opportunity for work-life balance (WLB)¹, something that workers do not cease to strive for throughout their lives (especially in their early parenting years).

The book is based on author's research conducted in 2016 through qualitative (in-depth and biographical interviews – a total of 14) and quantitative methods (web-based questionnaire among 297 employed and 100 self-employed persons (freelancers). The opinion of the social partners on the social protection of employees in the platform economy is also presented. The results apply only to the ICT sector in Bulgaria.

Unlike previous research, the author's research has the ambition to prove that work-family balance is not only a psychological but also a social phenomenon. By introducing telework as a form of employment, opportunities for reconciling parenting and job roles are enriched – especially in the midst of a working career (when parenting² is most likely to happen). This book aims to refute the claim that „having children has a negative impact on women's participation in

¹ Within the book, the terms “work-life balance” and “work-family balance” are used synonymously, although family is only part of the individual's personal life.

² Delayed parenting and the birth of a first child at a later fertile age are observed in Bulgaria. The country's trend of increasing the average age at birth of its first child is up from 21.4 in 1990 to 25.6 years in 2009 to reach a level of 27.2 in 2018. For 28 years, there has been a shift of an average of 5 years and 8 months later (NSI, 2018a).

the labor market“ (Eurofound, 2016). On the contrary, alternative employment methods are being sought, such as freelancers³ in the platform economy⁴, to strike a balance between work and family.

The book is organized into four chapters. Chapter One presents the theoretical context of the analysis; the concepts of work-family balance and the platform economy, after which the prerequisites for teleworking are discussed ⁵(including the introduction of new technologies in Bulgaria; the introduction of „teleworking“ in legislation; educational qualification in the ICT sector; national programs and work-family balance measures). Chapter Two contains the methodological framework and description of the persons studied; study and analysis limitations are formulated. Chapter Three consistently assesses the four aspects of teleworking: as a means of striking a balance between work and family; as a factor in the conflict between work and family; the impact of working hours on work-family balance and the legal framework and social policy. The book ends with a conclusion and recommendations on public policies set out in Chapter Four.

The main reason for switching to telework is related to the transition to parenthood. The majority of the respondents working in the ICT sector in Bulgaria said that the choice to work remotely was their own (to the employee's). The most common reasons for this are the lack of public services (kindergartens), the lack of alternative care for young children (the model relies on grandparents not as a cultural asset, but as an economic necessity), the lack of effective state

³ Individuals who most often find their engagement in specialized online platforms for the mediation of job seekers and freelance employees.

⁴ Eurofound's understanding of platform work is used (Eurofound, 2018). Platform work is a form of employment that uses an online platform to enable organisations or individuals to access other organisations or individuals to solve problems or to provide services in exchange for payment.

The main characteristics of platform work are the following:

- Paid work is organised through an online platform.
- Three parties are involved: the online platform, the client and the worker.
- The aim is to carry out specific tasks or solve specific problems.
- The work is outsourced or contracted out.
- Jobs are broken down into tasks.
- Services are provided on demand.

As the main traded good is labour, rather than materials or capital, sales platforms (such as eBay) or platforms providing access to accommodation (such as Airbnb) or financial services fall outside this definition. Furthermore, non-commercial transactions like volunteering, networking, social media (such as LinkedIn) or any other form of unpaid transaction (such as Couchsurfing, which matches people looking for accommodation with people offering it free of charge) are not considered platform work. Accordingly, the research focus is on online platforms matching the supply of and demand for paid labour.

⁵ The term teleworking is used by the author as a form of virtual work, synonymous with distance working, work from home, flexible working time, freelance.

policies to support young families and the lack of flexibility of organizations in terms of employment for workers.

The results in the book are in line with the results of previous studies (Kovacheva, Spasova 2015; Illessy et al, 2007) on the insufficient and inadequate public policies to ensure WLB in Bulgaria, at least for high-paid and highly qualified sectors work force. In this context, company policies are crucial. The results show that, overall, company policies are limited, they include basic individual distance-based contracting and, more broadly, flexible working conditions that can contribute to a better work-life balance.

It is of utmost importance for the WLB to take into account the age of the employee's child, because the needs of the parent in reconciling work-life are different at different child ages. Strong differentiation was observed between respondents – women with children from 0 to 6 years, from 7 to 17 years, and from respondents – women who raise their children from 0 to 17 years alone.

The strongest link is in the low age groups (until the age of 6 years of the child / children), i.e. in the early parental phase of life, where the highest levels of satisfaction with the work-life balance achieved are recorded.

Freelancers are satisfied with the WLB achieved sharing the view that it is their employment to perform duties remotely contributes to the progress of their balance. This proves once again that family work balance is not only a psychological but also a social phenomenon.

Higher levels of dissatisfaction with the balance between work and life commitments are registered among people who have experienced conflict in the family due to their job responsibilities at home. Most commonly, problems with a spouse / intimate partner and children are shared. On the one hand, this result, confirms the theory of Greenhaus and Powell (2006) about the pressures of the work and family spheres, and, moreover, with Carlson, Grzywacz and Zivnuska (2009), according to which this becomes a source of stress. Most often, the feeling is experienced by the workers at home as disrespectful to the nature of the work, such as not taking telework seriously and meaningfully, generally as a work. This conclusion is an important contribution to the shading of excessive expectations of virtual work to improve the WLB. At the same time, it is also a challenge to the companies' policies in terms of attracting and retaining employees.

Moreover, the social partners (including trade union federations, employers' organizations and ministry representatives) reported a lack of readiness to allow the broad entry of the platform economy into the country. The nature of the platform economy is being misunderstood. This is also one of the achievements of the control functions to switch to self-control. The lack of concept on the part of the government leads to the absence or inadequate policies to stimulate this type of economy.

The question is how individual and collective attitudes to teleworking are changing and how this “new” form of work within platform economy in Bulgaria will be treated institutionally, legally and by employers. In this direction will follow the future sociological searches of the author.

Yordanova, G. Time budget in post-socialist Bulgaria: challenges for women of childbearing age. Sofia: Omda. 2019. ISBN: 978-619-7510-04-1, available at: http://www.omda.bg/uploaded_files/files/articles/Book_Gabriela_Yordanova_2019_sent_15609_45475.pdf?fbclid=IwAR3RTI0mrXRaMD2m-Qhksrhcai93AxtFVSNsJLjgqSOWnoSq0T_UuH6BbnY (in Bulgarian)

EU requirements for achieving high educational qualifications, representation of women in high status positions, birth rates and reconciling work and family life, puts Bulgarian women of childbearing age in front of prioritizing and restructuring the activities performed in everyday life due to lack of adequate tools, measures and mechanisms (demographic strategies and policies for employment and equality) developed in post-socialist Bulgaria.

The aim of the research on the topic is to optimize the time use by women of childbearing age in Bulgaria by studying and analysing the condition, problems and trends for changing the Time budget in the period 1988-2009 and creating an exemplary theoretical management model and methodology with tools.

The aim determines the following research tasks: 1) To study the state of Time budget for various activities (employment, domestic work, personal care and leisure time) of women of childbearing age, in the years 1988, 2001/2002 and 2009/2010; 2) To analyse the main results of empirical research among women on the basis of authors' sociological research, using two methods - qualitative - in-depth interview, looking for answers to social changes in women's

lifestyle, if any - what they are and under the influence of what factors have occurred, and quantitative - an individual questionnaire for the use of time. 3) To review documents related to the demographic policy of Bulgaria - in the part of incentives for birth and employment, as well as strategies for the development of gender equality issue. As well, as to study the degree of achievement of the set criteria in terms of quality by the European Union to Bulgaria in this area. 4) To create a theoretical model for reconciling work and family life, aimed at social management bodies, based on the information gathered. 5) To prepare an exemplary methodology and tools for research and analysis of Time budget among women of childbearing age in Bulgaria, which is applicable in the course of the implementation of the theoretical model and to provide an opportunity for time management.

The main hypotheses set in the project can be summarized as follows: 1.) Bulgarian women of childbearing age have a more pronounced dynamics in the structure of the Time Budget in 2009 than in 1988. It is expressed most already in five of the main elements - time for employment, time for study, time for domestic work, time for personal care and leisure time. 2.) The factors influencing the change in the structure of the activities in the Time budget of the Bulgarian women of childbearing age in Bulgaria can be summarized in two groups. The first group includes: non-functioning policies in the demographic sphere and concerning employment, as well as gender equality (including in the family as an institution). And the second includes: employment status, profession and actual marital status. The object of this study are women of childbearing age in Bulgaria. The subject of the study are the changes that occurred in the budget of the time of the Bulgarian woman of childbearing age in the years of transition from the planned to the market-oriented economy (the period 1988-2009, with only individual indicators being monitored for a longer period) .

The search for synchronization between professional realization and family commitments has an impact on the structure of the Time Budget among women of childbearing age in Bulgaria. There is a feeling of lack of time and most of all - a lack of leisure time for the individual. The sociology of the Time Budget provides an opportunity for in-depth research and analysis of this issue. On the one hand, the Time Budget registers the presence of an imbalance in the distribution of activities within the day, and on the other - it is through the use of the potential of the Time Budget that solutions for personal, work and leisure time management can be sought.

This book has the ambition to offer a theoretical model for reconciling work and family life of women of childbearing age.

Articles published in peer-reviewed journals or collective volumes:

Markova, E. and Yordanova, G. “Becoming a New Share Country – Bulgaria”. In SHARE Wave 7 Methodology: Panel innovations and life histories, edited by M. Bergmann, A. Scherpenzeel and A. Börsch-Supan. Munich: MEA, Max Planck Institute for Social Law and Social Policy. 2019. 64-65. ISBN: 978-3-00-062956-3, available at: http://www.share-project.org/fileadmin/pdf_documentation/MFRB_Wave7/SHARE_Methodenband_A4_WEB.pdf

This article reflects the experience of Bulgaria joined SHARE as new country in Wave 7. The authors give an account of what motivated them to become part of SHARE, describe the obstacles and challenges they encountered and how they were overcome, and provide a brief overview of future directions.

Markova, E. and Yordanova, G. „Is the sport has place in life of 50+ Bulgarians? National perspective from SHARE data wave 7“, Sofia: Sport&Science Magazine: International Scientific Conference “Sport and Recreation”, 29.11-01.12.2019, Blagoevgrad. (2019): 26-36. ISSN: 1310-3393, available at: http://www.scienceandsport.com/downloads/sn_0_2020.pdf (in Bulgarian)

Bulgaria is the country with the strongest demographic crisis in Europe, and it is also among the oldest populations worldwide. The health and quality of life of the elderly Bulgarians is of paramount importance for sustainable societal development, and their long working lives. The purpose of this article is to analyse the latest up-to-date data from the Survey of Health, Aging and Retirement in Europe (SHARE) on patterns of physical activity and health of people 50 + in Bulgaria. The quality of life of Bulgarians aged 50+, their chronic diseases, the level of health culture, and the importance of physical and sports activity for increasing the quality and life expectancy are problematized. The analysis is performed using statistical methods for quantitative survey data. The SHARE data on physical health is evaluated through various cross-sectional analyses, such as sex, age, education. The following are also presented and analysed:

subjective health self-evaluation, morbidity, CASP Quality of Life Index, Body Mass Index (BMI), Global Activity Limitation Index (GALI), Activities of Daily Living (ADL) and Instrumental Activities of Daily Living.

Papers published in scientific journals, referenced and indexed in world-famous databases of scientific information:

Yordanova, G. “Employment Policy Trail in Bulgaria”. Revista Inclusiones Vol: No 7 (2020): 398-414. ISSN: 0719-4706, available at:
<http://www.archivosrevistainclusiones.com/gallery/34%20VOL%207%20NUM%20ESPECIALJULIOSEPTIEMBREEE2020ZZ.pdf>

The article presents a policy trail in Bulgaria with focus on a programme funded under the Youth Guarantee initiative in which the aim is to support disadvantaged young people into employment (employment focus). In order to gather information on the participation of people in training and employment, qualitative methods are used - content analysis of documents and in-depth interviews. The article analyses the characteristics of specific program; access and barriers; possible benefits; learning lessons. Conclusions are made and possible actions are proposed (in a national / regional context).

Yordanova, G. and Kirov, V. “Virtual work in the ICT sector in Bulgaria: what impact on work life balance?”. Revista Inclusiones Vol: No 7 (2020): 424-446. ISSN: 0719-4706, available at:
<http://www.archivosrevistainclusiones.com/gallery/36%20VOL%207%20NUM%20ESPECIALJULIOSEPTIEMBREEE2020ZZ.pdf>

The article explores the role of virtual work in improving work-life balance (WLB) within the ICT sector in Bulgaria. In the context of inadequate public policies, the attitudes of those working in the ICT sector (employees and freelancers) are analysed along with the human resources management policies of companies. The research objectives were achieved through quantitative survey (web based survey) and qualitative methods (interviews with managers, employees, freelancers). Three specific hypotheses were tested to investigate the relationships

linking gender, duration of virtual work, and age of children (defined as factor variables) to parents' satisfaction with their WLB (resultant variable). The research findings reveal that: virtual work is practised mainly by individual choice, company policies are based on individual arrangements with employees rather than formalised policies, and those employees engaged in virtual work experiences report better satisfaction regarding their WLB. Recommendations for company policies have been formulated on the basis of the research findings.

Yordanova, G. "Global digital workplace as a potential for Bulgarian woman to achieve better work family balance". *Revista Inclusiones Vol: No 6 (2019): 248-264. ISSN: 0719-4706, available at: http://www.archivosrevistainclusiones.com/gallery/17_vol_6_num_3_especialdos2019julsep19incl.pdf*

The author seeks to analyse a new form of economic employment - that of teleworking, digital/virtual working in Bulgaria, based on 61 completed online questionnaires, among women registered as freelancers in job portals. Report reveals strengths and weaknesses, explain the reasons for selection, duration of practice, structure of the activity as time and realized income. Material sought to reveal attitudes to this new form of employment, the qualities required to hold on its implementation and to analyse the opportunity for Bulgarian woman to achieve work-family balance. The article reviews national statistical data (since the country's accession to the European Union in 2007) that is assumed to be a prerequisite for the occurrence of freelancing in Bulgaria.

Yordanova, G. and Stoilova, R. "Mechanisms of gendered labour market outcomes, as a result of early job insecurity and consequences within the transition to adulthood". *Revista Inclusiones Vol: No 6 (2019): 136-151. ISSN: 0719-4706, available at: http://www.archivosrevistainclusiones.com/gallery/8_vol_6_num_3_especialdos2019julsep19incl.pdf*

The transition to adulthood is a process which poses various hardships to young people and in which they need to take significant decisions about their future life. When this process coincides with economic and financial crisis, with political and labour market transformation, the situation of the youth is further hampered. Against this background, the present article focuses on the job

insecurity among the youth in Europe and investigates its consequences for the transition to adulthood. It uses information from 209 life course interviews from seven European countries (Bulgaria, the Czech Republic, Germany, Greece, Norway, Poland and the United Kingdom). The material analyses mechanisms of gendered labour market outcomes. More specifically, it discusses several situations which provoke considerable difficulties for women seeking satisfying employment, such as: motherhood (early motherhood and single mothers), care work and the need for work life balance, subjective perceptions of the interviewed on the scarring signals on the side of the employers and discrimination, based on gender and ethnicity as well as the chances for upward social mobility from a generational and gender perspective.

Papers published in peer-reviewed journals or in collective volumes:

Yordanova, G., Kirov, V. “The Role of Online Platforms in the Work–Parenthood Balance: The ICT Sector in Bulgaria”. Sofia: Sociological Problems, IPS-BAS, BSA (2020): 277-300. ISSN:0324-1572, available at: <http://www.sp-bg.eu/bg/issue/content/4?issueId=7> (in Bulgarian)

This article analyses how self-employed people’s work via online labour platforms contributes to a better balance between work and parenthood in the Information and Communication Technology (ICT) sector in Bulgaria. The attitudes of over one hundred self-employed persons have been analysed. The research goals were achieved through the authors’ sociological survey, using quantitative (web-based questionnaire) and qualitative methods (in-depth interviews). The research results showed that working through online platforms is conducive to respondents’ better work–parenthood balance. In this sense, the perceived vulnerability of online platform work, which is well-represented in the literature, is nuanced - at least with respect to highly skilled and highly paid self-employed workers. Its study will further contribute to a better understanding of the quality of work in the new economy.

Yordanova, G. Employers' perceptions and evaluation of young job applicants in Bulgaria. Sofia: Omda. 2019. ISBN: 978-619-7510-05-8, available at: [http://www.omda.bg/uploaded_files/files/articles/Yordanova G., Employer perceptions Bulgaria 2019 SENT 1561018411.pdf](http://www.omda.bg/uploaded_files/files/articles/Yordanova_G.,_Employer_perceptions_Bulgaria_2019_SENT_1561018411.pdf) (in Bulgarian)

The article presents the perceptions and assessments of employers about the difficulties in finding suitable employees. Interpretation of quantitative data from an online survey conducted in 2016 in Bulgaria within the international project "Negotiate" is used. The survey registered a shortage of staff in five sectors of employment in the country's economy (engineering; banking and insurance; health; tourism and information technology), while there are attitudes among those conducting the selection (HR), limiting the potential range of candidates for vacancies based on the ethnicity of the candidates. Frequent job changes are also a negative signal to employers, with more weight than a previous period of unemployment in the candidates' CVs. Presenting employers' expectations is a significant opportunity to reduce early youth unemployment and compensate for staff shortages.

Yordanova, G., Kirov, V. "The Challenges to Work from Distance: the Case of Bulgarian Women in the Information and Communication Technology Sector". In *Inequalities and social (des) integration: In search of partnership*, edited by P. Boyadjieva, M. Kanushev and J.M. Ivanov. Sofia: East-West. 2018. 347-362. ISBN: 978-619-01-0188-8 (in Bulgarian)

This article analyses the role of virtual work in achieving work-life balance in the ICT sector in Bulgaria. Distance work, mediated by new information and communication technologies (ICT), is seen as a key factor in achieving a good work-life balance. But on the other hand, virtual work leads to a strengthening of the work-family conflict. To demonstrate the ambivalent effect of teleworking, we analyse the attitudes and practices of ICT workers (employed and self-employed). The research objectives were achieved through an own sociological survey with quantitative (web-based survey) and quality methods (in-depth and biographical interviews) with managers and employees and self-employed. The research results confirm the existence of work-family balance, but also recorded high levels of work-family conflict.

Stoilova, R., Krasteva, V. and Yordanova, G. "The Role of Employers on the Labour Market in Bulgaria". *Sociological Problems, Special Issue, ISSK-BAS, BSA. (2017): 36-59. ISSN:0324-1572*, available at: <https://www.cceol.com/search/journal-detail?id=760>

The article offers a comparison between young persons' assessments of the difficulties encountered when seeking employment and employers' assessments of the difficulty to find

suitable employees. The authors use a mixed methods approach, which involves interpreting quantitative data obtained from online questionnaires for employers, and a qualitative method, consisting in interviews with young people, conducted in 2016. Frequent change of jobs is assessed by young employment candidates as being a possibility for obtaining additional experience, but is seen by employers as a scaring signal that has greater weight than periods of unemployment in the candidate's biography. Establishing a greater congruity between the expectations of employers and of young candidates for jobs provides a significant possibility for reducing youth unemployment and compensating for the shortage of staff. This congruity is connected with the young persons' level and profile of education attained when leaving high school and university, to the specific actions they undertake in the transition from education to employment (where it is better to avoid frequent changes of jobs), to a rejection of negative ethnicity-based or age-based stereotypes on the part of employers, and to wage levels, offered by employers, that will meet the expectations of young people.

Chapters in books:

Markova, E. and Yordanova, G. “What is hidden behind the “obvious”? SHARE data raises the curtain about health, early retirement and elderly care of ageing Bulgarians.” In Health and socioeconomic status over the life course: First results from SHARE waves 6 and 7, edited by A. Börsch-Supan, J. Bristle, K. Andersen-Ranberg, A. Brugiavini, F. Jusot, H. Litwin and G. Weber. Berlin/Boston: De Gruyter. 2019. 179-186. ISBN: 978-3-11-061723-8 (E-Book: 978-3-11-061724-5 and E-PUB: 978-3-11-061745-0), available at: <https://www.degruyter.com/view/product/509241?format=G>

Bulgaria (BG) is the country with the strongest demographic crisis in Europe, and it is also among the oldest populations worldwide (UN, 2015). What is hidden behind the obvious unprecedented ageing in Bulgaria? What research space is open for knowledge-based policies? SHARE data are of significant importance in understanding the ageing impact in eastern Europe relative to the EU, and Bulgaria is an extreme example of a rapidly ageing society. The chapter describes national data from SHARE Wave 7 that frame together health and attitudes towards early retirement and elderly care: – General physical health in Bulgaria; – Early retirement plans; and – Family networks.

Imdorf, Ch., Shi, L. P., Sacchi, St., Samuel, R., Hyggen, Ch., Stoilova, R., Yordanova, G., Boyadjieva, P., Ilieva-Trichkova, P., Parsanoglou, D. and Yfanti, A. “Scars of early job insecurity across Europe. Insights from a multi-country employer study”, In Youth unemployment and job insecurity in Europe: Problems, risk factors and policies, edited by T. Sirovátka, B. Hvinden and Ch. Hyggen. Cheltenham, UK: Edward Elgar. 2019. 93-116. ISBN:9781788118880 (eISBN:9781788118897), available at: <http://dx.doi.org/10.4337/9781788118897>

Early unemployment is associated with lower income, poor work quality and diminished chances of future employment. These issues have gained new relevance since the Great Recession (Dietrich, 2012; Scarpetta et al., 2010), which affected young jobseekers across Europe. The persisting consequences of employment instability and unemployment are studied and are known in the literature as scarring effects, but researchers have paid little attention to date as to how the scarring effects of early unemployment on hiring prospects differ across countries. In this chapter we study how unemployment spells and other signals of job insecurity in young jobseekers’ curriculum vitae (CVs) affect their hiring chances with recruiters in Bulgaria, Greece, Norway and Switzerland.

The chapter contributes to recruitment research in three ways. First, the multi-national research design enables comparative analysis between countries, using the national dimensions of the youth unemployment rate, employment protection legislation (EPL) and type of education system to interpret country differences. Second, the incorporation of a factorial survey experiment in the design allows us to differentiate between two forms of labour market risk – unemployment and work experience in ‘bad’ (deskilling) jobs. We demonstrate that an exclusive focus on unemployment, as is often adopted in labour market research, is not sufficient for understanding detrimental labour market outcomes. Third, since the sample consists of real recruiters who were hiring for current jobs at the time of the study, we obtained a unique international data set with high external validity. The findings indicate that the scarring effects of early unemployment and deskilling jobs vary across countries and education levels and also that frequent job changes (job-hopping) additionally damage future employment chances. Our study has important implications for active labour market policies. The findings suggest that measures

seeking to quickly reintegrate young unemployed into the labour market without considering job quality may not be an optimal solution, given that work experience in a bad job can negatively affect recruiters' evaluations.