



# Newsflash

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COLLEGE OF BUSINESS  
AND ECONOMICS

## School of Economics Global Engagement

The School of Economics in the College of Business and Economics at the University of Johannesburg welcomed Professor Slavena Tsoneva from the University of Economics in Varna, Bulgaria as part of the CBE and UJ's ongoing strategy to strengthen global collaboration. Hosted by Professor Thea Tselepis the Vice Dean for Teaching and Learning in the College of Business and Economics and Professor Peter Baur from the School of Economics, the visit provided an opportunity for knowledge share through a series of lectures and discussions aimed at strengthening institutional ties between the UJ College of Business and Economics and the University of Economics, Varna, Bulgaria.

Professor Tsoneva engaged with undergraduate economics students, master's students in Local Economic Development (LED), and the EDWRG community, delivering insightful lectures on human capital development, macroeconomic dynamics, and the role of cultural and tourism industries in economic transformation.

In addition to the academic engagements, key institutional meetings explored the expansion of research collaborations. Professor Tsoneva engaged with Professor Eita, Director of the School of Economics and discussions will continue with Professor Venter from the Centre for Local Economic Development in the School of Economics to further strengthen the research and academic relationship between the two institutions.

Dr. Frederich Kirsten coordinated the visit and the excursion to the Cradle of Humankind, a UNESCO World Heritage Site where UJ conducts socio-economic research on cultural heritage and its economic implications. This excursion provided an opportunity to explore potential collaborative research areas within heritage, tourism, cultural entrepreneurship and sustainable economic development. Additionally, Dr. Kirsten also hosted the EDWRG seminar, in discussions on foreign direct investment, transnational corporations, and knowledge transfer.

The collaboration between the University of Johannesburg' College of Business and Economics and the University of Economics, Varna, Bulgaria, is a significant step in bridging global academic dialogue and supporting innovative approaches to sustainable economic and cultural development.



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