

## Curriculum Vitae

### Personal Data

Name	Bakalova, Diana Ivanova
Phone	+359 2/ 8703217, 9793049
Email	d.bakalova@iphs.eu
Family status	single
Nationality	Bulgarian
Birt date	18 December 1975



### Education

from - to	2001 - 2005
institution	Institute of Psychology - Bulgarian Academy of Sciences
degree	PhD in Psychology
from - to	1994 - 1999
institution	Sofia University St. Kliment Ohridski, Bulgaria
degree	Master of Education: Pedagogy of Deviant Behaviour (addictive and delinquent behaviour)
from - to	1997 - 1999
institution	Sofia University St. Kliment Ohridski, Bulgaria
degree	Minor: Arabic Language & Literature
from - to	1989 - 1994
institution	First English Language School, Sofia, Bulgaria
degree	Secondary education

## Language skills

English	advanced
Russian	intermediate
Spanish	basic
Arabic	basic

## Other skills

Microsoft Office (Word, Excel, PowerPoint) & OpenOffice (Writer, Spreadsheet, Presentation)

Statistical applications: SPSS & QDA applications (WordStat, Atlas, etc.)

## Professional experience

from - to	since 2008 - to date
Organization	Institute of Psychology - Bulgarian Academy of Sciences
position	assoc.researcher I degree
from - to	2005 - 2008
Organization	Institute of Psychology - Bulgarian Academy of Sciences
position	assoc.researcher II degree
from - to	1997 - 2000
Organization	Bulgarian Association for Drug Prevention (BADP) & Family and Drug Foundation
position	secretary

## Membership of professional bodies

from - to	since 2006 - to date
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## Membership of professional bodies

Organization	Bulgarian Psychological Society (BPS) - member of European Federation of Psychologists' Associations (EFPA)
position	full member (Reg.No BG - RP - 0037)
from - to	since 2005 - to date
Organization	Bulgarian Association for Drug Prevention (BADP)
position	managing board member

## Research areas

social representations, attitudes, memes  
 consumer behaviour and influence of advertising  
 addictive behaviour, addictions  
 happiness, life satisfaction, well-being

## National projects

from - to	March 2009 - February 2012
Title	Consumer Attitudes and Behaviour: Decision-making Patterns and Influence of Advertising Communication
Funding	BAS
Implementation	Institute of Psychology - Bulgarian Academy of Sciences
Position	team leader
from - to	January 2006 - December 2008
Title	Social and Psychological Aspects of Ad Influence and Consumer Behaviour
Funding	BAS
Implementation	Institute of Psychology - Bulgarian Academy of Sciences
Position	team leader

## International Projects

from - to	February 2007 - January 2012
Title	Diversity and the European Public Sphere: towards a Citizens' Europe - EUROSPHERE, Integrated Project, 6th FP
Funding	DG Research of EC
Implementation	Consortium of 16 European universities and research institutes, incl. the Institute of Psychology - BAS, coordinated by the University of Bergen, Norway
Position	ass.team leader and reasearcher on behalf of IP-BAS

## Publications

- 1 *Bakalova, D., Mizova, B.* The aggression – a barrier in interpersonal communication. **Psychological Research**, 3, 95-102, (in Bulgarian) **(2005)**. ISSN 1311-4700.
- 2 *Bakalova, D.* Methods of precision persuasion in advertising – from consumer apathy to buying decision. **Psychological Research**, 1, 91-100, (in Bulgarian) **(2007)**. ISSN 1311-4700.
- 3 *Bakracheva, M., Bakalova, D.* Conceptual framework for studying virtual identity as a component of e-consumer psychosocial identity. **Bulgarian Journal of Psychology**, 2, (in print), (in Bulgarian) **(2009)**.
- 4 *Mizova, B., Bakalova, D.* “Transparent consumer” or the issue of identity information disclosure and privacy in social networking websites. **In: Proceedings of the Spring Session Conference of the Department of Mass Communications, New Bulgarian University: The New Media and PR Consumer, 28-29.05.2009, Sofia**, (e-publication: [http://www.nbu.bg/PUBLIC/IMAGES/File/departments/mass%20communications/research/PR\\_Conf\\_05\\_05\\_2009/Dokladi\\_Noviat\\_Medien\\_Potrebitel.pdf](http://www.nbu.bg/PUBLIC/IMAGES/File/departments/mass%20communications/research/PR_Conf_05_05_2009/Dokladi_Noviat_Medien_Potrebitel.pdf) (pp.4-9), (in Bulgarian) **(2009)**.
- 5 *Bakalova, D., Bakracheva, M., Mizova, B.* Self-presentation and impression management in social networking sites. **In: Proceedings of the Law Sciences Department Conference, Varna Free University: Applied Psychology in Bulgaria: Possibilities and Perspectives '2009, 19-21.06.2009, Varna**, 180-191, (in Bulgarian) **(2009)**. ISSN 1314-0507.

## Publications

- 6 *Bakracheva, M., Bakalova, D.* Virtual identity and identity style of the Internet consumer. **Psychological Research**, 2, 161-168, (in Bulgarian) (2010). ISSN 1311-4700.
- 7 *Bakalova, D., Bakracheva, M., Mizova, B.* What do happiness, life satisfaction and well-being mean for Bulgarians today? **Psychological Research**, 2, (in print), (in Bulgarian) (2010). ISSN 1311-4700.
- 8 *Pencheva, E., Bakracheva, M., Bakalova, D.* Personality resources for life-long learning – nature and developmental trajectory. **Clinical and Counseling Psychology**, 2(4), 29-40, (in Bulgarian) (2010). ISSN 1314-0280.
- 9 *Bakracheva, M., Bakalova, D., Mizova, B.* Stimuli locus as predictor of happiness, life satisfaction and well-being. **In: Proceedings of the Jubilee Scientific Conference with International Participation: Public Health in the 21st Century - Realities and Perspectives, 30.09–02.10.2010, Medical University, Pleven**, (in print), (in Bulgarian) (2010).
- 10 *Mizova, B., Bakalova, D., Bakracheva, M.* Stimuli locus and levels of happiness, life satisfaction and well-being – studying the interrelations in Bulgarian context. **In: Proceedings of the Scientific Conference with International participants: Psychology - Traditions and Perspectives, 29–31.10.2010, SWU Neofit Rilski, Blagoevgrad**, (in print), (in Bulgarian) (2010).

## Popular science publications

1

## Media reflections

Bulgarian National Radio Hristo  
Botev

Key topics

3 appearances

contemporary forms of communication and the role of Internet; the loneliness of modern man; the human needs; altruism

## Media reflections

	URL	<a href="http://www.bnr.bg/Audio.aspx?lang=1026#http://www.bnr.bg/sites/hristobotev/Shows/Knowledge/RadioEncyclopedia/Pages/120309Psihologij_na_obshtuvaneto.aspx">http://www.bnr.bg/Audio.aspx?lang=1026#http://www.bnr.bg/sites/hristobotev/Shows/Knowledge/RadioEncyclopedia/Pages/120309Psihologij_na_obshtuvaneto.aspx</a>
Bulgarian National Radio Bulgaria		2 appearances
	Key topics	Bulgarian e-consumer - between real and virtual life; happiness and life satisfaction of Bulgarians
	URL	<a href="http://www.bnr.bg/sites/radiobulgaria/Lifestyle/Life/Pages/Bulgarinat%20-%20neudovletvorenq%20no%20shtastliv.aspx">http://www.bnr.bg/sites/radiobulgaria/Lifestyle/Life/Pages/Bulgarinat%20-%20neudovletvorenq%20no%20shtastliv.aspx</a>
Bulgarian National Radio Horizont		1 appearance
	Key topics	protection of consumers against misleading and aggressive commercials
Nova TV, Bulgaria		1 appearance
	Key topics	video and e-game violence
BBT, TV+, MilkaRadio, etc.		3 appearances
	Key topics	What do happiness, life satisfaction and well-being mean for Bulgarians today?