

CONTEMPORARY ISSUES OF CULTURE IN COMMERCE

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Abstract

The work discusses some major concepts and theoretical formulations of culture in commerce under conditions of market economy. It is structured in two logically bound parts, where, after a theoretical generalization of the concept, characteristics and system of indicators for measuring culture in commerce, there are presented some topical issues of the state and trends of culture in commerce during the years of transition and under the contemporary market conditions for the national economy.

Based on specific data there are made some generalizations on the attained level of culture in commerce in Bulgaria. The conducted study shows the dimensions of the transformations that have occurred on the consumer goods market and the effects on the level of culture in commerce. There are suggested areas for improving the culture of commerce, connected with the normative standardization, the requirements on territorial development and the organization of the commercial environment.