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Vice rector of the University of Ruse in Internationalization and Communication Policy in the period 2012 - January 2020. At present she is Coordinator of Interinstitutional Communications at the university.

Teaching experience and scientific interests in the area of Intercultural Communication, Cross-cultural Management, International Negotiation, Organizational culture and Professional Ethics.

Member of SIETAR-Bulgaria and Union of Scientists-Bulgaria.

Co-Editor in chief of Journal of Applied Linguistic and Intercultural Studies.
<https://jalis.uni-ruse.bg/>

Member of the Organization Committee of the annual International Scientific Conference "The Danube – Axis of European Identity".

Author of more than 100 books and articles in the area of intercultural communication, cultural and social studies.

Bearer of RUSE Prize of the Municipality of Ruse for lifetime achievement and long-term activities in the field of higher education.

Coordinator of over 10 educational and research projects with European funding.

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Selected publications (in English):

-**Popova, J.**, K. Koev, A. Popova. *The Istanbul Convention and its Political, Social and Cultural Reflections in the Danube Space: The Case with Bulgaria.* // Journal of Danubian Studies and Research, 2020, No 1, Vol. 10, pp. 528-540, ISSN 2284 – 5224. <http://dj.univ-danubius.ro/index.php/JDSR/article/view/578>

-**Popova, J.**, N. Venelinova. 2018. *Reconstruction of the internal and external intergroup relations of the University of Ruse through the establishment of a communication strategy.* Rhetoric and Communications, Issue 35, Special issue – papers of 4th ESTIDIA conference <http://rhetoric.bg/reconstruction-of-the-internal-and-external-intergroup-relations-of-the-university-of-ruse-through-the-establishment-of-a-communication-strategy-2>

-**Popova, J.**, D. Bebenova-Nikolova. *Intercultural Competence Acquisition of International Students Educators in Two Universities in Bulgaria and China.* In: Journal of Danubian Studies and research, Vol. 7, № 2, 2017, pp. 509-523

-Harakchiyska, T., **J. Popova.** *The Changing Identity: Student Mobility Programmes and the Global Self-Image.* In: Mobilities, Transitions, Transformations. Intercultural Education at the Crossroads: Conference Proceedings, 05-09. September 2016, Budapest, Hungary. ISBN: 978-963-284-810-5, pp. 192-219.

-**Popova, J.** *Understanding the Otherness in the Danube Region.* Journal of Danubian Studies and Research, Vol. 6, No 1, 2016, pp. 336-346.