



## Julika Novkova, Ph.D.

### Business Psychologist & Organizational Consultant

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Hristo Smirnenski, Sofia, 1574  
Bulgaria

#### About me:

I am passionate about helping people enrich their lives and businesses through flexibility, innovativeness, and creativity without burning out.

#### Qualifications:

2015-2019

**Doctor of Organizational Psychology**  
SU "St. Kl. Ohridski"

*A Theoretical-Empirical Study of the Personality Determinants of Innovation Attitudes of Managers and Entrepreneurs*

2010-2012

**.A. in Organizational Psychology - Organizational Behavior and Organizational Consulting**  
SU "St. Kl. Ohridski"

2006-2010

## Professional skills & experience

**Business Psychologist & Organizational Consultant**  
**Entrepreneur**  
**Certified Business Trainer**  
**Scientific Researcher**  
**University Lecturer**



## Professional experience

2009 - present

**Juls' Psychology**

**CEO/Founder**

Business Psychologist & Organizational Consultant to entrepreneurs, business leaders, and their teams

- Over 1500 hours of individual psychological and business consulting for business leaders, entrepreneurs, investors, traders, managers, and teams for 180 brands over 8 years;
- Individual and group counseling for stress management, coping strategies and burnout prevention;
- Individual consulting on talent management, skill set development & professional growth;
- Enhancing individual and group innovation and creativity through an author's methodology - **InnovaCeption**;
- Organizational productivity and efficiency diagnostics and intervention in a hybrid or digital environment, through an author's methodology - **Autopoiesis 4.0**;
- Organizational Measurement of personality pool with author's questionnaires for assessment of workers' motivation, job satisfaction, and organizational climate;
- Consultancy on leadership, management, and organizational processes;
- Strategic planning & Development of the business model; product & services design;
- Individual and group trainings for planning, execution, and delivery;
- Staff trainings in soft skills, sales, client services, and consumer behavior;

2009 - present

**Organizational Development Manager**

"Rosetta 2009" Ltd, family business

- Strategic Planning and Development;
- Internal and External Communications;
- Customer service and administrative services;

**B.A. in Psychology**  
**SU "St. Kl. Ohridski"**

- Business Trainings for Managers – soft skills, communication, sales, and leadership

## **Additional Qualifications**

*Certified in Sales for Recruiters and HRs*  
e-training.bg

*Certified Business Trainer*  
MLC International, Bulgaria

## **Volunteering**

*Mentor & Speaker*  
Talent Mentor at Pitch Bootcamp Bulgaria,  
My Education Club;

Mentor & Consultant at Emprove;

Lecturer at Productivity (Career Show),  
Scale Up Your Career (Voca Academy),  
Business in Practice (AIESEC);

Speaker at Digiburn, Hacking HR \*Dublin,  
Re:Gena Bulgaria;

## **Language skills**

**English language**  
Written and spoken, fluent, business level

**Russian language**  
Written and spoken, fluently

**German language**  
Written and spoken, basic level

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**#YouMatter**  
**#ТиИмашЗначение**  
**#Заедно**

*Follow my work:*

[www.julspychology.com](http://www.julspychology.com)

## **Academic experience**

2022/2023 (Spring Semester)

**Part-time Lecturer**

*University of National and World Economy, 1<sup>th</sup>- year*

Seminar classes in the discipline "**Social Psychology**":

- Teaching in a hybrid environment;
- Canvas (visual learning models);
- Assignments for independent work;
- Group discussions and case studies;

2019/2020 and 2020/2021

**Part-time Lecturer**

*Sofia University "St. Kl. Ohridski", Bachelor's degree, Psychology, 4<sup>th</sup>- year*

Seminar classes in the discipline "**Economic Psychology**":

- Teaching in a hybrid environment;
- Canvas (visual learning models);
- Assignments for independent work;
- Group discussions and case studies;

2012 - 2019

**Inspector Scientific and Project Activities**

*University Center of Conflict Management and Organizational Research (UCCMOR), Department of Social, Organizational, Occupational and Educational Psychology at the Faculty of Philosophy, Sofia University "St. Kl. Ohridski"*

The position combines research, administrative, and teaching functions in the Master's program in "Organizational Behavior and Organizational Consulting":

- Administrative support of the MP;
- Preparation of the accreditation documents of the MP;
- Preparation of study plans and reports for the MP;
- Advising and reviewing graduate and undergraduate students;
- Organization and participation in national and international science seminars, conferences and research projects;
- Conducting seminars with students;
- Conducting research and publishing/presenting results - 18 independent and co-authored publications in Bulgarian and English (see Annex 1: Scientific publications);

2013 - 2014

**Part-time Lecturer**

*VUZF, Sofia, Master's degree*

Seminar classes in the disciplines:

- **Social Psychology;**
- **The Manager as an Organizational Leader;**

[www.julpspsy.com](http://www.julpspsy.com)  
[www.innovaception.com](http://www.innovaception.com)  
<https://www.linkedin.com/in/julika-novkova/>  
[https://www.researchgate.net/profile/Julika-  
Novkova](https://www.researchgate.net/profile/Julika-Novkova)  
[https://www.youtube.com/@julpspsychologyinterna  
tiona4481](https://www.youtube.com/@julpspsychologyinternational4481)

- **Entrepreneurship and Innovations.**

2013 - 2014

**Part-time Lecturer**

SU "St. Kl. Ohridski, Bachelor's degree

Psychology, 4<sup>th</sup>- year

Seminar classes in the discipline "**Economic Psychology**"