



Европейски съюз

BG051PO001-3.1.07-0029



Европейски социален фонд

” ” ” ”

”

” 2007–2013,

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Европейски съюз

BG051PO001-3.1.07-0029

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Във

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Европейски социален фонд

” 2007–2013,

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(10).

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“ BG051 001-3.1.07-0029

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„2020“¹

75% 20-60 ()

3% 10%; 40%.

12 2020 16

Cedefop

2.

2011-2020 7 2010³

¹ 2020.

² European Centre for the Development of Vocational Training.

³ www.cedefop.europa.eu

“ (. 3).

18.12.2008 .⁴

2008

2020 .,

2008 .
(Cedefop).
2020

2011–2020 .,

7

4

2010 .

16.12.2008.

(2008) 868.

2740 USD 2020 .

2. , -

2013–2020 ⁵

16,8% 2001 . 18,5% 2011 . 65 2012 . 65
19,2%

15 . 13,2%, 2011 . 2001 . 15,3%

- (25–64 .) 81,8%, 2012 .
69,1%, 18,3%. 41,6%

20,8%, - 15–24 . 2012 .

15–29 7% 2020 ,

Eurostat

” ”

2014-2020

¹⁰

3.

“

2006-2011

¹¹

2009 ¹²

2011/2012

2011 ¹³
2012/2013
2012/2013

2013/2014 . (

¹⁰

¹¹

2006-2011

¹²

¹³

2012/2013

2014-2020

”

2011

” “

2009

“

2011/2012

2011

). 2012 .¹⁴,
2013/2014 . (2012 . – 2013 .)
2014/2015 . 2013 .¹⁵

2012 .¹⁶ – 2008–

” “ – 2011–
2013 .¹⁷

Life Learning), – LLL (Long

2015 .) 2013 .¹⁸ ” “ 2012 . (2013–

IT

“ 2013 .¹⁹

4.

¹⁴ 2013/2014 . (2012/2013 .) . 2012 .
¹⁵ 2013/2014 . (2012 . – 2013 .)
¹⁶ 2014/2015 . , 2013 . 2008–
¹⁷ 2012 . , , 2008 . “
¹⁸ 2011 . 2012 . (2013–2015 .), , 2013 .
¹⁹ ” “ 2013 .

“ “ ” -

2018 2028 . - , -

IT , 2018 -

- 135 ” - 90

20 2014/2015

IT

IT 10% IT

21, 2015 27

Forbes IT

Guardian. IT (augmented reality),

IT - Solution Strategist. 50%

Microsoft 2013 Cedefop 900

300 2015

22

20 293 13 2014 .

2014-2015

21 2014.

22 2014.

CareerCast.com
PR-

2013

Forbes

5.

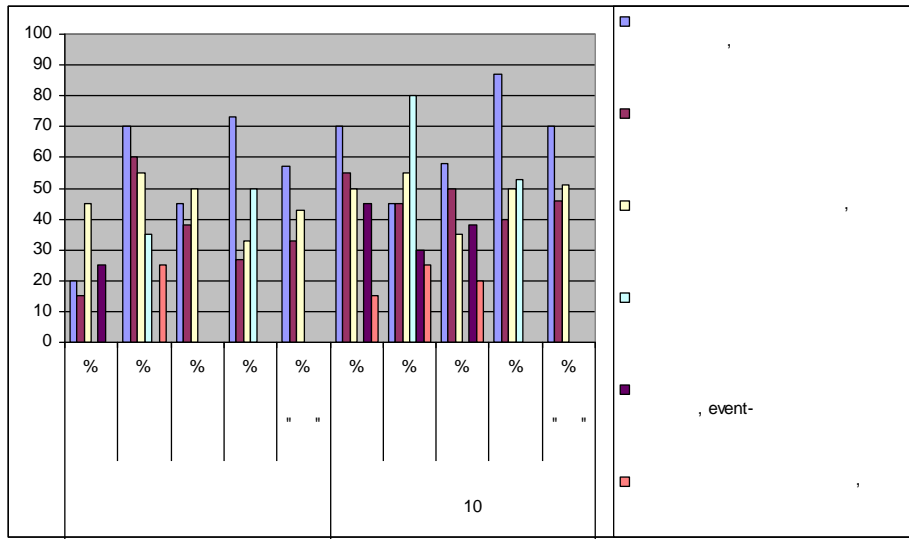
” () , ” ()
” ()

5.1.

70

5.2.

(. . . 5.2.1).



. 5.2.1.

"

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"

23,

(79%),

(72%),

(64%).

"

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(. . . 5.2.2–5.2.3)

(35%),

10

:

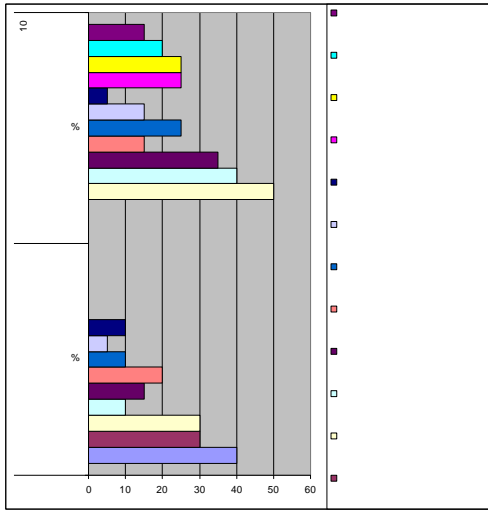
(30%).

(65%);

(45%);

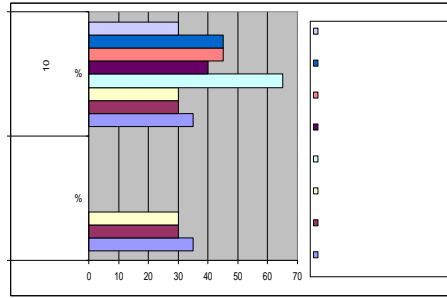
(30%).

²³ <http://profit.bg/news/Raste-propastta-mezhdu-nuzhdite-na-biznesa-i-nalichnite-kadri/nid-88331.html>



. 5.2.2.

“ ”



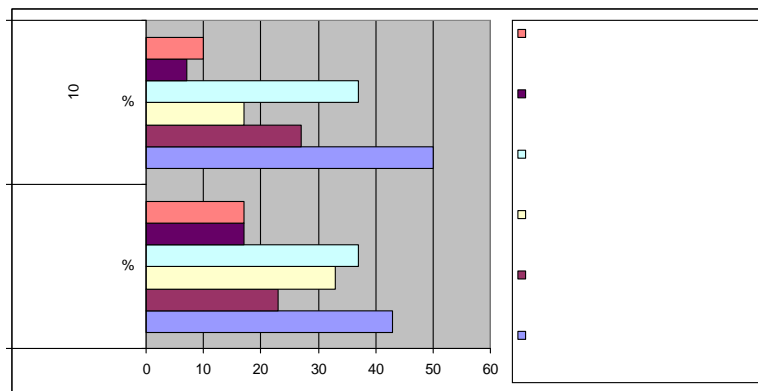
. 5.2.3.

“ ”

:
 (40%);
 (30%);
 (15%);
 (20%);
 ,
 (10%).
 10
 (50%),
 (40%),
 (35%),
 (25%),
 , (25%),
 (20%),
 (15%).

24

(43%);
 (33%);
 (37%);
 (23%);
 (17%).



.5.2.4.

"

",

10

5.3.

"

"

5.3.1).

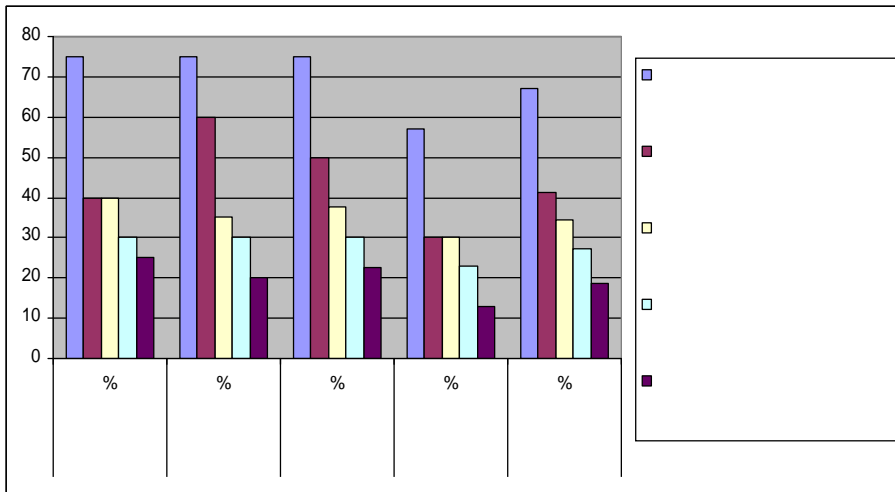
(. .

(67%)

(34%)

(41%).

(18%).



. 5.3.1.

” ”

25

(41%);

(39%);

(35%);

(34%). (35%)

()²⁶

5.4.

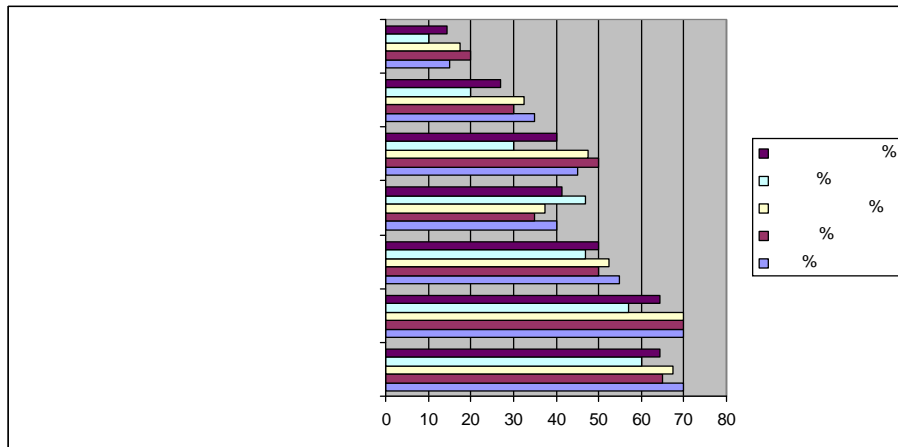
(. . 5.4.1), -

²⁵ <http://profit.bg/news/Raste-propastta-mezhdu-nuzhdite-na-biznesa-i-nalichnite-kadri/nid-88331.html>

²⁶

(64,3%).
(50%),

(40%). (50%)



. 5.4.1.

5.5.

, (. . 5.5.1). - (50%)
, -
, , (40 50%)
,)
, ,

“ ”

5.7.

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6.

” () ” (”)

1.

“ ”

2.

“ () ,

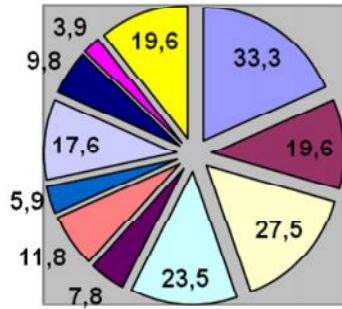
3.

“ ”

6.1.

“ ”

“ ”

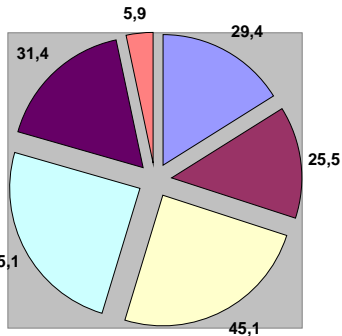


- специалист по управление на риска
- специалист по физическа сигурност
- специалист по информационна сигурност
- специалист по техническа сигурност
- специалист по банкова сигурност
- специалист по защита от аварии, бедствия и катастрофи

. 6.2.1.

6.3.

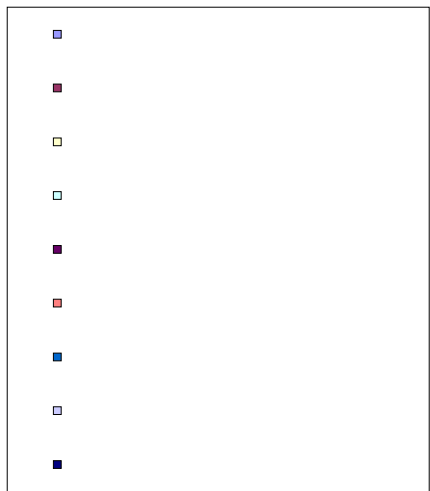
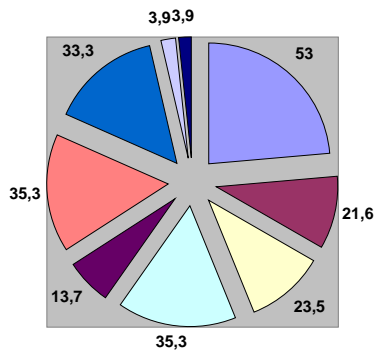
- 1.
- 2.
- 3.



. 6.3.1.

6.4.

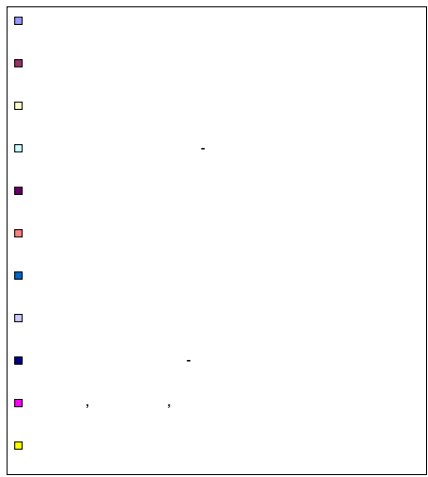
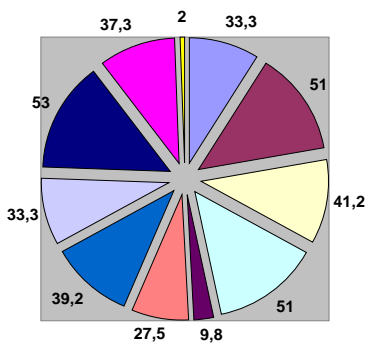
” – 35,3%, „ ” – 53%, „ ” – 35,3%, ” – 33,3% (. 6.4.1).



. 6.4.1.

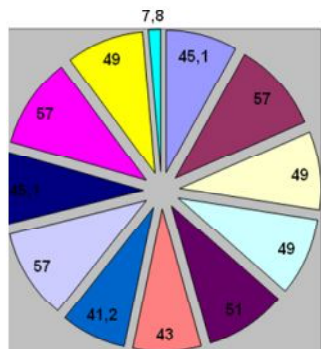
6.5.

4: /
 ?
 53% ,
 -
 ,
 37,3% ,, ,
 ,, 51%
 ,, 51%
 ,, 41,2% ,, ,
 ,, 39,2% ,, -



. 6.5.1.

6.5.1.),
 ,,
 (.
 10 ? 6:



- лидерски и предприемачески компетенции
- комуникативни умения
- езикова култура
- емоционална интелигентност-адекватно социално и работно поведение
- специфични професионални и технически компетенции
- компютърни умения
- умения за сътрудничество
- непрекъснато учене и усъвършенстване
- владеене на друг език
- нормативна компетентност-познаване и прилагане на стандарти и изисквания
- гъвкавост, адаптивност, улесняване на промяната
- друго

. 6.5.2.

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. 6.5.1

:	10-	:
–	–	–
53%;	57%;	
51%;	57%;	
41,2%;	51%;	
39,2%;	– ;	– ;
	49%;	– ;
33,3%.		45,1%.

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6.7.

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7.

7.1.

91

58

24

2010 ., . .

16%

36%

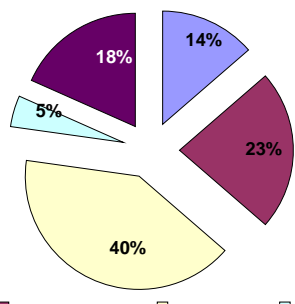
7.2.

„

40%

”

(7.2.1).



7.2.1.

”

30

54%

37,5%

37,5%

33%

33%

25%

21%

12,5%

12,5%

8%

7.3.

”

75%

41,7%

29

30

” <http://www.nsi.bg/bg/content/3499/>

(71%)

(45,8%). (54%)

34 35

, 58%

BG051PO001-2.1.06/23.10.

2009 “

2011;

36

58%

37

33%

2010

(64,3%).

22,9%

11,9%

15,9%

7.5.

34 „

2012.

35 „

UP Skills Bulgaria),

36 „

BG051PO001-2.1.06/23.10.2009 “

2011.

37

(58%)
(50%).

— ;
— 62,5% ;
— - 62,5% ;
— - 54,2% ;
— - 50% ;
— - 46% ;
— - 42% ;
— - 33% ;
— - 29% ;
— 10- ;
— ;
— ;
— 58% ;
— ;
— 50% ;
— 46% ;
— 46% ;
— 37% ;
— 25% ;
— 25% ;
— 17% ;
— 17% ;
— 12% ;
— 4% ;
— ” ;
— ?” ;
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— - 2; ;
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1/3

(Industrial Engineering) –

neering) – (Quality Control Engi-
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7.7.

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8.

8.1.

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3.1.07-0029 „

” 2007–2013,

BG051PO001-6.1.09 „

8.2.

2018 „ „

70,%.
21,2%
8,6 %

„...“

5-10

2014 ..

40

“ ” “ ” “ ”

“ ” “ ”

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CareerCast.com⁴¹.

10 ?”

“ ”

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“ ”

“ ”

2018- 5

“ ”

“ ”

“ ”

“ ”

“ ”

8.3.

“ ”

40

⁴¹ <http://www.economy.bg/marketing/view/11018/Koi-sa-naj-perspektivnite-profesii-v-sferata-na-marketinga-i-reklamata>

8.4.

8.5.

8.6.

“ ”

” ”

”

“ ”

” ;

15 : 25

BG051PO001-3.1.07-0029

17 : , Media Develop,

, 158 , , SIRMA Group, , - , SG

Expressbank.

80 % ; -

10%

“

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(

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StartUp

(freelancer-), jobs.bg

. <http://www.the-network.com/globaltalentsurvey/>

9.2.

Indeed⁴⁵ 30 :

. 9.2.1.

Application Developer	IT Specialist	Software Engineer
Business Objects Developer	Informatica Developer	System Administrator
Business Systems Analyst	Java Developer	Systems Analyst
Data Analyst	NET Developer	Systems Engineer
Database Administrator	Network Administrator	Technical Support Engineer
Director Of Development	Network Engineer	Technical Support Specialist
Embedded Software Engineer	Network Technician	Unix System Administrator
IT Director	Oracle Database Administrator	Web Designer
IT Manager	Oracle Developer	Web Developer
IT Project Manager	Programmer Analyst	Webmaster

⁴⁵ <http://www.indeed.com> (2014)

25
 251
 2511
 2512
 2513
 2514
 2519
 252
 2521
 2522
 2523
 2529
 133
 1330

„ „
 „ „
 „T” „A”.
 : „ (QA)
 (UX),
 500 000 2010 .
 „ 109 000 62 „ 63 „
 „ 361 58 . EUR.
 2010 . – 20% 2009 .,
 „ – 481 200 2 614 800 ” 2010 .,
 „ 138 . EUR/
 „ 120 . EUR/
 „ 70% 2010 .
 „ 67%.
 „
 Cedefop
 2020 . 2010 . (13%
 3%). 100 000
 „ 10
 (17- GLOBAL

⁴⁶ „ , 2013.
⁴⁷

SERVICES LOCATION INDEX).

2017

12 15 , 20 30 48 .
 2012 . 39 353 ,
 2009 ., 17% 2008 . 30%,
 2011 . 14% 7%.

www.elance.com, www.freelancer.com, www.odesk.com.

Elance 1772

2012

1 010 659 USD,

20

49 . 35 ., 34 . 25 . 65%.

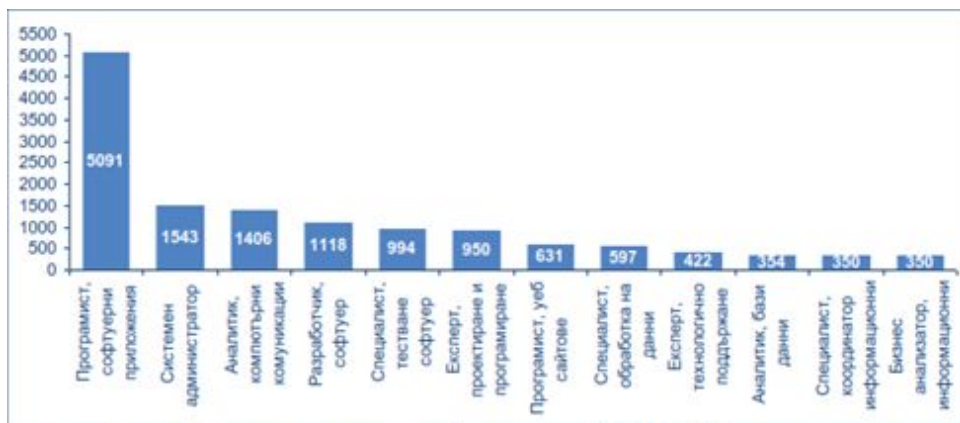
. 9.2.1, 2012 .

(7,7%),

(7%)

(5,6%).

5%



Източник: Регистъра на трудовите договори за действащите към 12.2012 г., НОИ

. 9.2.1. 12

”

“

: Android Developer; iOS Developer; Mobile Developer; Cloud Developer; Cloud System Engineer; Platform Engineer; Applications System Engineer; BI Data Architect, SaaS Administrator; BI Operations Administrator; Cloud Security Architect; Cloud Security Administrator

48

, 2012.

49

”

“, 2013.

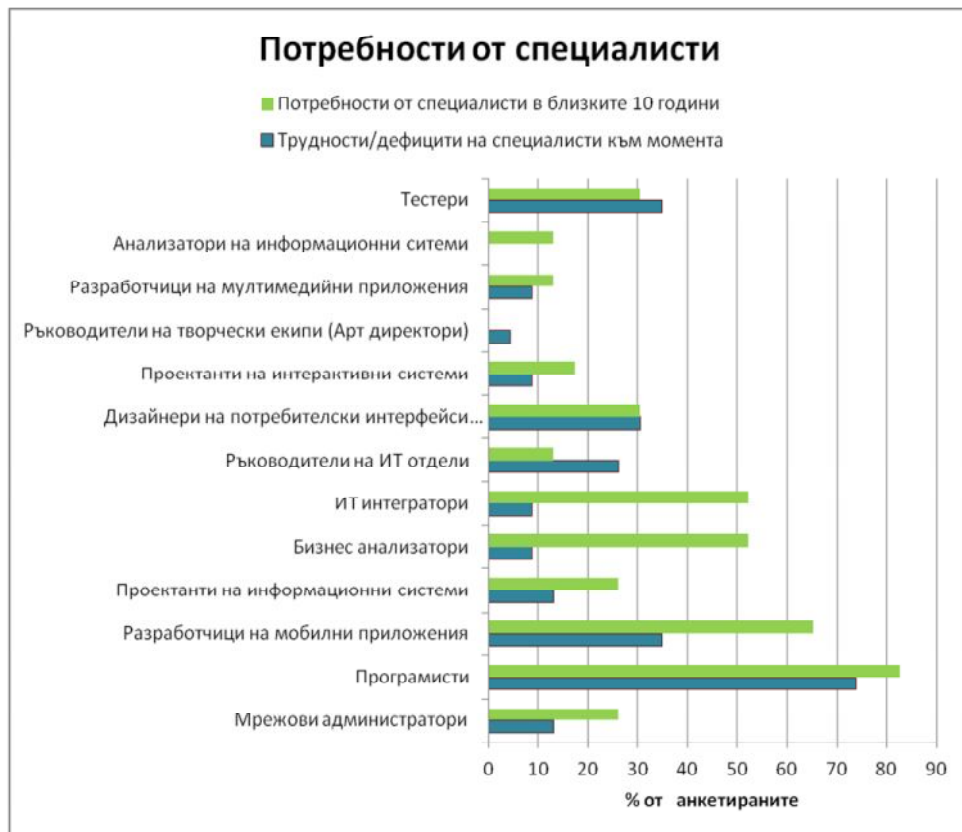
experience specialist“.

50

9.3.

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.9.3.1.

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BASSCOM

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51

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” 2023

50
51

“, 2013.

, 2012.

Online Solutions : Musala Soft, Samsung JobTiger, First

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- 10
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“ ”

9.4.

2011

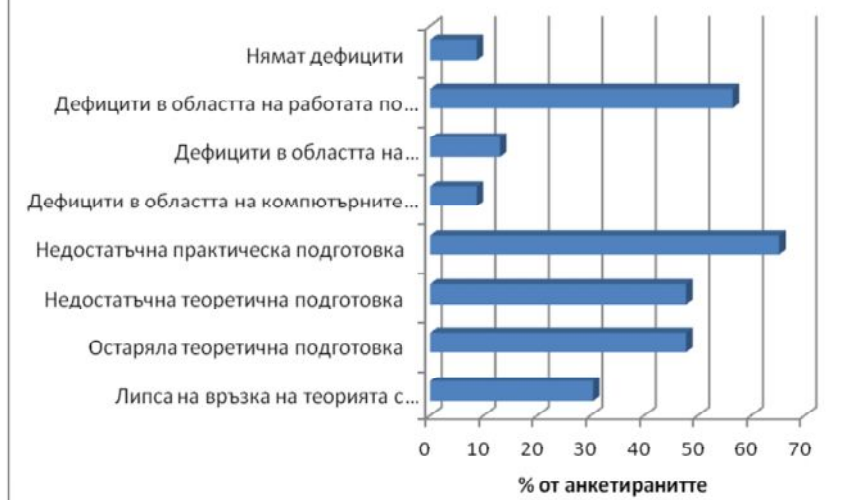
52

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” “

Дефицити в образователната подготовка



.9.4.1.

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9.5.

. 9.5.1.

IT			10	
		23		² 3
		%		%
	1	4	3	¹ 3
	13	57	12	⁵ 2
	10	43	7	³ 0
-	12	52	10	⁴ 3
	6	26	12	⁵ 2
	6	26	9	³ 9
	7	30	11	⁴ 8
	11	48	13	⁵ 7
	4	17	11	⁴ 8
	5	22	2	9
	9	39	13	⁵ 7

- (50%)

(40 50%)

Solution Strategist –

- Software Architect –
- Business Analyst –
- IT Consultant –
- Sales –

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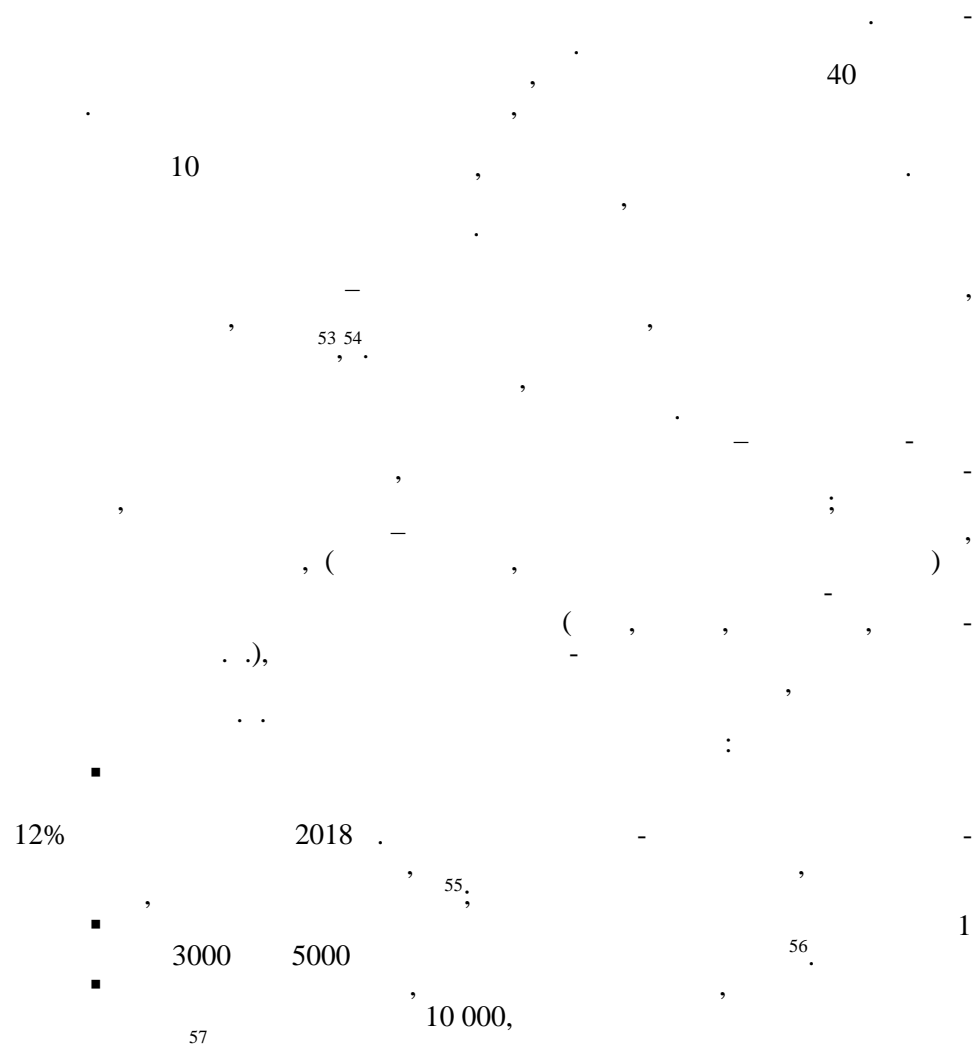
9.7. “ - ”

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(UX)

10. ” ”

10.1. ,

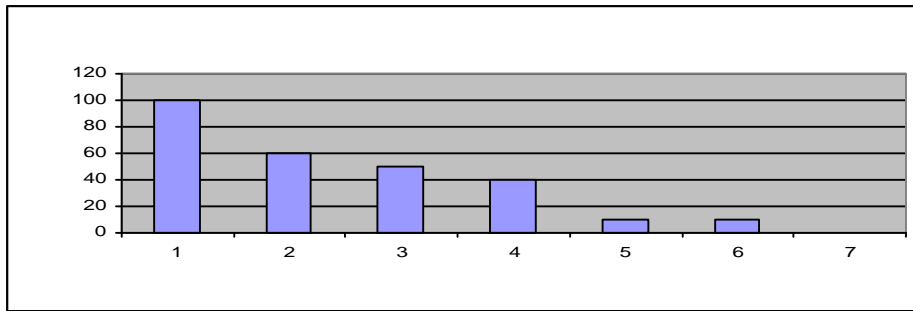


⁵³ Branley, A. & Byrne, M. (2012). How many psychologists do we need? *The Irish Psychologist*, vol. 38, Issue 5, 136-138.

⁵⁴ Votta-Bleeker, L., & Cohen, K. R. (2014). Matching Need, Supply, and Demand in Psychology: How Many to Do What for Whom?. *Canadian Psychology*, 55(2), 131-134. doi:10.1037/a0036456

⁵⁵ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2014-15 Edition*, Psychologists, on the Internet at <http://www.bls.gov/ooh/life-physical-and-social-science/psychologists.htm>.

⁵⁶ Branley, A. & Byrne, M. (2012). How many psychologists do we need? *The Irish Psychologist*, vol. 38, Issue 5, 136-138.



. 10.3.1.

10.4.

(. 10.4.2.):

(100%); (80%);

(60%);

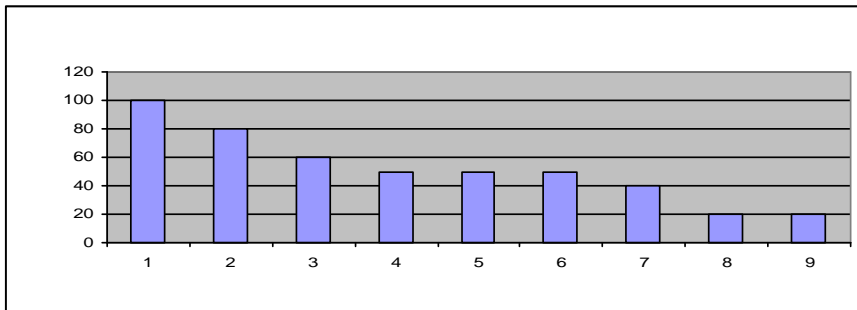
(); (

); (

(40%);

(20%);

(20%).



. 10.4.2.

”

10 / ?”

() (. 10.4.3):

(90%); (80%);

(60%);

(60%); (

60%); (60%);

();

(40 %); (30%);

(30%);

(20 %).

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11.7.

12.

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1. 2020. 3.3. 2010 . (2010) 2020.
2. European Centre for the Development of Vocational Training. . www.cedefop.europa.eu
3. 2011-2020 .
4. 2010 . 2011-2020 ., 7
5. (2008) 868. 16.12.2008.
6. 2013-2020
7. (2012-2030 .).
8. 2014-2020 .
9. Eurostat, .
10. 2014-2020 .
11. 2006-2011 ., 2011 . ” “
12. ” “ 2009 .
13. 2011/2012 .
14. 2012/2013 . 2011 . 2012/2013 .
15. 2013/2014 . (2012 – 2013 .) 2014/2015 . , 2013 .
16. 2008-2012 ., , 2008 .
17. ” “
18. 2011-2013 ., 2011 . 2012 . (“ 2013-2015 .), , 2013 .
19. , , 2013 .
20. <http://profit.bg/news/Raste-propastta-mezhdu-nuzhdite-na-biznesa-i-nalichnite-kadri/nid-88331.html>
21. , . : .
22. , . 2014. . : .
23. <http://profit.bg/news/Raste-propastta-mezhdu-nuzhdite-na-biznesa-i-nalichnite-kadri/nid-88331.html>
24. ” ”, <http://www.btch.bg/i.php/news/view.html?nid=612>
25. <http://profit.bg/news/Raste-propastta-mezhdu-nuzhdite-na-biznesa-i-nalichnite-kadri/nid-88331.html>

26. 2015–2018 . -
http://www.ipa.government.bg/sites/default/files/apo-obshch_0.pdf ,
27. , . ” ”, ”
 ”, . 19, 2012 ., . 11–18. -
28. ” ”, BG051PO001-2.1.06/23.10.2009 -
 “ ” -
29. , 2011. -
30. : , , -
 : ” ” <http://www.nsi.bg/bg/content/3499/> -
31. ” , , ”,
 BG051PO001-2.1.06/23.10.2009 “ -
 ”. -
32. . -
33. ” ”, BG051PO001-2.1.06/23.10.2009 -
 “ ” -
34. , 2011. -
35. ”, , 2012. -
 ”, ” -
- 2020 .” (BUILD UP Skills Bulgaria),
 (),
 , 2012. -
36. ” ”, BG051PO001-2.1.06/23.10.2009 “ -
 ” -
37. , 2011. -
38. . -
39. , 2014 . , 2018 ., -
 BG051PO001-6.1.09 ,, ”; http://ophrd.government.bg/view_doc.php/5018 -
40. . -
41. <http://www.economy.bg/marketing/view/11018/Koi-sa-naj-perspektivnite-profesii-v-sferata-na-marketinga-i-reklamata> -
42. ”, , 2013. -
43. , , 2012. -
44. 2020, -
45. <http://www.indeed.com> (2014). -
46. ” “, , 2013. -
47. . -
48. , 2012. -
49. ” “, , 2013. -
50. -

51. , , 2012.
52. .
53. Branley, A. & Byrne, M. (2012). How many psychologists do we need? *The Irish Psychologist*, vol. 38, Issue 5, 136-138.
54. Votta-Bleeker, L., & Cohen, K. R. (2014). Matching Need, Supply, and Demand in Psychology: How Many to Do What for Whom?. *Canadian Psychology*, 55(2), 131-134. doi:10.1037/a0036456.
55. Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2014-15 Edition*, Psychologists, on the Internet at <http://www.bls.gov/ooh/life-physical-and-social-science/psychologists.htm>.
56. Branley, A. & Byrne, M. (2012). How many psychologists do we need? *The Irish Psychologist*, vol. 38, Issue 5, 136-138.
57. Campbell, C. (2012). Do we really need more psychiatrists or psychologists? <http://www.lse.ac.uk/newsAndMedia/commentAndOpinion/2012/Do-we-really-need-more-psychiatrists-or-psychologists.aspx>.