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SOFIA UNIVERSITY  
MARKING MOMENTUM  
FOR INNOVATION AND  
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National Recovery and Resilience Plan



OF THE REPUBLIC OF BULGARIA

# International Conference

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## Visible and Invisible Universities



**June 18-19, 2026**

*g.k. Lozenets, Blvd « James Bourchier » 5Г, 1164 Sofia  
Sofia University "St Kliment Ohridski"*

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**LAREQUOI**  
Research Center of ISM-IAE  
Graduate School of Management

**UVSQ**  
université PARIS-SACLAY



Chaire Jean Monnet  
à l'étranger  
Identités et Cultures en Europe



Maria Stoicheva  
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European Identity and Multilingualism  
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# Visible and Invisible Universities

## Conference program

Sofia University “St. Kliment Ohridski”, 18–19 June 2026

g.k. Lozenets, Blvd « James Bourchier » 5Г, 1164 Sofia

Thursday 18 June 2026

9h-9h30

Opening

Sonia Mileva – Maria Stoicheva – Gilles Rouet

09:30-12:30

Session 1

Visibility regimes, rankings and internationalization

Chair: Sonia Mileva

This first session establishes the theoretical and institutional foundations of the conference by examining how visibility is produced through rankings, governance mechanisms, and internationalization strategies.

1. Gilles Rouet, LAREQUOI, UVSQ, Paris-Saclay, *The Construction of Academic Visibility: Indicators, Rankings, and Blind Spots in Public Missions*.

2. Gergana Ilcheva, Sofia University St. Kliment Ohridski, *European Universities Alliances and world university rankings: Dynamics of university performance indicators related to doctoral training*.

3. Ayoub Katfi, Oumaima El Mnouer, Nivin Abdelmeguid & Hamza Kafti, University Mohammed V, Morocco, ESGI, France, Caire University, Egypt, HEC, Morocco, *The Construction of Visibility in Moroccan Universities: Between International Rankings, Institutional Branding, and Social Mission*.

4. Petar Atanasov, Jelena Tast & Dragor Zarevski, University “Ss Cyril and Methodius” in Skopje, North Macedonia, *Government Expenditures on Education and Research: A Comparative Analysis of Public University Visibility and Rankings in Central and Southeast Europe*.

5. Elitsa Foteva, Sofia University “St. Kliment Ohridski”, Bulgaria, *Open Science as a Driver of Visibility: Opportunities and Hidden Challenges for European Universities*.

6. Aimée Ngalla, LAREQUOI, UVSQ, Paris-Saclay, *Who carries internationalization? Visibility strategies and invisible practices in French university schools of business*.

7. Ivan Ilchev, Sofia University “St. Kliment Ohridski”, Bulgaria, *Sofia University St. Kliment Ohridski - the One and Only. The Zigzags of academic Freedom and the Bulgarian Society*

8. Nikolina Tsvetkova & Diana Petrova, Sofia University “St. Kliment Ohridski”, Bulgaria, *Academic Freedom and International Engagement at Sofia University: Autonomy, Cooperation and Identity*

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12:30-14:00 Lunch

14:00–18:00 Session 2

### Territorial invisibility, organizational opacity and invisible university practices

Chair: Gilles Rouet

This second session explores the invisible dimensions of university organizations: territorial anchoring, invisible labor, local missions, peripheral institutions, and informal practices.

1. Sonia Mileva & Bilyana Yavrukova, Sofia University “St. Kliment Ohridski”, Bulgaria, *Special Funds, Secret Memory: Incriminated Books and the Visible–Invisible Heritage of Sofia University Library, 1944–1990.*
2. Stela Raytcheva & Hervé Chomienne, LAREQUOI, UVSQ, Paris-Saclay, France, *Between Global Visibility and Local Anchorage: The Territorial Invisibilization of UVSQ within Paris-Saclay.*
3. Jevgenija Dehtjare, Anna Strazda & Kristine Uzule, EKA University of Applied Sciences, Latvia, *Making the invisible visible: Ukrainian universities as emerging third places.*
4. Mourad Attarça, LAREQUOI, UVSQ, Paris-Saclay, France, *Between Invisibilization and the Injunction to Visibility: The Ambivalence of Relations Between French Universities and Economic Spheres.*
5. Thierry Côme, LAREQUOI, UVSQ, Paris-Saclay, France *Student Life: Visible Rhetoric, Invisible Practices?*
6. Mária Huraj Rošteková & Katarína Chovancová, University Matel Bel, Banska Bystrica, Slovakia, *Stigma of the Periphery and Brain Drain: Discursive Mechanisms of “Invisibility” in Slovak Academic Practice.*
7. Yang Yueni, Hunan Normal University, China, *The Linguistic Landscape of the QS Top 100 Universities from the Perspective of Multimodal Discourse Analysis.*

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Friday 19 June 2026

09:30-12:30 Session 3

### Algorithms, communication and the management of visibility

Chair: Maria Stoicheva

This third session focuses on the instruments and technologies of visibility: AI, algorithmic governance, branding, gamification, communication platforms, and digital circulation.

1. Sonia Mileva, Antoaneta Getova, Kaloyan Haralampiev, Ani Istatkova, Sofia University "St. Kliment Ohridski", Bulgaria, *Digital architecture of academic reputation: mediated visibility and the social construction of Sofia University.*
2. Jean-Philippe Denis, Paris-Saclay University, France, *Rethinking academic visibility through circulation: from production to reception of knowledge.*
3. Neviana Krasteva & Aleksey Potebnia, Sofia University "St. Kliment Ohridski", Bulgaria, *Gamification in University Education as a Regime of Visibility: Between Instrument, Playful Experience and Institutional Dynamics.*
4. Christo Kaftandjiev, Sofia University "St. Kliment Ohridski", Bulgaria, *Making the Invisible Visible - University Marketing Communications between Public Mission, Market Logic, and Artificial Intelligence.*
5. Asma Nassiri & Abdelhalim Lakrarsi, Mohammed V University, Rabat, Morocco, *University Platforms and Algorithmic Governance: Between Visible Organizational Performance and Invisible Transformation of Decision-Making Processes.*
6. Diana Petkova, Sofia University "St. Kliment Ohridski", Bulgaria, *Artificial Intelligence and Learning: Transformation of Human Values in Higher Education.*
7. Vladislav Milano, Sofia University "St. Kliment Ohridski", Bulgaria, *The University as Being and as (Co-)Event (Analysis of a Survey)*

12h30-14h Lunch

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## 14:00-17:30 Keynote Speaker

Jo-Anne Dillabough, Cambridge University, UK,  
*Truth telling and world building: academic freedom in an age of new extremes*

### Session 4

#### Public value, civic missions and alternative futures for universities

##### Chair: Nikolina Tsvetkova

1. Alexandra Eugenia Gorneanu, Ma Teresa Val Núñez, José Andrés Gómez & María Rosa López Ramajo, University of Alcalá, Observatory of Depopulation in Guadalajara, Spain, *Territorial Invisibility in Universities: A Bibliometric Analysis of Rural and Depopulated Contexts*.
2. Milka Semova, Sofia University "St. Kliment Ohridski", Bulgaria, *Does Visibility Equal Validity & Value? A Holistic Approach to the Communication Strategy and Internal Discourse for Shaping University Visibility, Legitimacy, and Symbolic Hierarchy*.
3. Barbara Taniguti, Sonia P. Nogueira, Hilda Aberton Carvalho & Ana Sofia Montenegro, Federal Technological University of Parana, Curitiba, Brazil, UNIAG & CITED Instituto Politecnico de Bragança, Portugal, *How to Become Visible through Scientific Diplomacy and Public Governance: Case Studies of Ipb And Utfpr*.
4. May Courié & Olivier Meier, CESI & Paris-Est University, France, *A Knowledge-Based University framework for an effective conversion of systemic value. A 3D appropriation technology issue*.
5. Patrick Servat, Formalean, France, *Beyond Success Rates: what care-sector training programmes reveal about the limits of market-oriented metrics in higher education evaluation*.
6. Nikolina Tsvetkova, Antoaneto Getova & Rosita Peukova, Sofia University "St. Kliment Ohridski", Bulgaria, *Civic Attitudes and Social Sensitivity among Bulgarian School and University Students (Conclusions from an Empirical Study)*.
7. Simeon Hinkovski, Sofia University "St. Kliment Ohridski", Bulgaria, *Ceremonial and Traditions in a University Environment. Examples from Sofia University*

## 17:30-18:00 Conclusion

### Beyond visibility? Public legitimacy, democracy and the future of universities

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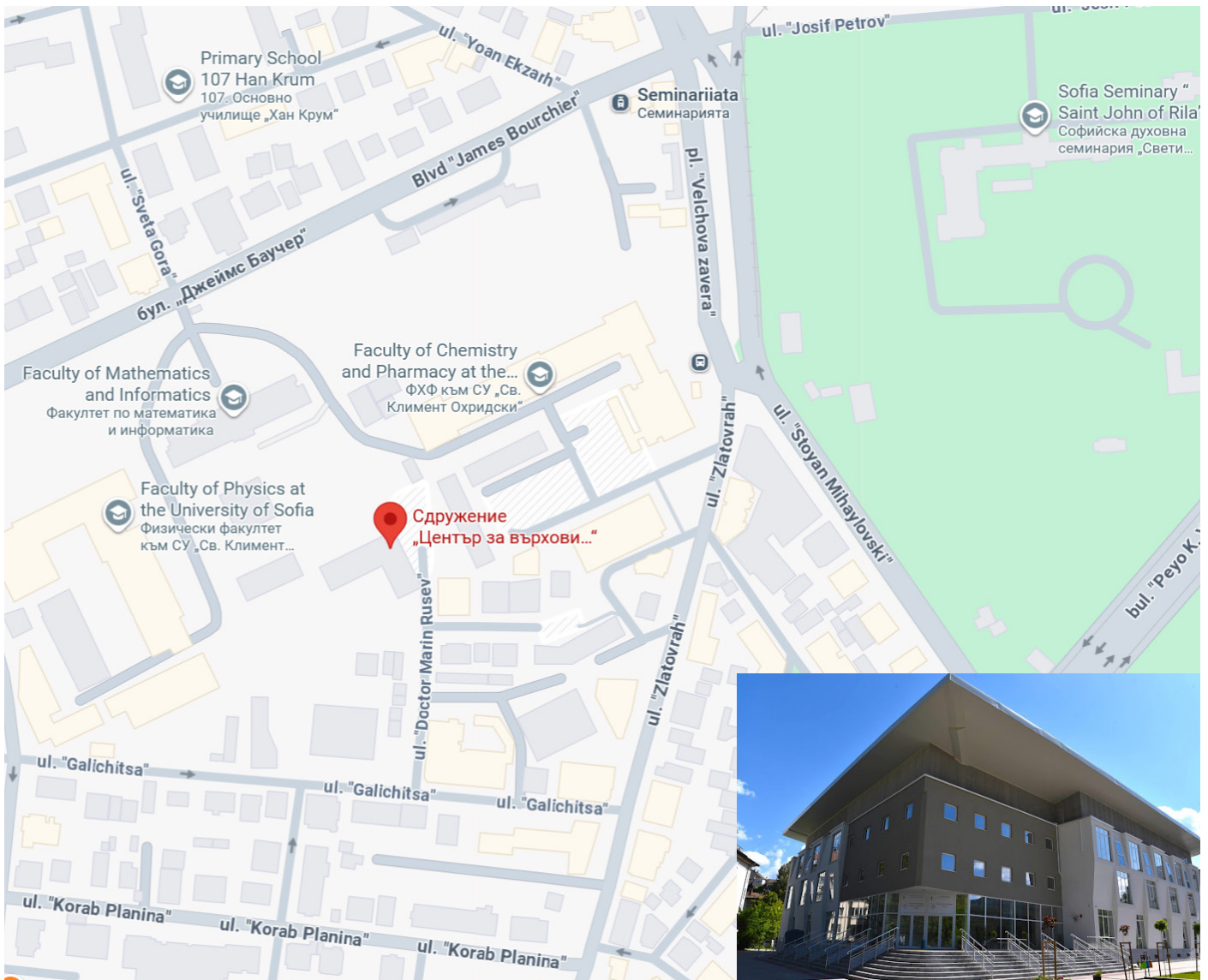
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