ISSN 1684-906X





JOURNAL OF EUROPEAN ECONOMY

Published by Ternopil National Economic University

Valeriy HEYETS

MODERNIZATION IN THE SYSTEM «SOCIETY – STATE – ECONOMY»

R. Boyd JOHNSON

CULTURAL INTELLIGENCE IN UKRAINE

Olena BULATOVA

DEVELOPMENT POTENTIAL OF TRANSCONTINENTAL INTEGRATION

Yevheniy KURYLYAK

CLUSTERING: EUROPEAN EXPERIENCE AND IT'S IMPLEMENTATION IN UKRAINE

Nadia REZNIK

SOCIAL RESPONSIBILITY OF BUSINESS: THE NATURE AND THEORETICAL ASPECTS

Mykola MATVIYIV

FORMING THE CONCEPT OF HOSPITALITY IN INNOVATIVE MARKETING SERVICES OF RESTAURANT ENTERPRISES

Olena KARAS

TARGETING AS ONE OF THE TYPES OF STRATEGIC ADVERTISEMENT

Vol. 13 (№ 3) September 2014