



JOURNAL OF EUROPEAN ECONOMY

ISSN 1684-906X

The journal is listed in the Supreme
Attestation Commission's
register of specialized publications
in economic sciences
(Resolution №1-05/2 of 10.03.2010
of the SAC of Ukraine)

Vol. 15 (№ 2), June 2016
Publication of Ternopil National Economic University
Rector – Andriy Krysovatyi

Recommended for publication
by the TNEU Research Council
(Protocol № 7 of 22.06.2016)

Economic Theory

- 139 Thomas SISKOU, Yevhen SAVELYEV
CURRENCY REGIMES AND EXCHANGE RATE POLICY IN UKRAINE IN THE REALM
OF BLESSED AND UNBLESSED TRINITY

Macroeconomics

- 167 Vitaliy KRYVOUS
CORPORATE SOCIAL RESPONSIBILITY IN THE CONTEXT OF THE PARTNERSHIP
INTERACTION FORMATION BETWEEN STATE, BUSINESS AND SOCIETY

Financial and Banking Services Market

- 178 Oleh LEHKYY
«ECONOMIC BUBBLES» ON THE MARKET OF VIRTUAL GOODS

Regionalization in European Economic Area

- 189 Margarita BOHDANOVA, Evelina PARASHKEVOVA,
Yevheni TODOROV, Yeva TSVETANOVA
MECHANISMS OF THE TERRITORIAL ADMINISTRATIVE DEVELOPMENT IN BULGARIA

- 221 Olga BURMATOVA, Tetiana SUMSKAYA
EVOLUTION OF THE REGIONAL DEVELOPMENT IN THE RUSSIAN FEDERATION

Address: 11/1202 Lvivs'ka St., 46000, Ternopil, Ukraine.
Ternopil National Economic University
Tel.: (0352) 47-50-75
E-mail: jee.tneu09@gmail.com
Web-site: <http://jee.tneu.edu.ua>

The journal is distributed on subscription, by post, retail, and e-mail.



JOURNAL OF EUROPEAN ECONOMY

is reviewed by:

- DB «Ukrainika Naukova», AJ «Dzherelo», National Vernadskyi Library (Ukraine);
- «Journal of Economic Literature» (JEL), American Economic Association Publications;
- Index Copernicus (EU)\$
- DB «VINITI», AJ «Ekonomika» (Russian Federation)



Editorial Board of the Journal of European Economy

Editor-in-Chief:

Yevhen Savelyev, Dr. of Econ. Sciences, Professor, Ternopil National Economic University, Ukraine

Deputies Editor-in-Chief:

Vitalina Kuryliak, Dr. of Econ. Sciences, Professor, Ternopil National Economic University, Ukraine
(international relations)

Oleksandr Sharov, Dr. of Econ. Sciences, Professor, National Institute for Strategic Studies, Kyiv, Ukraine
(English version)

Editorial Board:

Oleksandr Dzyublyuk, Dr. of Econ. Sciences, Professor, Ternopil National Economic University, Ukraine

Roland Eisen, Dr., Prof., J.-W. Goethe University, Frankfurt on Main, Germany

Anton Filipenko, Dr. of Econ. Sciences, Prof., Institute of International Relations, Kyiv National T. Shevchenko University, Ukraine

Bohdan Hawrylyshyn, Prof., Academician, Member of Roman Club, Head of Supervisory Board, International Institute of Management, Kyiv, Ukraine

Valeriy Heyets, Dr. of Econ. Sciences, Academician of Ukraine's National Academy of Sciences (UNAS), Institute of Economic Forecasting, UNAS

Viktor Koziuk, Dr. of Econ. Sciences, Prof., Ternopil National Economic University, Ukraine

Andriy Krysovatyi, Dr. of Econ. Sciences, Prof., Ternopil National Economic University, Ukraine

Olga Kyrylenko, Dr. of Econ. Sciences, Prof., Ternopil National Economic University, Ukraine

Dmytro Lukyanenko, Dr. of Econ. Sciences, Prof., Department of International Economics and Management, Kyiv National University of Economy, Ukraine

Alla Melnyk, Dr. of Econ. Sciences, Prof., Ternopil National Economic University, Ukraine

Tetiana Oriehova, Dr. of Econ. Sciences, Prof., Donetsk National University, Ukraine

George Polychronopoulos, Dr., Prof., School of Business Administration and Economics, Technological Educational Institute, Athens, Greece

Oleksandr Shnyrkov, Dr. of Econ. Sciences, Prof., Institute of International Relations, Kyiv National T. Shevchenko University, Ukraine

Evangelos Siskos, Cand. of Econ. Sciences, Prof., State Technological Educational Institute, Kastoria, Greece

Olena Sokhatska, Dr. of Econ. Sciences, Prof., Ternopil National Economic University, Ukraine

Volodymyr Sydenko, Dr. of Econ. Sciences, Prof., Institute of International Relations, Kyiv National T. Shevchenko University, Ukraine

Nikos Tsounis, Dr., Prof., State Technological Educational Institute, Kastoria, Greece
