



JOURNAL OF EUROPEAN ECONOMY

ISSN 2519-4070

The journal is enlisted
in the professional publications
of the Ministry of Education
and Science of Ukraine
(Order of MES of Ukraine
№ 241 from 09.03.2016)

Vol. 18. № 2 (69). April-June 2019

Scientific Economic Journal
of Ternopil National Economic University

Recommended for publication
by the TNEU Research Council
(Protocol № 10 of 26.06.2019)

International Economy

- 177 Maria Carmela APRILE, Francesco BUSATO,
Francesco GIULI, Enrico MARCHETTI
PROSPECT THEORY AND TAX COMPLIANCE: A MICROFOUNDED EQUILIBRIUM
PERSPECTIVE

European Economy

- 199 Bjarne Rerup SCHLICHTER, Natalia BOLKVAÐZE
SOURCING OF INFORMATION SYSTEM RESOURCES FROM AN EMERGENT MARKET –
AN EXAMPLE OF UKRAINE

European Integration

- 213 Olga GONCHAR, Iryna POLISHCHUK
INTEGRATION FACTORS OF TODAY AS A PREREQUISITE FOR FORMING
A MECHANISM FOR MANAGING THE MARKETING POTENTIAL
OF THE ENTERPRISE

Financial and Banking Services Market

- 226 Victor KOZIUK
INDEPENDENCE OF CENTRAL BANKS, INFLATION AND FRACTIONALIZATION
OF SOCIETY IN POST-SOCIALIST COUNTRIES
- 245 Oksana DESYATNYUK, Taras MARSHALOK
ANTI-CYCLICAL FISCAL REGULATION OF THE WORLDWIDE COUNTRIES'
ECONOMIES – OPPORTUNITIES FOR UKRAINE

Regionalization and Globalization

- 270 Svitlana ISHCHUK, Liudmyla KOVAL
DEVELOPMENT OF CHEMICAL INDUSTRY IN UKRAINE AND THE WORLD:
COMPARATIVE ESTIMATION
- 285 Olena SOKHATSKA, SIDDHARTH
THE IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR:
THEORETICAL ASPECT

A quarterly newsletter «Journal of the European Economy» was founded in 2001 by decision of the Academic Council of Ternopil Academy of National Economy (now Ternopil National Economic University).

«Journal of European Economy» is published 4 times a year and distributed by subscription, mail, retail and e-mail.

Founder and publisher – Ternopil National Economic University.

«Journal of European Economy» is registered at the International Centre of Periodicals on November 10, 2016 (ISSN International Centre of Paris) and received an ISSN 1684-906X (Ukrainian printed version), ISSN 2519-190X (Ukrainian electronic version), ISSN 2519-4070 (English printed version), ISSN 2519-4089 (English electronic version).

Responsible for release: Kuryliak Vitalina, Prof., Dr. of Economic Science.

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: jee.tneu.edu.ua