



# 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. 13 (№ 1). March 2014  
Publication of Ternopil National Economic University  
Rector – Andriy Krysovatyi

Recommended for publication  
by the TNEU Research Council  
(Protocol № 5 of 12.02.2014)

## *Economic Theory*

- 3 Victor KOZIUK  
QUALITY OF INSTITUTIONS AND DEVIATION OF THE EXCHANGE RATES  
FROM THE PURCHASING POWER PARITY: IMPACT ON ECONOMIC GROWTH  
(Translated by Zharovska O.)

## *European Economy*

- 20 Sergii VOITKO  
EXTERNAL DEBT OF THE EUROPEAN UNION COUNTRIES AND UKRAINE  
WITHIN THE SUSTAINABLE DEVELOPMENT COORDINATES

## *Regionalization*

- 33 Jan PYKA, Adam JANISZEWSKI  
SMART SPECIALISATIONS IN REGIONAL INNOVATION ECOSYSTEM
- 52 Olha ILIASH  
LABOUR MARKET REGULATION TOOLS AND INSTRUMENTS FOR THE BORDER  
DISTRICTS OF THE WESTERN REGIONS OF UKRAINE

## *Microeconomics*

- 68 Leonidas POULIOPOULOS, Mary GEITONA,  
Theofilos POULIOPOULOS, Amalia TRIANTAFILLIDOU  
THE EXISTENCE OF AN AUTONOMOUS DEPARTMENT OF CSR  
(CORPORATE SOCIAL RESPONSIBILITY) AND ITS IMPACT  
ON MANAGER'S PERCEPTIONS ABOUT CSR
- 80 Sergiy STEPANENKO  
TRADEMARKS MANAGEMENT: STRUGGLE AGAINST PARASITISM
- 94 Rostyslaw PYNDA  
STANDARDIZATION OF QUALITY MANAGEMENT IN CONSTRUCTION

---

**Address:** 46000, Ternopil, 9 T. Shevchenko Blvd.  
Ternopil National Economic University, Centre of European and International Studies  
**Tel.:** (0352) 43-52-39  
**E-mail:** jee.tneu09@gmail.com  
**Web-site:** <http://jee.te.ua>

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