Scientific Journal "Economics & Sociology" Vol. 2, No 2,. – CSR-FIS, **Ternopil-Kyiv**, 2009. – C. 140

© CSR, 2008-2009

CONTENTS

EDITORIAL ……...…… 7
Dainora Grundey, Yuriy Bilan

GUEST EDITORIAL Branding Strategies During Economic Crisis: Avoiding the Erosion ……. 9
Dainora Grundey

RECENT ISSUES IN ECONOMIC DEVELOPMENT …… 23

Allies or Rivals? Shaping Images of Co-Host Countries via Common Mega Event. The Case of Poland and Ukraine and EURO 2012……. 23
Magdalena Florek

Increase Diversification Through Strengthened Enabling Environment for Entrepreneurship: a Focus on Skill Endowments and Export Orientation (Example of Hungary and Poland)……...……... 33
Yuriy Bilan

Central and Eastern European Capital Market's Development Possibilities…… 46
Oliwier Orylski

Economic Potential of Polish Agriculture and the Possibilities of its Developing in Globalization Period..... 54
Bożena Karwat-Woźniak

Red Meat Sector After Accession of Poland to the EU……... 69
Robert Mroczek

Logistical Capital Management Solutions, Using the Draft – Solvency II 77
Edita Jurkonytė

RECENT ISSUES IN SOCIOLOGICAL RESEARCH…..…….... 85

Sustainable Development as the Principle of Civic Society...……..... 85
Adam Płachciak

Parcels of Non-Farming Rural Families and Methods of Using them…….. 91
Agnieszka Otłowska

Environmentally-Friendly Activities of Dairy Companies……..……..…….. 101
Władysława Łuczka-Bakuła

INTERDISCIPLINARY APPROACH TO ECONOMICS AND SOCIOLOGY…...……..… 108

Abilities of Running an Economic Activity on Protected Areas...……...……..… 108
Anetta Zielińska

Taxonomic Methods in Environmental Management……...…….. 114
Małgorzata Sej-KolasaIga

Eastern Partnership in the Context of Tourism Development by the National Reservation "Zamky Ternopillya"……..……..... 123
N. Skoroplyas

ABOUT THE AUTHORS……..... 127

PROMOTION OF INTERNATIONAL SCIENTIFIC NETWORKS……. 129

CALL FOR PAPERS.……..... 135