

CONTENTS

FROM EDITORS	4
EFFECTIVENESS INDICATOR SYSTEM IN THE MANAGEMENT OF ORGANIZATIONS Mariana Kuzmanova	6
MEASURE OF THE ENTREPRENEURIAL ACTIVITY OF THE ORGANIZATION Magdalena Parcheva	11
ECONOMIC POLICIES FOR THE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES Todorka Atanassova, Nadezhda Petrova	17
CONTRIBUTION OF CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT: CHALLENGES AND CONSTRAINTS Irena Slavova	25
COMPETITIVENESS AND GROWTH OF THE FOOD PRODUCTION IN BULGARIA Nikolay Sterev	31
FIRM COMPETITIVENESS IMPROVEMENT, BASED ON FIRMS' INNOVATION POTENTIAL Dimitar Blagoev	39
EXAMINATION OF THE EFFECT OF EXTERNAL FACTORS OF ENTERPRISE COMPETITIVENESS ON THE MARKETING POTENTIAL OF ENTERPRISES Rayna Dimitrova, Vyara Kyurova	43
THEORY OF DIFFUSION OF INNOVATION AND VIRAL MARKETING Penka Goranova	51
EFFECTIVENESS OF CAMPAIGNS AND VIRAL MARKETING SERVICES Stefan Stefanov, Vesela Bandakova	56
THE IMPROVEMENT OF THE ORGANIZATIONAL ACTIVITY OF THE CRETIR WORKING COOPERATIVES – AN OPPORTUNITY TO REACH THE GOALS OF THE SUSTAINABLE DEVELOPMENT Albena Miteva	61
APPLICATION OF THE KINGDON MODEL FOR FORMULATION OF OPTIMAL LEVEL OF TAXATION OF TOBACCO PRODUCTS STRATEGIES IN THE EU MEMBER-STATES Svetla Boneva	67
THE IMPORTANCE OF THE TOBACCO PRODUCTS EXCISE FOR THE STATE BUDGET OF BULGARIA Svetla Boneva	73
ASPECTS OF THE DEVELOPMENT IN GLOBAL FOOD MARKET Sasha Grozdanova	79
SUPPLY AND DEMAND OF CONSUMER GOODS – STATE AND PROBLEMS Sasha Grozdanova	82
ANTI-COUNTERFEITING – PRESENT AND FUTURE IN THE CONTEXT OF SUSTAINABLE CONSUMPTION Antoaneta Stoyanova, Irena Stavreva	85
AN EXEMPLARY MODEL STRATEGY FOR ECONOMIC SECURITY OF BULGARIA Anton Marinov	91
THE FINANCIAL SYSTEM IN BULGARIA – COHERENCE OR INNER CONTRADICTIONS Emil Kalchev	97

HEALTH INEQUALITIES IN THE SOCIETY – MAIN FACTORS AND DETERMINANTS	101
Maria Rohova	
TYPES OF POLICIES FOR PARTICIPATION OF YOUNG PEOPLE IN SOCIETY AND ECONOMIC LIFE AND THEIR DURABILITY	107
Lalka Borisova	
URBANIZATION AND DEPOPULATION - THE BIPOLAR DEMOGRAPHIC MODEL OF LABOR MARKET IN REGION OF KYUSTENDIL	113
Antoaneta Yordanova, Raina Dimitrova	