

## Contents

<b>Jürgen Plöhn (D):</b> Introduction .....	7
--	---

### TRANSFORMATION AND DEVELOPMENT IN EASTERN EUROPE

<b>Georgy Ganev (BG):</b> Informal Institutions, Partial Enforcement, and Impersonal Exchange: Observations from Bulgarian Streets .....	13
<b>Anastasia Bankova / Todor Yalamov (BG):</b> Management, Knowledge, and Competitiveness of Organizations. A Study of Bulgarian Enterprises .....	25
<b>Desislava Yordanova (BG) / Maria-Antonia Tarrazon (E):</b> Determinants of Entrepreneurial Intentions Among Bulgarian University Students: An Exploratory Investigation .....	39
<b>Diana Boyadzhieva (BG):</b> Data Mining – Overview of the Technology and the Potential for Adoption in the Bulgarian Banking Industry .....	59

### EUROPEANIZATION AND ASPECTS OF EUROPEAN NATIONAL ECONOMIES

<b>Anastasia Paris / Ioannis Patiniotis (GR):</b> The Evolution of the Gross Domestic Product of all Sectors of Greek Economy since 1963 .....	79
<b>Ainhoa Herrarte / Felipe Sáez (E):</b> An Evaluation of Active Labour Market Policies: the Case of Spain .....	103
<b>Detelin S. Elenkov (USA):</b> Female Visionary-Transformational Leadership and Innovation: The Moderating Role of Multiple Intelligences and Ethical Leadership .....	129
<b>Guergana Stanoeva (BG):</b> What Do Optimum Currency Area Criteria Tell Us about the Readiness of Central and East European Countries to Join the Eurozone? .....	141
<b>Horst Schellhaass (D):</b> Superstars as Winners of the Common Market .....	153

## GLOBAL AND GENERAL ASPECTS OF ECONOMIES

<b>George Chobanov (BG):</b>	
The Dynamic Interaction of Two Markets .....	171
<b>Jean-Pierre Gern (CH):</b>	
The Measurement of the Efficiency of Transaction Costs .....	187
<b>Liana Badea / Nicolae Nedelco (RO):</b>	
E-Business - Perspectives and Challenges in Global Competition .....	199

## ATTACHMENTS

Abstracts .....	215
Editors and Contributors .....	218