

DOI 10.36074/05.06.2020.v1.11

STAGES OF INVESTMENT CLIMATE MANAGEMENT IN THE ECONOMY OF UKRAINE

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Improving the investment climate in Ukraine is impossible without effective regulation of investment activities in the region. The lack of a balanced regional policy will lead to significant disparities in the country's economy. In this regard, the key problem of state regional policy should be the development of measures to manage the investment attractiveness of the region. The economy of the region is based on the microeconomic production function, which takes into account the most effective actions of local factors of production and the growing importance of the non-productive sphere of the regional economy.

Today, the effectiveness of investment policy depends on the renewal of production, the success of economic restructuring, solving social and environmental problems (this is how important the non-productive sphere), as well as the inflow of foreign investment into the economy of cities and regions. The basis of the country's economic growth can be innovation, as they are a key factor in increasing competitive advantage (reducing costs, improving quality, developing new markets, improving the country's image). The region must create such conditions. Accelerating the pace of reforming the Ukrainian economy requires an increasing amount of investment resources both for individual enterprises and for the development of regions, and for the economy of Ukraine as a whole. The problem of increasing investment activity is relevant in connection with the search for and consolidation in the region of certain sources (regardless of ownership and corporate interests). But in order to find and consolidate appropriate investments, it is necessary to find real tools that can provide an objective assessment of the use of these investments.

From the point of view of economic development of regions the following groups of indicators which comprehensively characterize the level of regional structure of economy are allocated: availability of natural and human resources – population, sex-age structure and population density, number and structure of labor resources, indicators of natural resources; functional structure of natural resource and economic potential – the ratio of resources of interstate, state, district and local significance; sectoral structural proportions – the ratio between productive and non-productive spheres; structural ratio between individual branches of the industrial complex in terms of production volumes, number of employees, availability of fixed assets; volume of investments; generalizing indicators of economic and resource potential of regions – indicators of cost estimation of natural and economic potential and structural ratios of their separate elements; economic efficiency of the economic complex of the regions – gross value added and its sectoral structure, labor productivity, profitability, financial performance (profit), the state of the labor market,

investment efficiency, use of fixed assets and capacity, small and medium business development.

There are a number of measures aimed at intensifying investment policy in the region. The main ones are: first, an effective mechanism for intensifying investment activity at the regional level; secondly, the regional government should take steps to stimulate business and investment activity, ie create a system of benefits and preferences on this issue, participate in improving the regulatory framework, increase the level of policy in education and training, environmental protection - do everything necessary for the formation of a favorable investment climate in the region; thirdly, an important condition for the transition to sustainable economic growth in the era of the fourth post-industrial digital revolution and the development of the digital economy is to attract private investment, taking into account the strengthening of the resource base of regional commercial banks. from financial shocks; fourth, the most important direction of state investment policy is to stimulate the development of infrastructure sectors of the economy, increasing investment in the non-productive sphere.

DOI 10.36074/05.06.2020.v1.12

THE DEVELOPMENT OF PROJECT ACTIVITY IN HIGHER EDUCATIONAL INSTITUTIONS

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The development of the scientific field of the country creates new specialized knowledge that is the basis for further activation of innovative activities of domestic enterprises that ensures competitive recovery of the economy and delivers a productivity boost. One of the most perspective ways to improve the system of financial support for science in higher educational institutions is to activate international scientific cooperation by developing and implementing projects at the expense of grants. The different types of grants are given for individual research, university research, access to libraries, conducting conferences, developing connections between private business and universities, establishing of foreign contacts, business trips for scientific purposes, participation in conferences, personal development of a scientist, financing of dissertation writing. The varieties of the grants
