

ABSTRACTS

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THE SOURCES OF FORMATION OF INVESTMENT POTENTIAL

Efficiency of formation the investment potential consists in the improvement of its quantitative and high-quality indexes, and also dynamic process of their co-operation. In this context the problem of using of its own investment potential of the country is considered as well as kept- facilities of citizens, which at application of modern investment instruments could become the powerful source of investments in the economy. The important role of issuing of territorial securities, which are one of basic forms of territorial loans and having rows of advantages providing possibility for realization of projects in a socio-economical

sphere opens up. The facts of principal reasons of decline Ukrainian economy are educed, the removal of which will be able to become the powerful co-operant mechanism of formation of not only investment potential, but also potential economy of country on the whole. Possibilities of such investments into the real economy are also outlined due to budgetary facilities in the registered funds of legal entities that will give the strongest push in development of entrepreneurial activity of management subjects. Aattraction of venture capital is positioned as a locomotive of innovative business of small and medium-sized enterprises. Its main constituent is a private capital. It was determined that profits of such bank segments as investment banking and investment management constitute a greater part and are means of investment resources. The advantages of such objects of research as intellectual property are revealed, where non-material assets act as a part of resourceful potential and stock market, which could compete with a bank sphere in providing of economy with financial resources.

Investigated problems designated possibility of additional ways of determination of formation the means of investment potential in the certain aspects of economic activity.