

ABSTRACTS

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INVESTMENT CLIMATE AND INVESTMENT ATTRACTIVENESS OF THE REGIONS OF UKRAINE

For the effective development of the region by market relations the movement of investment flow is necessary. For the investment decision it is advisable to take into account the investment climate in the country, region and level of investment attractiveness of the area. The investment projects can be successfully implemented only in those regions that are attractive to investors.

One problem is the definition of investment attractiveness diversity of approaches to the same category and evaluation of its level.

Summarizing approaches to determine the investment attractiveness of the region as a basis for the study taken by economic characteristics, reflecting the ability to attract, develop and use advanced investment through investment potential and favourable regional investment policy.

The objective is the evaluation and prediction of investment attractiveness of regions KIIS, which reveals the top 10 regions of Ukraine for Investment Attractiveness Index. Dnipropetrovs'k region ranks the 5th position in Ukraine.

Analysis of the impact of «hard» and «soft» factors can provide favourable and limiting factors to attract investment for Dnipropetrovs'k region. In particular, the general effect of «hard factors» is favourable, as the region ranks the second place in Ukraine. For the analysis of the impact of «soft» factors Dnipropetrovs'k region took the 14th place in Ukraine, indicating the presence of barriers to investment processes.

To study the investment attractiveness of the Dnepropetrovsk region the method IO Blanca has been used at which the integral rank indicator of investment attractiveness of Dnipropetrovs'k region is 0.3244.

To select regions by the degree of investment attractiveness scale Harrington and its modification by «three sigma rule» have been applied.

According to the results of the research, the investment attractiveness of Dnipropetrovs'k region in 2014 was in the average range. This is confirmed by statistical data on capital investments development, which decreased compared to 2013 by 8,9%.

The conducted analysis of investment attractiveness of Dnepropetrovsk region can serve as information about the investment attractiveness ratings and basis for clarifying the concept of regional investment policy.