

macroeconomic and infrastructure factors, as well as the state of the financial and labor markets. All these factors have one thing in common: they can change under the influence of government policy - this is emphasized in another definition of the investment climate as a “set of measures to reduce the political and economic investment-related risks [1]”.

Many potential investors are interested in the large market of Ukraine, its generous resources, its skilled workforce, but don't hurry to take the plunge. Prospective US investors fear such negative factors of the investment climate as excessive regulation; complex, confusing and high taxes; constantly changing rules of the game; inability to fulfill contracts.

Companies that plan to invest in Ukraine understand that investment is always a risky business, so it should be properly assessed. The risk faced by companies, investors, classified in three groups: commercial; optional (if investment abroad); specific features of the investment climate in certain countries (including Ukraine).

The degree of commercial risk affecting the following points:

- demand for the product;
- creditworthiness of customers;
- behavior of competitors;
- ability to export its products from Ukraine to other states.

These problems concern every investor.

It is very difficult to estimate specific additional risks arising when investing in a foreign country, but they must be taken into account. For example, differences in mentality and culture of different countries. The merger of Dutch and Belgian banks was not possible because of the difference of mentality and culture of the Dutch and Belgians, despite the fact that the banking both countries

were Dutch. In most cases, the language problem is an additional complication.

Specific economic problem investing abroad is the risk associated with fluctuations in exchange rates. For example, the company is investing in dollars, guilders or euros and profits of Ukrainian investment receives in national currency. But the question arises: what is the difference in rate against the major currencies at the moment when the investor wants to get at least a dividend? West reduce the risk of certain exchange rate was the introduction of the euro in the European Union. However, in other countries this type of risk is greater in some countries and lower in others.

Investors take into account the risk associated with the investment climate, ie regulatory structure and business climate in the country. In this respect Ukraine loses to the countries of Western Europe, USA, Canada, to a lesser extent in Central Europe. It is in this area Ukrainian government and parliament should improve the situation, because the legal framework instability, unpredictability of the tax burden - a high-risk factors for investors who do not contribute to investment in our country.

Another aspect of the regional investment attractiveness is the presence of profitable and competitive investment objects, namely, business undertakings attractive for investment. Thus, the region's investment attractiveness is formed by the basic conditions, the investment climate and investment attractiveness of the enterprises located in its territory. The regional investment attractiveness includes the entire set of “benefits for the investor which are associated with the territory” [2], and, thus, it is an exceedingly wide concept being of greatest interest from the point of view of a comprehensive assessment of the region as a potential place for investment projects.

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UKRAINIAN INNOVATIVE DEVELOPMENT ISSUES

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Innovative economic development inherent in all developed countries, which is both a factor and a result of economic growth. The current stage of socio-economic development of Ukraine is primarily characterized by extremely low impact of innovative factors on economic growth, existence of many barriers that slow the increase of the domestic economy and innovation performance.

Analysis of current trends in the development of innovative processes in Ukraine has found that fundamentally positive changes in the industry Ukraine has not yet happened, while achieved growth primarily driven by extensive influence factors and does not have motivated innovative structural and technological changes.

The leading sectors engaged in innovations in recent years, is engineering, chemical and

petrochemical industry, metallurgy and metal processing, food processing and light industry. Almost all the entrepreneurs in these sectors (except machinery) mainly belong to old commodity industries, and the same sub-sector involves a large proportion of foreign investment. The largest share in the financing of innovative enterprises in 2014 accounted for the following economic activities: engineering - 30.5% (of the total) and the chemical and petrochemical industry - 16.5%; metallurgy and metal processing - 16,4; food industry and agricultural products - 15.3%. Industry leaders in Ukraine both for innovation activity and innovation establishment is the implementation of the following economic activities: manufacture of coke and refined petroleum products -

28.0% (of total); engineering - 18.6; chemical and petrochemical industry - 16.3; metallurgy and metal processing - 11,5%. The negative trend is not only reducing the number of industrial enterprises engaged in innovative activities, from 18.0% in 2010 to total surveyed to 11.2% in 2014, but also reduce the number of industrial enterprises that implemented innovations - from 14, 8% of the total number in 2010 to 410.0% in 2014. [1, p. 97]

Despite the funds and support the development of innovation, the main source of funding during 2010-2014 were funds of enterprises. In 2012, industry funding sources for Ukraine was distributed as follows: own funds - 84.6% (of the total); Foreign investors - 2,9; budgets of all levels and off-budget funds - 1.8% and others. [3, p. 87]

The system of state financial support of innovation activity in Ukraine does not meet modern requirements and has a large number of priorities. Only 3.4% of enterprises introducing new processes, carry out mechanization and automation of production, which does not fundamentally modernize industrial production.

As for conclusions, the main reasons for lack of development of innovations in Ukraine are:

- Lack of state influence on the development of innovation;
- Inability of accumulation of separate entities the funds needed for the scale of innovation;
- Extremely low financing innovation;

- Poor orientation of institutional, financial, banking and credit systems to support innovative development of the national economy [2, p.102].

The main strategy guidelines to stimulate innovation in Ukraine should be:

- Activities at national and regional level, which will improve the quality characteristics of national scientific and technological potential;
- Providing capital growth of the national economy on a new technological basis;
- Changing technological and reproduction structure of capital investments;
- The efficient allocation of scarce financial resources by concentrating maximum available funds for important areas of scientific and technological progress;
- The definition of priorities for state support innovation through the development and enactment of state scientific and technical programs;
- Creating conditions for attracting additional financial resources, including foreign investment by creating a bank of innovative projects at the State Fund of Fundamental Research, State Innovation Company, etc. [5, p. 19].

Thus, the existing mechanisms to achieve strategic priorities of innovation sphere are ineffective and need revision. In view of the problem of the economic mechanism to generate, reproduce and use scientific and technological innovation to improve the pace of economic development and quality of life in our country, becomes extremely relevant.

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INTRODUCTION OF INNOVATIVE LEARNING TECHNOLOGIES IN THE EDUCATIONAL ACTIVITY

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Modern education is to prepare a person who is able to live in a highly globalized and rapidly changing world, perceive it as a significant component variability own life. Globalization, transformation processes and continuous variability causing input information rights in a very complex system of social relationships require its capacity for innovative and fast solutions. Only innovative in substance education can educate a person who lives by innovative modern laws of globalization, is fully developed, independent, self-sufficient person, who guided in life's own knowledge and beliefs. In general, it is more necessary to society than education or a particular person, because without a fully developed personality impossible to build the foundations of democracy, no options to achieve economically developed countries.

In the formation of intellectual potential more noticeable occupy a new type of school - high school, high school, college and copyright school. Many of them have become real pedagogical workshops where practicing and implementing new teaching technologies [1].

However, education in general is very conservative system, so introducing new technologies in learning, education and the organization of educational events is very difficult, especially compared to the introduction of technological innovations.

Society has entrusted education through training and educational activities to educate the younger generation, so educational system should be open to innovation, critical perception of achievements and at the same time