



РОЛЬ СОЦІАЛЬНИХ, ТЕХНІЧНИХ ТА ЕКОНОМІЧНИХ ВЗАЄМОЗВ'ЯЗКІВ СУБ'ЄКТІВ В ЗАБЕЗПЕЧЕННІ ІНВЕСТИЦІЙНОЇ ПРИВАБЛИВОСТІ ТЕРИТОРІЙ

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Анотація. У статті досліджено роль соціальних, технічних та економічних взаємозв'язків суб'єктів в забезпеченні інвестиційної привабливості територій. Визначено інвестиційну привабливість територій як сукупність об'єктивних та суб'єктивних умов, що визначають можливості залучення та ефективного використання інвестиційних ресурсів на відповідній території. Обґрунтовано доцільність розробки та застосування Стандарту діяльності органів виконавчої влади регіонів України по забезпеченню сприятливого інвестиційного клімату, що створить можливості для проведення на регулярній основі оцінювання ефективності роботи регіональних органів влади з питань створення умов щодо залучення інвестиційних ресурсів. Запропоновано напрями вдосконалення існуючої системи соціальної, технічної та економічної взаємодії між суб'єктами інвестиційної діяльності в сучасних умовах господарювання.

Ключові слова: суб'єкти інвестиційної діяльності, інвестиційна привабливість територій, органи регіональної та місцевої влади, інвестор, розвиток, соціальні, технічні та економічні взаємозв'язки.

РОЛЬ СОЦИАЛЬНЫХ, ТЕХНИЧЕСКИХ И ЭКОНОМИЧЕСКИХ ВЗАИМОСВЯЗЕЙ СУБЪЕКТОВ В ОБЕСПЕЧЕНИИ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ ТЕРРИТОРИЙ

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Аннотация. В статье исследована роль социальных, технических и экономических взаимосвязей субъектов в обеспечении инвестиционной привлекательности территорий. Определена инвестиционная привлекательность территории как совокупность объективных и субъективных условий, которые определяют возможности привлечения и эффективного использования инвестиционных ресурсов на соответствующей территории. Обоснована целесообразность разработки и внедрения Стандарта деятельности органов исполнительной власти регионов Украины по обеспечению благоприятного инвестиционного климата, который создаст возможности для проведения на регулярной основе оценки эффективности работы региональных органов власти по вопросам создания условий относительно привлечения инвестиционных ресурсов. Предложены направления усовершенствования

существующей системы социального, технического и экономического взаимодействия между субъектами инвестиционной деятельности в современных условиях хозяйствования.

Ключевые слова: субъекты инвестиционной деятельности, инвестиционная привлекательность территории, органы региональной и местной власти, инвестор, развитие, социальные, технические и экономические взаимосвязи.

FUNCTION OF SOCIAL, ENGINEERING AND ECONOMIC INTERACTIONS OF ENTITIES IN SUPPLY OF INVESTMENT ATTRACTIVENESS OF TERRITORIES

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Abstract. The paper deals with the function of the social, engineering and economic interactions of entities in supply of investment attractiveness of territories. The investment attractiveness has been determined as a totality of objective and subjective conditions specifying opportunities of attraction and efficient application of investment sources at the corresponding territory. The expediency of development and introduction of Activity Standard of Executive Bodies of Regions of Ukraine on provision of conducive investment climate which will make opportunities to carry out on the regular base of estimation the efficiency of work of the regional power body on the problems concerning the investment sources has been motivated. The trends of improvement of existing system of social, engineering and economic interaction between the subjects of investment activity in present-day conditions of economic management have been offered.

Keywords: subjects of investment activity, investment attractiveness of a territory, bodies of regional and local powers, investor, development, social, engineering and economic interactions.

Introduction

Contemporary conditions of economic management are characterized by severe international competition at the capital market when a demand gives birth to an offer and in the result of which the problem of attraction of investment sources has originated. The problem is quite urgent to Ukraine and its regions that is stipulated by the necessity to provide such conditions which would contribute to recovery of investment activity of the potential investors both Ukrainian and foreign ones. One of the principal factors which can be impact positively to this process is improvement of the existing system of interaction of all the participants of investment activity. From the fact in how much the social, engineering and economic interactions are developed the investment sources between themselves, the degree of investment attractiveness of corresponding territory

which determines opportunities of income of necessary for development of investment sources.

The problems of theory and practice of investment activity intensification in Ukraine and also the problems dealing with supply of investment attractiveness of both separate transactor units and the territories where they are situated, have been investigated in the papers of Ukrainian scientists: I. Blank, B. Danilishin, O. Drugov, G. Kozachenko, I. Krupka, Yu. Makogon, L. Petkova, V. Fedorenko and others [1–8]. But in spite to the great variety of elevated scientific problems and depth of their investigations, their separate aspects are remained non-sufficiently elucidated in contemporary economics. Thus, the problems of study of function of the social, engineering and economic interactions of subjects in provision of investment attractiveness of territories still require supplementary investigations.

Paper purpose

The investigation of the function of the social, engineering and economic interactions of the subjects in supply of the investment attractiveness of the territories and development of recommendations concerning the improvement of such kind of the interaction in contemporary conditions of economic management.

Results of investigations

The investment attractiveness of the territories becomes apparent in their capability to attract investment sources. Each region of Ukraine has just only its inherent geographic and social and economic peculiarities determining different level of the investment conditions used by both Ukrainian and foreign potential investors. In this connection, each investor is oriented to completely specific characteristics being determining for him.

In scientific medium there are various approaches to discover the content of the category «investment attractiveness». From the point of view of the spatial (regional) approach, the most widespread determinations of the investment attractiveness are the following ones:

- 1) totality of objective and subjective conditions which assist or prevent to the investment process of the national economy on the macro-, meso- and micro-levels [7];
- 2) region position on various periods of time, tendencies of its development which become apparent in the investment activity [9];
- 3) integral characteristic of separate regions of the country from the position of investment climate, level of development of investment infrastructure, opportunities of attractiveness of investment sources and other factors which principally impact to the formation of profitability of investments and investment risks, etc. [8].

Extension of investigations results of scientists in the sphere of investment allows to form the following definition of investment attractiveness of the territories. So, the investment attractiveness of the territories is a totality of objective and subjective conditions determining opportunities of attraction and efficient application of investment sources on corresponding territory.

The investment activity level of the territories directly depends on efficiency of the formed system

of interaction between the all participants of investment activity on the macro-, meso- and micro-levels.

According to the law of Ukraine «On investment activity», the subjects (investors and participants) of investment activity can be citizens and legal people of Ukraine and foreign countries but as states as well. Among the legal people of public right who carry out investment activity according to legislation are considered non-state pension funds, general investment institutions, insurers and financial institutions. The investors, as subjects of investment activity, take a decision about investing of personal, loan and attracted property holdings and intellectual values into investment objects. They can act as depositors, creditors, buyers and they can also implement functions of any participants of investment activity. As subjects providing implementation as executors of orders or on the grounds of investor's power of attorney can be citizens and legal people of Ukraine and other states.

In accordance with the article 12–1 of the Law of Ukraine «On investment activity», the Central Body of executive authority realizing the state policy in the sphere of economic development on the base of presented information by the investment activity subjects concerning provided state support by it and data of State register of investment projects and investment offers provides monitoring and analysis in order of established by the Central Body of Executive which supply formation of state policy in the sphere of economic development. Such kind of the Central body of executive authority is the State Agency on investments and management of national projects of Ukraine to which 27 state budget establishments – regional centres on investments and development are reported [10].

Interaction between participants of investment activity occurs in many trends, the principal of them are social, engineering and economic ones.

The social manifestation of efficient interaction between subjects of investment activity of determined territory consists in creation of new jobs, increase of level of employment of population, decrease of migration level of population (especially of the youth), solution of demographic problems and social tension in a society. In particular, creation of industrial parks that nowadays is rather efficient instrument of investment attractiveness, stipulates obtaining of the whole series of social advantages

for territorial community, namely, decrease of brain drain, attraction of youth to research, support and development of scientific and research institutions and educational establishments situated on the park territory. For instance, one of the problem of the State purpose-oriented programme of development of industrial park «Svema» in Shostka of Sumy Oblast is organization of appropriate social and everyday conditions for workers by means of creation trade objects, sports facilities, educational complexes and recreational territories on the park area [11]. The application of advantages of concentration of social sphere establishments on the territory of the industrial park is assumed to be promoted to formation of conscious relation of workers to labour and this will mean satisfaction of interests both business structures and population.

Technical interactions between subjects in implementation of policy of investment sources attractiveness, as a rule, are realized in the format «science – production – power». The principal problems which are solved in this case are the following: infrastructural provision of priority for the territory investment projects, including on the base of industrial parks formation; establishment of close cooperation of scientific, engineering and production groups of experts that have synergetic effect which enriches each of the participants with new opportunities; commercialization of the scientific and technological results and also opportunities of distribution of the sphere of application of developed latest technologies and other intellectual products among establishments of the territory. The function of state and local authorities consists in this case in provision of plots of land necessary for arrangement of manufacturing facilities and infrastructural objects and also provision of operations by invoice of means of national or local budgets. Participation of regional centres on investments and development consists of accompany of priority regional projects, in particular in acquisition of permissive documentation, provision of consultative service, etc.

Economic interaction between principal subjects concerning supply of investment attractiveness occurs in the following trends: offering informative and consultative service for preparation of the investment project by the principle of «single opening» and carrying out database of investment proposals and regional projects, plots of land and commercial property (provided by the regional centres

on investments and development); development of investment certificates and investment maps of territories by regional and local authorities; creation of investment sites with purpose of information distribution about investment profile of territory which can be useful for subjects of investment activity of territories by the initiative of regional and local authorities; application of financial mechanisms of increase of investment attractiveness of territories, including on the base of state and private partnership.

Social, engineering and economic interactions of subjects of investment activity are implemented within the framework of active legislation of Ukraine. The list of the principal laws and other normative and legal acts oriented to stimulation investment and innovative activities, development of the real sector of economy are represented in the Reference Book of Investor worked out in 2013 by the National Agency on Investment and Management of the National Projects of Ukraine.

However, recently investment attractiveness of Ukraine and its regions has been significantly deteriorated because of severe money and credit conditions, corrosive business environment, social disturbances and political uncertainty. It stipulates necessity of improvement of existing relations and solution of the problems which moderate its development. One of such problems is imperfection of practice of drawing-up the investment certificate. The investment certificates of territories as carried out are not completely meet their purpose – to be useful for potential investor. Thus, for example, instead of detailed information about history and culture of oblast population, have not direct relation to investment demands of territory, you need to pay more attention to concrete definition and conciseness of the information which is more important to an investor. The grave drawback for the existing investment certificates of regions and cities of Ukraine is also non-regularity renewal their information that witnesses of non-interest and /or non-professionalism of corresponding authorities in improvement of investment climate of territory.

Successful operation of regional and local authorities with potential investors is one of the principal factors of formation of conductive investment climate of territory. That is why, at direct contact with an investor, the representatives of local authority and corresponding experts should not only be fa-

miliar with the information relatively to strategic trends of the local economic development but also consider professional, mental and national specific features of each potential investor. It makes urgent the necessity of qualification selection of the stuff with corresponding education and training.

Evaluation of efficacy of regional bodies work on the problems of creation of conditions relatively attraction of investment sources and development of territory should be carried out on the regular base, that demands development of the definite Standard of bodies activity of regional authorities which would consider operating successive practices. In this aspect the experience concerning development and approbation of Standard of activities of executive authorities bodies of the subject Russian Federation on provision of favorable investment climate (further – Standard). Standard is a minimum set of demands, successful implementation of which will allow to increase investment flow into regions, will form infrastructure of efficient communication between business and local authorities. This document attaches the measure complex directed to increase of investment attractiveness of a region, protection of investors' rights and increase of transparency of the system of support of businessmen. The Standard consists of a set of 15 minimum demands to the process of interaction investors and executive authority bodies in a region, observance of which will contribute to improvement of regional investment climate [12].

Efficient interaction of bodies of regional and local authorities with other subjects of investment activity should be based on such principles:

- 1) equality is non-discriminative approach to all the subjects of the investment activity within limits of beforehand determined and public system;
- 2) attraction is a participation of subjects of investment activity in the process of taking decisions and evaluation of their implementation;
- 3) transparency is popularity of documented information of the authorities (with the exception of top secret documents);

- 4) the best practices are the orientation of administrative procedures and regulation to the best one from the point of view of interests of investment activity subjects of interaction authorities with other participants of the investment process.

Conclusions

The carried out investigation allows to make a conclusion of a fact that existing system of the social, engineering and economic interaction between subjects of investment activity has insufficient efficacy level and needs in perfection by implementation of corresponding arrangements the principal ones are:

- decrease of sufficient level of state regulation at passing all the procedures by an investor concerning permission and coordination at evaluation and implementation of the investment projects, especially if they have strategic meaning for development of territory;
- overcoming of bureaucracy and corruption at local and central authorities;
- perfection of practice of drawing-up investment certificates of territories by means of specific system and conciseness of information, being rather important for a potential investor and its timely innovation;
- usage of foreign experience on the problem of development and application of Standard of activity of regional executive authorities of Ukraine on provision of favorable investment climate that create opportunities for carrying out on regular base evaluation of efficiency authorities on the problems of formation of conditions concerning attraction of investment sources and development of the territory.

Practical implementation of the offered recommendations will establish intersector cooperation of authority, business, community and other objects of investment activity on the principles of openness and transparency of making managerial decisions concerning provision of territories attractiveness.

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