

EVALUATION OF FINANCING INNOVATION AND INVESTMENT DEVELOPMENT IN THE REGION

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Investment activity is one of the fundamental aspects that determines pace of economic development, the economic development's proportion and revitalization of economic processes. The comprehensive exploration of the financial regulation investment effectiveness and investment efficiency is made. We can confidently confirm that real investment should influence on the size of Gross domestic product (GDP) in the region. The development of capital investment in the region during 2007 – 2015 years has been characterized as cyclical nature, due to the instability of the socioeconomic situation of our country and the world economy as a whole. Thus, its maximum value they reached in 2009 – 4483.0 million UAH. And the minimum value in 2015 – 1550.0 million UAH. Even if transfer the amount to the foreign currency. The main sources of investment have been and continue to be their own financial resources of enterprises and population – more than 73%. Least of all

developed investments from budget funds and credits and other loans, the proportion of the total which reached an average of no more than 7.4% and 5.2% respectively. In addition, an important source of investment is public funds for housing construction in the last three years. The growth of investment funding sources caused by the redistribution of funds from bank loans to finance their own funds population, which explains such a small share of credit sources in total financing. Moreover, the analysis of performance indicators showed that unfortunately, the impact of innovation and investment in the Chernivtsi region in modern conditions is extremely low and insufficient, both for the innovative model of regional development and national economic development of Ukraine in general. To stabilize the situation in the region it is necessary to develop clear mechanism of the impact on innovation and investment activities with the main priority of regional and international experience.