

Investment activity of the Chernivtsi region: current state and prospects of development

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The subjects of the study are mechanisms of improvement of the investment attractiveness of Chernivtsi region.

The object of research is the level of investment activity of Chernivtsi region.

Objective of the article is the analysis of the investment activity and identifying of the possible ways to improve the investment climate in Chernivtsi region in modern conditions of economic development of Ukraine.

The task of the article is to define the essence of the concepts of «investment» and «investment activity», to highlight the general situation in Ukraine in foreign investment attracting, to analyze the dynamics of investment in fixed assets by economic activity in the Chernivtsi region, to show the sources of financing of capital investments in the region, to mention the factors determining its attractiveness, to show the value and importance of indicators that determine the investment attractiveness of the Chernivtsi region, to settle integral coefficient of investment attractiveness of the region, to give a list of ways to improve the investment attractiveness of the region.

Scientific novelty of the article is deter-

mined by calculating the integral index of investment attractiveness of Chernivtsi region, based on the method coefficients and key indicators that determine the investment appeal of any region, by the comparison of the actual value of reference and adjustment of their weight in the test subject. This calculations are to determine the potential need of investments (level of overall economic development); possibility of accelerating investment projects (investment level of infrastructure in the region); potential consumer demand and possibility of attracting labor force (demographic characteristics of the region); ability to create and maintain the investment climate (the level of development of market relations and commercial infrastructure in the region); level of safety in the region (the level of criminal, environmental and other). So in the end, it can be argued that attracting investment is a priority of the regional economy.

According to the study were defined solid conclusions. The results can be used in the process of developing a set of actions and measures to improve the investment climate in the Chernivtsi region.