

Management of the enterprise investment potential in the context of budgetary regulation of innovative development of Ukraine

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In the conditions of transitive economy of one of the basic tools of management of the enterprise investment potential of the state budget is a regulation. Effective management of the investment potential of the company is aimed at enhancing its investment and achieve maximum investment effects. An important contribution to the development of innovative potential of enterprise management methodology in the context of budgetary regulation of innovative development made L. Vodachekom, E. Galushkoy, A. Zagorodny, S. Ilyashenko, N. Krasnokutskaya, A. Lapko, L. Fedulova, I. Chugunov, Y. Shipulina, Yu. Yakovets and others. However, certain aspects of the management of the investment potential of the enterprise in the context of budgetary regulation of innovative development of the country remains quite controversial and require more detailed investigation.

The article is devoted to topical issues of management of the investment potential of the enterprise in the context of budgetary regulation of innovative development of Ukraine. We analyzed the existing theoret-

ical approaches to the management of the innovative potential of the company and developed a method for assessing management effectiveness of innovative potential of the enterprise in modern conditions.

It is concluded that at the current stage of economic development requires an effective state regulation of innovative development of enterprises. One such tool is the budgetary management of innovative processes at the micro level. In this connection, the priorities of management in innovative potential of the enterprise in the context of budgetary regulation of innovative development should be focused on the restructuring and modernization of the economy, the implementation of effective and innovative strategies in the real economy and the development of scientific and technical potential. In connection with this proposed article approaches to the assessment of economic efficiency of investment activity of the enterprise allows to conclude the feasibility and attractiveness of investments by the state in this or that object, evaluating the efficiency of the investment potential of the enterprise.