

ASSESSMENT OF INVESTMENT AND INNOVATIVE POTENTIAL OF LVIV REGION

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In terms of increasing competition, the assessment of innovative activity of the enterprises and their investment security is one of the most pressing since the implementation of innovation of products is the basis of effective development company, region and country.

In the article analysed the main indicators of the current level of investment and innovation of Lviv region for the period of 2011-2015. The peculiarities of investment and innovation process at the regional level are characterised and directions for enhancing the investment and innovation activity with regard to the identified trends are suggested.

The analysis of investment and innovation potential will provide the possibility of creating a modern model of innovation and investment development.

The purpose is to determine the dynamics of investment and innovation processes of Lviv region in modern conditions of eco-

nomical development and enhancing the impact of globalization.

To achieve this goal, the following main objectives are necessary:

- Assess the current state of innovation at the enterprises of the region;
- Analyse the investment potential of the region and identify the main sources of investment;
- Identify promising areas of investment and innovation processes of Lviv region.

Innovation in the region is relatively low, but there is a positive increasing tendency. An important indicator that characterizes the development of investment activity is foreign direct investment in production and business activities of domestic enterprises.

Over the last five years, the region takes the fifth place among the regions of Ukraine by volume of foreign direct investment in the economy of the region, behind the leading regions.