

## DEFINITION AND CHARACTERISTICS OF IMPACTS INNOVATIVE-INVESTMENT ACTIVITY OF THE REGIONAL ECONOMY

**Zubkov R.S.**

PhD in Economics,  
Mykolaiv Interregional Institute,  
Open International University of Human Development  
“Ukraine”, Mykolaiv

The article is devoted to topical issues of the impact of internal and external factors on the innovation and investment activities of industrial enterprises of Ukraine and the Black Sea region. The basic factors of influence on regional innovation and investment activity. Conducted characteristics of each factor in each group impact on innovation and investment activity in the region.

In the countries of the European Union to determine, the degree of innovative-investment development of the country is calculated, aggregated innovation index (Summary Innovation Index (SII), which takes into account heterogeneous data from various fields of innovation.

In national statistical reporting, there are some limitations (some data taken with the purpose of ensure compliance with the requirements of the law of Ukraine “On state statistics” regarding the confidentiality of the information) according to the information regarding innovation activities of enterprises.

The situation on the investment-innovative activity of regional industrial enter-

prises of Ukraine and black sea region caused by the action of a number of internal and external factors of influence. The main appropriate to classify the following groups of factors: regulating, stimulating, structure-forming, destructive. In the group of regulating factors are the factors that govern the relationship in the middle of the investment and innovation environment and influence the nature of such a relationship. The group stimulating factors are the factors which exercise a stimulating effect on investment and innovation activity of the region. In the group of the structure-forming factors are the factors that make up the basic capital structure of the regional economy. In a group of destructive factors are the factors that have a negative impact on the overall structure of the regional economy and businesses.

Thus, each factor has its influence on the performance of regional activity of industrial enterprises. Recently there has been a combination of internal and external factors of influence.