

IDENTIFICATION CHARACTERISTICS OF CORPORATE BONDS AS AN OBJECT OF INVESTMENT

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In modern terms, corporate bonds are an important source of financing for activities of business entities that creates ample opportunities in the branch of investment for the owners of capital. As compared with other financial instruments, corporate bonds have a lower yield, however, they possess a high degree of reliability, low levels of the risks and security payments, granting opportunity for the best satisfaction of mutual interests of investors and issuers of bonds, that is, they are more attractive for investment in the conditions of formation of institutes, instruments, and the mechanisms of transfer of the capital between economical subjects.

The article is devoted to the study of the practice of investing in corporate bonds, generalization its advantages and disadvantages for issuers and investors, evaluation of the current state of investing in the corporate bond market in Ukraine, definition of the main problems, and justification of the ways of its decision.

The specifics of scientific tasks being the subject of the research required the use of a complex of methods, which enabled to analyse the current state of investing in the corporate bond market in Ukraine and

identify perspective directions of its development.

The article states that corporate bonds as an investment object have determining specifications, which include: basic parameters, specific properties and features of circulation in the organized stock market. Advantages and disadvantages of the corporate bond for investors and issuers are integrated. The ways of investing in corporate bonds are considered: aggressive and conservative. The evaluation of the current state of investing in the corporate bond market in Ukraine is carried out and the main problems of investing in its organized and unorganized segments are determined. The ways of solving the problems of development of the national market for corporate bonds are offered.

For an increase of investments in corporate bonds of domestic issuers, it is offered to implement events at the state level on increase of capitalization of the national stock market by means of elimination of barriers, which hinder the investments of private and institutional investors in corporate bonds and-or they negatively affect interests of specified groups of investors.