

## ABSTRACTS

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### **COMPARATIVE ANALYSIS OF INVESTMENT ATTRACTIVENESS DURING TRANSFORMATION OF THE ECONOMIC SYSTEM**

Conceptual approaches to the development of innovative methodological aspects for the definition of the integral appraisal ratio of investment attractiveness of the region subjects, based on evaluation of quantitative relationship between the integrated index and the efficiency of investment during projecting the total investment potential of the region have been considered.

It is proved that the natural determinant of regional economic development is the innovation process as a systemic phenomenon, as a result of multi-vector interaction between management institutions and economic agents in the region, in which the linear relationships in the chain “science - production - consumption” is only one of multiple components.

The calculation of the integral index of Ukraine regions' investment prospects is performed based on summing the products of rank values for each synthetic indicator and its importance. According to the calculations, a specific place of the region in the overall composition of regions in Ukraine is determined.

This method involves determining the quantitative relationship between integral index of investment prospects of Ukraine's regions and the efficiency of investments in each region. Soundness of investments is characterized with the equity profitability ratio index, which in this case is analogous to the amount of investment into fixed assets, current assets and intangible assets.