

At this point the study of possible ways of further development and improvement of the device was conducted.

The advantage of the described device is primarily the automation of the educational process, game device cost less compared to other educational systems, interactivity, the ability of children self-education and the ability to update the software.

*Scientific supervisor: Murkina N.I.,
Senior Lecturer*

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Rak A.V.
National Aviation University, Kyiv

THE PROBLEM OF ATTRACTING FOREIGN INVESTMENT IN UKRAINE

Ukraine has a negative investment image due to political factors, so invisible is that the state in recent years has made tangible steps towards integration into the world economy, has become a member of the World Trade Organization talks on free trade zone with the EU.

The deficit of own funding sources of Ukrainian economy is the need of foreign investment, which will be one of the most important tools to achieve economic growth, technological upgrading of production, development of export industries. That is why the issue of foreign investment in Ukraine is quite relevant.

Problems of realization of foreign investment:

- The uncertainty of public-private partnerships; imperfect legislative provision on the protection of property rights of business as a whole;
- Unfavorable investment climate in Ukraine, including as a result of the global financial and economic crisis; the slow pace and lack of government support for the introduction of high technology and innovation.

Ways of improving the investment climate in Ukraine, affecting the dynamics of investment

- Elimination of corruption by ensuring transparency of performance of administrative functions and monitoring their implementation; improving the business environment, primarily through tax exemptions, simplification of the licensing system and licensing;
- Development of a network of investment funds and companies and ensuring transparency of information; a mechanism investor quality service and competitive market for investment projects; development of the sphere of innovation;
- Improving the legal and regulatory framework, especially simplification and harmonization with international standards.

When implemented foreign investments into the country, a number of positive factors for its economy, namely the modernization of production; production of consumer goods; reduce dependence on imports; reallocation of capital in the industry, which is free for business; part of the economy in the international division of labor and so on. Considering the positive side, you should not forget to consider the cons of foreign investment into the country.

The main negative effects of foreign investment resources are imported for payback and profit, which is then removed; targets foreign investor may not coincide with the goals of the national economy.

Thus, considering the double impact on the economy in the form of foreign investment, we can conclude: on the one hand, foreign direct investment brings needed capital, new technologies and innovative intangible resources, and on the other hand – the outflow of currency from the country; investment in regions that are more prosperous and developed; shelter income and its withdrawal from taxation. The greatest success in attracting foreign investment reached the countries that are actively developing innovative ways to upgrade and integration into the global economy, and thus use all existing and hidden economic resources and opportunities.

*Scientific supervisor: Grytsai S.Y.,
Senior Lecturer*

UDC 330.354:330.322(477) (043.2)

Raschepkin M.D.

National Aviation University, Kyiv

THE IMPROVED UTILIZATION OF THE ECONOMIC POTENTIAL

Economic potential is defined as the ability of society to optimally use the available resources in the process of industrial relations to meet the needs of members of society.

The market is characterized by instability, variability of supply and demand, changes in the competitive environment and other macro – and microeconomic factors. Socio-economical development of regions certain extent depends on the effectiveness of sharing on this site potential to its full capacity. Therefore, the complexity of regional issues and individual companies is to develop scientific-methodical approaches to assessment of economic potential, analysis and efficiency.

The optimum structure of the building must have a minimum number of components that characterizes and reveals its structure, elemental composition, principle of formation and development, but at the same time, they need to execute a specific function. The structure of the building should have the following traits: resistance, stability, flexibility and balance.