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different organizations. For logistic enterprises, EDI can help to improve communication with their clients, reduce errors and delays, and ultimately save time and money. EDI can also provide real-time information on financial transactions, which can help to identify any fraudulent activities or discrepancies in financial records. Blockchain technology is a distributed ledger system that provides a secure and transparent way to store and share information. Logistic enterprises can use blockchain technology to ensure the security and transparency of their financial transactions. With blockchain technology, companies can track their financial transactions from start to finish, ensuring that all parties involved in the transaction are aware of the details and ensuring the integrity of the financial data.

The future of using information technologies to ensure financial security of enterprises is promising. With the rapid development of technology, new tools and systems are being created to improve financial security and help enterprises to protect their assets and information. AI and machine learning can be used to analyze large amounts of financial data, detect anomalies, and identify potential security threats. They can also help enterprises to make more informed decisions about financial transactions and risk management. Blockchain technology can be used to create secure and transparent financial transactions, which can help to prevent fraud and ensure the integrity of financial records. Cloud computing can provide secure and reliable storage for financial data and applications, while also reducing costs and improving efficiency. Big data analytics can be used to analyze large amounts of financial data and identify patterns and trends, which can help enterprises to make more informed financial decisions. Cybersecurity will continue to be a major concern for enterprises, and new technologies are being developed to help prevent cyber attacks and data breaches. This includes advanced encryption methods, biometric authentication, and other security measures.

Arefiev Serhii,
Doctorofeconomics,
Professor of the Department of Management Technologies,
National Aviation University

PECULIARITIES OF FORMING THE INVESTMENT POTENTIAL OF THE "GREEN ECONOMY" OF THE STATE

"Green economy" is an economic system that focuses on creating and maintaining a balance between economic development and environmental protection. The main goal of the "green economy" is to reduce the impact of human activity on nature and ensure sustainable development. In the "green economy" environmentally safe technologies and materials are used, the use of water and energy is reduced, the efficiency of resource use

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is increased, the development of renewable energy sources is supported, and the amount of waste is minimized.

Such an economic model contributes to reducing environmental pollution, improving air and water quality, preserving biodiversity and ensuring sustainable development. In addition, the "green economy" can create new jobs and contribute to economic growth, in particular through the development of environmental technologies and services.

The formation of the investment potential of the "green economy" of the state involves the implementation of a set of measures aimed at stimulating investors to invest in projects aimed at preserving and using energy resources and materials in environmentally safe and renewable ways. The main features of the formation of the investment potential of the "green economy" of the state can be distinguished as follows:

1. Development and implementation of state programs and strategies aimed at supporting the development of the "green economy", which involve stimulating technological progress, reducing emissions of pollutants and increasing energy efficiency.

2. Development and implementation of legislation that provides for the stimulation of investments in the field of renewable energy and energy efficiency. Such legislation may include legislative acts that provide for the reduction of tax rates on green technologies, the creation of special investment funds that finance "green" projects.

3. Formation of "green" infrastructural projects, which would ensure a reduction of the environmental load on the environment and an increase in its resistance to climate change.

4. Conducting information work among investors regarding the benefits of investing in "green" technologies and projects, as well as evaluating the socio-economic effect of their implementation.

"Green economy" refers to those sectors of the economy aimed at increasing energy efficiency, reducing greenhouse gas emissions, using renewable energy sources, and protecting the environment. The investment potential of the "green" economy is huge.

The main areas of investment in the green economy include such areas as:

1. Renewable energy (solar, wind, hydropower, heat pumps, biomass, etc.)

2. Energy efficiency (building insulation, energy-saving heating and cooling systems, energy-efficient lamps, etc.)

3. Environmental technologies and innovations (waste sorting, waste processing, water treatment systems, etc.)

4. Transport and mobility (electric cars, bicycles, electric scooters, etc.)

Investing in a green economy can have many benefits, such as:

- o Reduction of costs for energy and other resources
- o Increasing the efficiency and competitiveness of enterprises

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o   Creating new jobs and improving the quality of life of the population

o   Reducing the impact on the environment and reducing greenhouse gas emissions

o   Promotion of technology and innovation development.

Therefore, investments in the green economy can bring benefits to both investors and society as a whole.

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Dolyna I.V., *PhD, Assoc. Prof.*
Pererva P.G., *Doctor of Economic Sciences, Prof.*
National Technical University "KhPI"

FORMATION OF INDICATORS FOR ASSESSING THE ECONOMIC EFFICIENCY OF INNOVATIONS

It is very difficult to assess the effect of scientific activity, since there are a number of different quality effects in this area. Great difficulties arise in assessing the effectiveness of fundamental research, since their results often cannot be evaluated economically. The main criterion for the feasibility of conducting such studies is the possibility of obtaining a scientific effect. It should be noted that the effectiveness of fundamental research for the nearest period of time, in principle, cannot have a value expression. Savings at this stage will entail a reduction in the theoretical reserve and a decrease in the level of applied topics. This effect can be measured in relation to a specific study (topic) only through peer review. Most researchers are of the opinion that the most acceptable method of evaluation is the method of meaningful component evaluation, carried out with the involvement of experts, using point assessments of the effectiveness of research [7]. But in this case, there are difficulties with the choice of criteria that form the basis of the assessment. For example, in themethods of effectiveness of scientific