

creative products of Ukrainian manufacturer are in great demand in European, Chinese and American markets.

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## **THEORETICAL METHODOLOGY OF INVESTMENT CLIMATE RATING EVALUATION: MAIN POSITION**

The effective functioning of the investment policy in modern conditions of instability and chaotic economic environment requires the improvement of all organizational-economic mechanism of investment, including the development of an integrated concept for investment climate management in the national economy. Therefore, the deepening of theoretical, organizational and methodological bases of management of investment climate in Ukraine's economy deserves special attention. Modern stage of development of Ukraine's economy is characterized by the pursuit of an ambitious goal to ensure sustainable economic growth at the expense of system technological upgrading and economic restructuring. The financial crisis, the consequences of which are felt around the world, demonstrated the unwillingness of most companies to work in the unstable conditions of the external economic environment [1]. The basis for investment climate management in Ukraine's economy should be based on the principles of state regulation, expressed in state financial support for the development of: price, competition policy, infrastructure development, search directions of anti-crisis structural investment policy in Ukraine. However, a complete scientific study of the problems of investment climate management in an unstable economic environment has not been carried out. So, poorly designed questions remain regarding the conduct of rating evaluation of state management of investment climate in the national economy. Scientific and

theoretical and practical significance of the decision of the question led to the choice of the topic of the article. Evaluation of the investment climate of Ukraine's economy and its impact on the dynamics of flows of international investment has gained relevance given the transformational nature of the economy, multi-vector and impermanence development strategies. There are three most typical approaches to the evaluation of the investment climate: risk tools, narrowed tools and factor tools [2].

The first approach is narrowed; it is based on an evaluation of the aggregate macroeconomic indicators. However, this method ignores the objective correlation of investment with other resource development factors, though attracted by the comparative simplicity of the analysis and calculations. Narrowed approach to the assessment of the investment climate. In addition, this approach is not devoid of subjectivity, which to some extent distorts the actual picture of the investment climate of the state.

The second approach to the analysis of the investment climate – factor – meets most of the methodological requirements and is based on evaluation of a set of factors [3]. In the framework of factor approach, the authors propose to calculate individual evaluation of investment potential and investment risk, allowing you to fully determine the significance of individual factors in the implementation of the project. This approach is based on the identification of any factor, characteristic, which determines the investment attractiveness of the state: «the market reaction of the state», «state image» and so on. It is versatile and it can be used to analyze systems of different levels. The advantages of this approach include: the interaction of many factors, i.e., a differentiated approach when determining the investment climate. However, this approach has the disadvantage, such as opacity, the methods of isolation of factor characteristics of the investment climate.

The third approach is risk. Under this approach considers two components: investment potential and investment risk. Investment potential is estimated on the basis of macroeconomic performance and investment risks are assessed from the standpoint of the probability of loss of investment income.

There are two key tools that are used to evaluate the investment climate in the state: credit ratings and economic indexes. They characterize the components, indicators and management factors of the investment climate, which limits the level of sparseness of the information and provides the target orientation of rating assessment of the needs of the subjects of management of investment climate in the national economy. International and national rating agencies evaluation of investment activity in the economy, and not the investment climate, as such. This stresses the importance of establishing an effective system of state management of the investment climate of the national economy to ensure sustainable long-term

strategic development of the investment climate and growth in the inflow of foreign investment capital.

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### **АНАЛИЗ ОБРАЗА СОВРЕМЕННОГО ЛИДЕРА: ОСНОВЫ ФОРМИРОВАНИЯ ЛИЧНОСТИ В УНИВЕРСИТЕТЕ**

Социальные черты и портрет современного лидера формирует социальная среда. Основную роль при формировании лидерских качеств в современном бизнесе играет высшее образование, полученное будущим бизнесменом. Важно выбирать такое учебное заведение, которое даст возможность получить навыки и опыт, достойный мировых систем качественных стандартов, откроет возможности международного сотрудничества, сформирует лидерские качества, позволяющие достигать высоких успехов, а именно:

- решительность: владельцам бизнеса необходимо уметь показать, что они способны нести ответственность за сложные управленческие решения в современной нестабильной экономике;

- креативность: способны придумывать новые вещи и нестандартно мыслить, находить решение там, где его не стали бы искать обычные люди;

- смелость: возможность рисковать в нестандартных ситуациях, которая приводит к успеху и расширению бизнеса;

- находчивость: умение быстро реагировать и принимать решения в непредвиденных ситуациях жизненно необходимо для ведения бизнеса;

- честность: умение вести деловые переговоры базируясь на реальных возможностях компании.