

*Секція: Економічні науки*

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## **FACTORS OF REGIONS' INVESTMENT SECURITY**

Socio-economic development of regions depends on the size and efficiency of the use of investment potential. The investment potential of the region determines its ability to maximize the growth of production of tangible and intangible goods in accordance with market needs based on attracting investment resources and their efficient use, taking into account political, economic, socio-demographic, scientific and technical, environmental and natural-geographical factors. In turn, the reproduction of investment potential largely depends on the level of its investment security.

Investment security is the basis for the formation and implementation of investment policy of the state, its individual regions and investors. Investment security of the region is a state of protection of investments from internal and external threats, which prevents their loss and reduction of net cash flows in terms of acceptable level of risk [2].

Investment security in the region, like any socio-economic phenomenon, depends on a significant number of influencing factors, such as:

1. Political: political stability; economic legislation; integration into the world space; corruption in public administration; criminalization of economic and financial relations.

2. Economic: sectoral and territorial structure of the economic complex; GDP growth rates; the degree of depreciation of fixed assets; inflation rates; level of monopolization; foreign trade balance; public debt (external and internal); market infrastructure (banks, stock exchanges, insurance companies).

3. Scientific and technical: innovation policy of the state; innovative activity of enterprises on the introduction of advanced technologies.

4. Socio-demographic: demographic potential; labor potential; unemployment rate; labor migration; social infrastructure; income and expenditure of the population.

5. Ecological and natural-geographical: economic-geographical position; natural resource potential; natural and climatic conditions; environmental pollution; the level of greening of the economic complex [3].

Since the investment security of the region is influenced by a number of factors, some of which may contribute to the emergence of risks and their development into a threat to economic security, to provoke destabilization of the region's economy. Such factors are, for example, lower production levels and reduced investment, narrowing the domestic market, including food, reducing scientific and technological potential, deteriorating industrial potential, increasing the rate of decline in production in various fields, light industry, food industry, science-intensive industries, high unemployment and intensive migration processes, the emergence and accumulation of environmental problems, a significant level of man-made burden on the economy and reduced susceptibility and resilience of the environment, instability of the region's financial security and lack of real ways to improve it in the short term. or the loss of the foreign market [1].

The list of these factors demonstrates the breadth of threats that can destabilize the situation and reduce the level of both economic security and its component - the investment security of the regions.

To focus on achieving investment security in the region, it is necessary to implement the following areas:

- creation of market and economic conditions for investing in the reproduction of fixed assets, modernization and innovative accumulation of fixed capital;
- formation of a stable institutional structure that provides stable conditions for the implementation of organizational and managerial functions;
- transformation of the structure of the region’s economy for the transition to the production of science-intensive products; creating sound financial conditions to ensure sustainable investment in innovative projects, including by attracting new sources of funding;
- selection of reliable legal mechanisms to protect the rights of private and foreign investors; formation of the investment insurance system;
- rationalization of tax deductions provided by the current legislation, including optimization of taxation of transformations of investment process [3].

### **Література**

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