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**ІНДИКАТОРИ ІНВЕСТИЦІЙНОЇ ПРИВАБЛИВОСТІ
НАЦІОНАЛЬНОЇ ЕКОНОМІКИ**

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**ИНДИКАТОРЫ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ
НАЦИОНАЛЬНОЙ ЭКОНОМИКИ**

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**INDICATORS OF INVESTMENT ATTRACTIVENESS
OF THE NATIONAL ECONOMY**

Within the article, the factor approach by the research of investment attractiveness is used, its analysis based on constructing economic-mathematical models are carried out. The group of indicators of economic, resource, innovation, social factors, which determine the determinants of investment attractiveness, is distinguished and analyzed. Strategic directions are grounded and measures to increase the investment attractiveness of Ukraine are proposed. A group of economic factors is defined and the indicators, that determine the economic policy of Ukraine concerning investment attractiveness, are concretized. According to the results of econometric modeling of the impact on the investment attractiveness of economic, resource, innovation, social factors, we must state, that the volume of foreign investments is the most elastic to the changes of such indicators: gross regional product; volume of sold products; volume of retail turnover (by economic factor); cost of the land plot; value of investment property (by resource factor); number of enterprises engaged in innovations (by innovation factor); number of economically active population; income of population (by social factor). Prospects for changes are estimated and measures are proposed to increase investment attractiveness of Ukraine by the outlined indicators. Formation of a positive investment climate, aligning the situation with investment attractiveness, its regulation, taking into consideration various situations, depend on solving problems and contradictions, which arise in the first place at the macroeconomic level, on the optimal choice of forms of state regulation, in particular such as: legislative regulation of investment terms, guarantee of property rights for investors; licensing activities related to the investment process and control of licensing conditions; information support of investors, control over the reliability of information, control over the pricing system, in particular in the securities market, etc. The necessity of using organizational, tax, financial tools of state regulation for investment attractiveness is substantiated. It is also emphasized that, in order to intensify investment activity, it is important that the taxation system should envisage an investment orientation, which, of course, is ensured by the application of appropriate tools, forms and methods.

Keywords: investment attractiveness; determinants of investment attractiveness; indicators of investment attractiveness; strategic directions of formation of investment attractiveness.

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