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INVESTMENT BANKS POTENTIAL USE AS IMPORTANT PRECONDITION FOR DEVELOPMENT OF ECONOMY OF UKRAINE

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Annotation. The article considers preconditions of use banking investment potential and the basic principles of banking investment activities, and proposed a comprehensive approach to

understanding the importance of using the investment potential of banks as an important precondition of economic development of Ukraine.

Key words: *bank, economy, investment potential, investment, investment banking activities.*

The article considers preconditions of use banking investment potential and the basic principles of banking investment activities, and proposed a comprehensive approach to understanding the importance of using the investment potential of banks as an important precondition of economic development of Ukraine.

Under conditions of forming globalization and integration processes in the world important to find ways of development of the national economy. One of such ways is to ensure sufficient volumes of investment resources for structural changes in the national economy. Research purpose is justification for attracting investment potential of banks to support Ukraine's economic development and addressing key ways to improve this process.

Sustainable economic development in Ukraine is possible only if sufficient volumes to attract investment resources for structural changes in the national economy. The banking system in the current economic conditions played a leading role in economic development. Note that the investment opportunities of the commercial bank stipulated amount of its investment potential, which is a set of own, borrowed and borrowed funds mobilized by the bank and used them for the purposes of investment.

Recently, the investment attractiveness of the domestic economy significantly decreased directly manifested in changing Ukraine's position in the rankings published by international rating agencies. Current negative economic dynamics compounded significant drop in investment. But even in such circumstances, the interest banks that act as redistribution of investment resources, remains high. What, in particular, shows the share of banks in the structure of sources of funding for capital investments.

In general value of using bank investment potential as an important precondition of development of economy should be considered together, both at macro and micro levels. This approach takes into consideration the interests of the main subjects of economic relations at the level of the state and promotes the international community confidence to our financial system and attract foreign capital.

So, using of the investment potential of commercial banks to diversify risks and increase the profitability of the banking business and credibility. That in turn will create conditions for improving the financing of the economy through internal and external sources and contribute to the overall development of economy of Ukraine.

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