

В статье исследуются основные факторы влияния на формирование и эффективное использование трудового потенциала региона и предложены пути использования трудовых ресурсов в контексте модернизации экономики.

Ключевые слова: *трудоувоу потенциал, регион, эффективность использования трудовых ресурсов, модернизация экономики, резервы повышения производительности труда.*

UDC 330

M.O. Kucherenko,
postgraduate,
Uman State Pedagogical University named after P. Tychny, Uman

STATE INVESTMENT REGULATION IN UKRAINE

This article examines the importance, role, problems of investment process in the government's regulation of Ukraine. Valuable problems identified in the management of the investment process. The international experience analyzed and suggested possible ways of improving the investment attractiveness of the state.

Keywords: *capital expenditures, investment strategy, economic attractiveness, control, standards, financial crisis*

To exit from the economic crisis, Ukraine needs to make important strides in sustainable development, namely to improve the situation and to take action to improve the investment policy. It defines the real sources and directions of investment flows, provides a rational and effective measures for the implementation of national, regional and local programs both nationally and internationally. The main function of the state is to create and control the country's favorable investment climate, formation and development of the stock market, creating favorable conditions for channeling investments into priority production, etc.

Investments are needed for the domestic enterprises to switch the normal economic activity and improve quality.

The problem is so obvious that the number of scientific publications, conferences and round table discussions on this subject over the last decade in Ukraine is difficult to calculate. Problems of state regulation of investment devoted a lot of research work of scholars like F.A. Vazhynskoho, A.V. Kolodiychuka, A.J. Yaremko, A. Kaspryka, G.S. Stefanyshyn, A. Shatylo and many others.

State investment policy is a set of legal, administrative and economic activities of the state, aimed at expansion and intensification of investment processes. State regulation of investment activities carried out to implement economic, scientific- technical and social policies. It is an indicator of economic and social development of Ukraine, national and regional programs of economic development, the republican and local budgets, predictable in their government funding investment.

The current stage of development of the Ukrainian economy marked by the desire to realize ambitious goal to ensure sustainable economic growth through technological system modernization and restructuring of the economy. After a mobilization domestic investment resources and wide attract foreign investment can ensure the implementation of modernization transformation. Among the key areas of programs identified improving the investment is to analyze the factors that ensure the attractiveness of foreign investment to Ukraine and finding ways to improve them.

State regulation of investment activity includes the management of public investments and regulatory conditions for investment and monitoring its implementation by all investors and participants of investment activity [1].

In Ukraine, investment process regulated by more than 100 laws and regulations, including laws of Ukraine: «On investment activity» (1991), «On foreign investments» (1992), «On Securities and the Stock Market» (1991), Decree of the Cabinet of Ministers of Ukraine, «On Foreign investment» (1993) and others.

Government guarantees investment protection – a system of law designed to protect investment and unrelated to issues of financial and economic activities of participants of investment activity and payment of taxes and duties (mandatory payments). Government guarantees investment protection can not be canceled or restricted in respect of investments made in the period of the warranty [2].

The main forms of indirect state regulation of investments are: setting up a proper investment environment (political, economic, legal, social), which implies, in turn, in addition to creating certain economic operating conditions for business investment, and methods macroeconomic impact on the intensity of investment through fiscal, monetary, depreciation and innovation policies and policies promoting foreign investment. Fiscal policy is aimed primarily at system events related to the redistribution of income businesses and citizens, in order to optimize the formation of budget revenues and storage companies in market incentives to investment and profit. Since the budget consists of revenue and expenditure side, the budget and the methods of investment activity can be divided in two areas: tax policy and public administration expenditure budget. Tax policy is one of the most important areas of investment activity. Important role in enhancing the investment activity by means of fiscal policy belongs to overall level of taxation and the rates of certain taxes, which form volumes profit businesses. The strategic goal of tax policy is to create a stable tax system that would provide sufficient revenues to budgets of all levels, the effective functioning of the economy, creating conditions for further integration of Ukraine into the global economy [2].

The significance of the PA level of investment activity is monetary policy, which is conducted by the National Bank of Ukraine and in which tools can be applied direct government regulation. In this case, the object is control the money supply, which in the respective proportions of the main macroeconomic indicators positive or negative impact on economic growth in the country and the level of investment activity. The subject of monetary policy is the National Bank, which provides money creation and use an arsenal of - namely, the refinancing rate, the rules required reserves for open market operations and foreign exchange intervention affects the decision whether to businesses investing [2].

Direct impact on the level of investment activity is a measure of the banking system, the possibility of financing and amount of financial resources of individual banks and their regional concentration and other factors, which depend on the monetary policy pursued in the country. In addition, the main reasons that hinder the provision of long-term bank loans to business entities, is the high level of credit risk, the insolvency of most borrowers, no real guarantee of repayment of loans and their Collateral and inefficient tax system. In this context, improving the investment climate in the state depends on the problem of the banking system, in particular, on increasing the concentration of banking capital, an increase in long-term lending to the real sector of the economy, attracting public funds [1, 2].

State regulation of the conditions of investment activity is carried out by direct (administrative law) and indirect interference in investment activity [3].

Forms of investment regulation:

- The adoption of laws and other normative acts regulating investment activities;
- Providing financial assistance in the form of grants, subsidies, subventions, budget loans for the development of individual regions, sectors, industries;
- Establishing national norms and standards;
- The establishment of antitrust actions;
- Regulation of investor participation in the privatization of property;
- Determination of conditions for use of land, water and other natural resources;
- Providing investment protection, etc.
- Fiscal and monetary policy;
- Depreciation policy;
- Regulation of the stock market;
- Innovation policy;
- A policy of encouraging foreign investment;
- Other indirect forms of state regulation of investment activity.

Today, Ukraine has made some positive steps to improve the investment attractiveness of the country. For instance, Ukraine created the legal framework for investment. This area is governed by the Laws of Ukraine «On investment activity», «On foreign investments», «On elimination of discrimination in the taxation of business entities created using assets and resources of national origin,» etc., which provides:

- State guarantee of investment, whether public or private;
- Damages, including lost profits and moral damage caused to them as a result of acts or omissions not proper execution of state bodies of Ukraine and officials under law obligations on foreign investors;
- The return of investment by foreign investors in kind or in currency investments without paying taxes and income from these investments in money or goods in the event of termination of investment activity;
- The application of national treatment to foreign exchange control and tax collection in the Ukraine to

the subjects of entrepreneurial activity or other entities with participation of foreign investment, regardless of the form and timing of their introduction .

Today in Ukraine, in addition to outside investors is their own inner potential investors. However, for wider domestic investment necessary mechanisms that would facilitate the involvement of shadow capital. Solving this problem requires the development of state programs. Priority can recognize the areas of investment, are able in a relatively short period of time to provide tangible improvements in the economy [2]. These urgent tasks can be regarded as those for an increase in production of high quality competitive products in the country. For deeper involvement, both foreign and domestic investors in the region have developed special strategies to attract foreign investment to the regions of the country. The course of the investment process in Ukraine shows significant differences in investment in fixed assets.

One of the main problems playing the Ukrainian economy is a critical state fixed assets, the degree of deterioration is increasing, reaching 74.9 % in 2010. Operation obsolete fixed assets leads to focus much of capital to support current technological level of enterprises. The result this was an increase in the residual value of fixed assets due to their maintenance, not introduction of new, more advanced processes. Lack of proper incentives to invest in technological re-equipment production has led to a critical state assets in a number of sectors of the real sector, particularly in transport and communications degree of deterioration in 2010 was 94.4 % , in processing industry - 66.8 % , manufacturing and electricity, gas and water- 60.7 % . Continuing decline in the material base of basic social sectors sphere (depreciation of fixed assets in education - 62.5 % , health care and social assistance - 50.8%), which creates significant barriers to quality of human potential. In fact, the only activity in which managed to significantly improve industrial fixed assets are agriculture (degree of deterioration decreased from 52.2% in 2005 to 40.8 % in 2010) [5,7].

Distribution of foreign direct investment (FDI) by sector is uneven and inconsistent with needs of modernization of the economy: foreign direct investors primarily in equity financial intermediary sector with a rapid turnover of investment and high profitability. That financial sector has become a major recipient of foreign investment in 2010 is 56.5% annual increase in FDI was due to the need liquidity support of banks. Significant share of FDI was involved in the construction and field of real estate (13.3 %) and trade (9.6%). However, in all industry were involved in 16.5 % of investments, of which 8.2% - in the steel industry (Table 1) [5]. In 2011 the structure of foreign investment greatly increased the role of the real sectors sector, including industry (26.4 % of the annual increase in FDI), construction and field real estate operations (34.8 %) by reducing the weight of financial mediation activities [6].

Between January and September 2012, the tendency reorientation of foreign investors in the manufacturing sector of the economy. Thus, the largest amount of FDI received in the field industry - 72.9 %, transport and communications - 12.9 % and trade - 10.6%. Simultaneously was a significant outflow of foreign investment from the financial sector of the economy of Ukraine. By 9 months of 2012, total FDI brought in financing activities decreased by 464.2 million dollars. USA. Moreover during the first half of the financial activities inflow was observed and only in the third quarter of the situation has changed - for three months of the financial sector of Ukraine was withdrawn 636.1 million dollars. USA. Such a situation apparently due to the withdrawal of foreign banks to their capital due to the growth of the «new wave» of global economic crisis. Reducing resource potential banking sector will create limits on the volume of lending to the real sector of Ukrainian economy and worsening credit conditions, resulting in slow modernization processes. However, in the real economy are the main recipients of FDI low-tech, energy-intensive areas of production and services and no interest foreign investors in enterprises innovative direction. In particular, the focus foreign investment in the industrial sector as a whole preserves the existing sectoral structure of industrial production [6]. Of the total FDI attracted into the industry in 2010 half of the investments were directed to the steel industry, 20.6 % in mining industry and 15.0 % in the chemical and petrochemical industry. Raw and low-tech industrial sector remained attractive to foreign investors the future. In 2011, the largest industrial investment involved in mining (24.9%), food(20.4 %), chemical and petrochemical (7.2 %), metallurgy (11.5%) and industry production and distribution of electricity , gas and water (27.9 %). While the proportion of Engineering was 4.0%. In January-September 2012 the interests of foreign investors industry actually narrowed to two sectors - food industry, which accounted for 40.8 % of total FDI in the industry, and the production and distribution Electricity, gas and water (41.7 %).

However, the slowdown in growth in 2012thvirtually all key industries , worsening terms of trade and prices on commodity markets has hampered foreign investors to build FDI in export-oriented sectors of the Ukrainian industry, which is reflected also in general dynamics of FDI in the industrial sector. For example, in metallurgy were invested only 1.5 % and engineering - 2.2% of total FDI in the industry.

It should be noted that the activation of foreign investment in Ukraine significantly limits unfavorable investment climate, as noted by international rating is 15. In this connection it should be noted some

improvement in Ukraine's place in global ranking of Doing Business 201,316 over the previous year - 137 among of 185 compared to 152 out of 183 countries in the 2012 y. This has been achieved due to the significant improvement in terms of starting a business - for this part Ukraine index rose from 112 to 50 seats. Improvements achieved under register property (increase the rating of 166 to 149 seats) and the terms of payment of taxes (from 181 to 165 seats) [6, 7].

Table 1

Structure of the FDI growth into Ukraine's economy in 2010-2012 [5]

	2010	2011	January-September2012	2010	2011	January-September2012
	bil. dol.US			%		
Total	4655	4556.3	2599.6	100	100	100
Industry	766.2	1204.3	1894	16.5	26.4	72.9
Mining	157.6	299.4	111.6	3.4	6.6	4.3
Food, beverages and tobacco products	30.3	245.2	773.4	0.7	5.4	29.8
Chemical and Petrochemical Industry	115.3	19.4	48.9	2.5	0.4	1.9
Manufacture of other non-metallic mineral products	11.4	79.2	87	0.2	1.9	3.0
Metallurgical production and production fabricated metal products	383.3	138.4	27.9	8.2	3.0	1.1
Engineering	26.4	48.4	41.3	0.6	1.1	1.6
Electricity, gas and water	37	336.2	790.4	0.8	7.4	30.4
Other industries	4.9	30.3	21.4	0.1	0.7	0.8
Construction, real estate, renting trade, repair	618.8	1585.4	390.8	13.3	34.8	15.0
Transport and communication	447.9	396.4	275.5	9.6	8.7	10.6
Finance	84.7	148.2	334.4	1.8	3.3	12.9
Other economic activities	2628.5	1208	-464.2	56.5	26.5	-17.9
	108.9	14.1	169.1	2.3	0.3	6.5

The financial and economic crisis has played a catalytic role for the modernization of Ukraine, prompting to realize - at the level of public consciousness and among national politicians - need to change the model of economic development based on qualitative paradigm of modernization on innovative principles [4].

The modernization of reforms played an important role investment activity. Dynamics investment is a fundamental parameter of the reproductive process that determines possible renewal of fixed capital, structural reforms, the formation basis for long-term sustainable economic development. Only in 2011 managed to break several years of negative trends in investment area. In 2012, despite the slowdown in economic growth, primarily due to negative trends in the global economy in Ukraine remains relatively high dynamic investment processes. However, there mismatch volume and structural dynamic characteristics of investment resources needs of expanded reproduction and solving problems of modernization. System mechanisms to stimulate investment activity are not effective [6].

Despite a number of measures, failed dramatically improve the business environment, ensure its effective incentives to boost investment in priority sectors of the economy and create favorable conditions for foreign investors of their investment projects in our country. In the report presented by the authors analyze the features and trends investment activity in Ukraine in the context of modernization objectives, factors and risks for further development of investment processes. An attempt of formulating the basic

prioritize investment policy and offer effective tools that can maximize the mobilization of domestic resources and attract investment foreign investment [3].

The list and the impact of government regulation on investment can continue on other fronts. In particular, the most urgent are:

a) the realization of single state regulatory enterprise policy aimed at achieving the optimal level of state regulation of business, determining the legal principles of state support of small business, regulatory licensing procedures and reviewing legislation to regulate business activities in certain sectors of the economy in order to increase efficiency and competitiveness of business entities;

b) the policy of privatization, which is aimed at: replace fiscal model of privatization investment and innovation, large-scale privatization and monopolistic enterprises for individual plans by selling controlling stakes in industrial investors, technical and technological renovation of enterprises at the expense of the funds received privatization;

c) regional policy, which aims to provide essential dynamism of the regional socio- economic development through more complete and effective involvement in economic turnover resource potential of the region , taking advantage of the territorial division and cooperation of labor based on empowerment and increased responsibility of local authorities and local government to address the current and future problems areas;

d) State Agricultural Policy, whose main task is to uphold the proper land market, modern land- lease and mortgage relationship, the introduction of economic incentives for sustainable use and protection of land use permitted by WTO mechanisms to protect domestic agricultural market.

The most important government priorities agricultural policy aimed at enhancing investment in agriculture are: institutional reforms, for establishing effective mechanisms to protect land rights, creating rural modern market infrastructure, including wholesale markets, trading houses and exchanges, financial recovery industry through the creation of specialized banking and alternative non-bank credit institutions, financial mechanisms to guarantee the return of farmers loans, insurance, financial risks, promotion of agricultural co-operatives, etc. [2,3].

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Дана стаття розглядає значення, роль, проблеми інвестиційного процесу при державному регулюванні економіки України. Визначена проблема в управлінні інвестиційним процесом. Проаналізовано міжнародний досвід країн і запропоновано можливі шляхи поліпшення інвестиційної привабливості держави.

Ключові слова: капітальні витрати, інвестиційна стратегія, економічна привабливість, контроль, стандарти, фінансова криза

Данная статья рассматривает значение, роль, проблемы инвестиционного процесса при государственном регулировании экономики Украины. Определена проблема в управлении инвестиционным процессом. Проанализированы международный опыт стран и предложены возможные пути улучшения инвестиционной привлекательности государства.

Ключевые слова: капитальные затраты, инвестиционная стратегия, экономическая привлекательность, контроль, стандарты, финансовый кризис