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FOREIGN DIRECT INVESTMENT IN THE ECONOMY OF UKRAINE UNDER THE FINANCIAL GLOBALIZATION CONDITIONS: CONTEMPORARY STATE AND WAYS OF ATTRACTION

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Ensuring sustainable socio-economic development of the country is connected with growth and efficiency of using investment resources. Lack of internal financial resources and lack of budget financing encourage new areas of attraction capital, including foreign investment. Foreign direct investment is an important source of investment to the development of the country and the introduction of innovative technologies in production and management.

Investing is a contribution to various financial instruments. Investing is one of the most profitable procedure, because money invested in an asset ultimately should be profitable. Investing in Ukraine affects many areas of income, but not all resources can be considered as investment assets. In total, State Statistics Committee accumulated \$ 34.7 billion of foreign investment in the Ukrainian economy (table 1). Of these, 78% or 27.2 billion dollars accounted for by EU countries.

Table 1 – Foreign direct investment in the economy of Ukraine, \$ million

USA

Year	Foreign direct investments in Ukraine	Direct investment from Ukraine
2010	39 175,7	6 204,0
2011	43 836,8	6 846,3
2012	48 991,4	6 878,9
2013	53 679,3	6 462,6
2014	57 056,4	6 597,4
2015	45 744,8	6 350,1
2016	43 371,4	6 210,0
2017	43 250,5	6 189,3
2018	43 757,7	6 223,0
2019	44 325,2	6 230,1

One of the important problems in Ukraine is stabilizing the economy and improving its efficiency. Ensuring sustainable socio-economic development of the country is connected with growth and efficiency of using investment resources. Lack of internal financial resources and lack of budget financing encourage new areas of attraction capital, including foreign investment. Foreign direct investment is an important source of investment to the development of the country and the introduction of innovative technologies in production and management.

Based on the analysis of the investment process, we determined the factors on which depends the flow of foreign direct investment into Ukraine. Factors affecting foreign investment can be divided into two groups, highlighting the positive and negative, or the advantages and disadvantages of investments for foreign investors: geographical location in Europe, large population, favorable environmental conditions, large market, high level of education, skill level of the workforce, low salary, social vulnerability of workers, low level of competition in the country. And at the same time one of the most important problems in attracting foreign investment to our country, which is negative affects the receipt of both short-term and long-term beneficial effects, institutional conditions of economic activity are considered.

According to the vast majority investors, analysts and experts, their characteristic feature is the lack of guarantees of investment protection, presence of raider seizures, bureaucratic pressure, arbitrariness of courts, corruption of all branches of government at every stage of the creation or operation of the company (for example, the impossibility obtaining land). The decline in confidence in the institution of private property has sharply limited it the amount of investment in technical re-equipment, and other financing mechanisms technical re-equipment of production has not been created for the last two decades. All this led to negative consequences for the financial market and household savings and narrowed opportunities for investment policy of the state.

Ukraine has significant investment potential, in particular: owns rich natural resources; has a favorable geographical location; favorable climate, fertile soil for conducting agricultural production; developed transport infrastructure. The attractiveness of Ukrainian economy for foreign investors is related to availability relatively inexpensive skilled workforce, establishing links with European countries, etc. In order to solve the problem of attracting foreign investments into the economy of Ukraine, it is necessary to take appropriate measures that would contribute to the development of the investment process and sustainable economic growth. Therefore, the effective socio-economic development of the country requires a significant improvement in the investment climate, which implies the following measures: improvement of state regulation; creation the necessary conditions for attracting foreign investment, which have a positive impact on the development of industries and the economy as a whole; protection of property rights of foreign investors etc.

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FUNCTIONAL ROLE OF INTERNATIONAL TRADE IN THE CONTEXT OF GLOBALIZATION

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International trade is one form international economic relations. It occupies a leading position in the world system economic relations. International trade exchange is both a precondition and a consequence international division of labor, is an important factor in the formation and functioning world economy. In its historical evolution, it has gone from single foreign trade operations to long-term ones large-scale trade and economic cooperation. The originality of these processes in the postwar period is particularly evident in the analysis of long-term trends, features, forms and methods of joint trade. In the context of globalization of the world economy level socio-economic development of individual countries largely depends on the foreign economic sector. International turnovers are growing goods and services, accelerating the movement of capital and financial resources [1].

The availability of resources and expertise determines the choice of products that the country could technically produce, while the relative cost, price and product differentiation determines the economic benefits from the production of the product in which it has a comparative advantage over other countries. Trade promotes economic growth, efficiency, technological progress, and what ultimately matters the most, consumer welfare. By lowering prices and increasing product variety available to consumers, trade especially benefits middle- and lower-income households. International trade is the exchange of goods and services between different countries associated with the general internationalization of economic life and the intensification of the international division of labour in the scientific and technological revolution [1]. International trade between different countries is an important factor in raising living standards, providing employment and enabling consumers to enjoy a greater variety of goods.

There are three types of international trade: export trade, import trade and