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STATE AND REGIONAL MANAGEMENT ASPECTS OF INVESTMENT PROCESS IN UKRAINE AS INTEGRATED PART OF PUBLIC ADMINISTRATION AND MANAGEMENT

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Annotation. *Organizational structure of the state and regional management of the investment process in Ukraine has been developed in the article. A methodical approach to evaluating non-alternative investment project in the context of state and regional management of the investment process has been*

offered. effective way of rational distribution of investment resources, which are based on the principles of priority, justice and equality should be applied. In addition, it is obligatory to take into account of the principle of publicity

Keywords: *the state, regions, publicity, investments, investment process, resources, equality, priority, society.*

Investment decline is in the centre of the systemwide collapse of the society because of imperfect state regulation of investment activity. During the transitional period state investment policy has been methodless and inconsistent, and the impact on the investment field was limited to the function of state regulation of investment capital.

At the present stage of development of Ukraine as a European state, burning issue is effective state and regional management, which would be based on the principles of equality and justice among citizens as well as business entities and would be built on publicity principle.

The government should support the development of all spheres of socio-economic, political and cultural life of society. It implements such function by controlling investment activity and distributing the means and resources between investment subjects.

Many scientific studies of both foreign and domestic scientists paid much attention to the limited financial, raw and other types of resources in the state, especially when the country is in a crisis condition. According to them, the state should cut down investment and save in such conditions.

We believe that such point of view of the scientists is not entirely correct, it is not impossible to fund aspects of social life. Well-being and development of the society depend on it. In such a situation effective way of rational distribution of investment resources, which are based on the principles of priority, justice and equality should be applied. In addition, it is obligatory to take into account of the principle of publicity. The society should be directly involved in developing and decision taking process on investment of the state of identified sectors. Government officials are aware only of the overall situation and the state of things, and only citizens, who are familiar with the situation in a particular sector, and understand the real situation of the subjects of investment since they either live in the region or work in that sector, may take into account the facts that were missed while developing the program of public investment and which can significantly affect the final result.

Taking into consideration the above, organizational structure of the state and regional management of the investment process in Ukraine has been developed in the article. A methodical approach to evaluating non-alternative investment project in the context of state and regional management of the investment process has been offered.

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