

improve the system of integrated environmental management.

Eco-procurement also has a significant impact on the development and implementation of energy-efficient and cleaner production technologies, and the improvement of environmental performance over the life cycle. Having carried out a detailed paradigm analysis of the essence of the concept of public eco-procurement, the authors of this study focused on the following interpretation of this economic category [1], considering them as the purchase of goods, works and services with improved environmental characteristics and taking into account the full value of their life cycle and to ensure the needs of the public.

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DEVELOPING STEPS FOR ATTRACTING OVERSEAS INVESTMENTS STRATEGY

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The strategy is important document for defining priorities and activities for attracting overseas investments.

Strategy development should begin with understanding of what benefits the region can offer investors and what it looks like compared to competitors. Once the competitiveness of the industries has been assessed and list of industries that may be attractive to investors has been developed, it is necessary to determine in which countries the marketing activities should be focused.

The result of strategic planning should be detailed document describing “who”, “where” and “how” will be the subject of investment measures. The plan should be sufficiently detailed and future-oriented so that activities can be planned for at least three years. At the end of these three years, this process needs to be re-conducted and the strategy re-evaluated due to changing conditions in the country, competitive advantages and global economic trends.

Strategy development and implementation will not necessarily be clearly consistent process. Measures such as auditing the region and identifying promising industries can be carried out simultaneously. The development of three-year

strategy should take no more than three months.

Consider in more detail the above steps for strategy development [1]:

1. Assessment of investment needs and potential of the region, audit of the region:

– Research of overseas investment trends and external factors: global and regional trends of overseas investment show “who”, “where” and “why” invests and help to identify the most promising areas.

– Carrying out a SWOT-analysis of the area. Identifying strengths and weaknesses, as well as threats and opportunities gives a dynamic picture of current and future disadvantages and advantages of the area from the point of view of investors.

– Competitor analysis: using SWOT-analysis of the area, you can compare your region with competing regions.

2. Purposeful search for investors by industry and geography, identification of promising groups of investors:

– Development of “long” list of industries. The initial list should include: industries already operating in the region; industries operating in competing regions or similar regions; a realistic “wish list” for areas of interest; industries in which overseas investment is particularly important.

– Analysis of the characteristics of sectoral sectors. It is necessary to analyze the structure of each industry, major players and trends to assess the likelihood of investment and understand the goals of investors in the process of investing abroad.

– Assessment of the compatibility of the industry with region. Each industry needs to be assessed in terms of its compatibility with national development goals and local characteristics.

3. Development of marketing strategy plan:

Development of document that should define: promising countries-investors; marketing methods to attract investment; necessary changes in the organizational and staffing structure, changes in partnerships; budget and funding for three years.

The investment attraction strategy should be developed regardless for approaches used to develop it. The development of strategy is fundamental importance, as it allows concentrating limited resources in those areas that may be interest to potential investors. This increases the chances of success for attracting overseas investments.

References:

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THE CAUSAL COMPONENT IS NOT THE READINESS OF GRADUATES TO WORK INDEPENDENTLY

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