

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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addressees, provide development of measures on advancement of services in different segments.

Internal communications, as a part of service process in the sphere of high-quality service implementation, aim at quality control of personnel's work, their effective studies and motivation, and also satisfaction of consumers' needs.

Interactive communications (communications of co-operation) create the possibilities of service buyer maintenance by the individual order, provide an orientation on the personal requirements and necessities of a client (a service buyer).

FOREIGN DIRECT INVESTMENTS AS A FACTOR OF SOCIAL AND ECONOMIC DEVELOPMENT OF SUMY REGION

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Foreign direct investments (FDI) as a form of international capital transfer are the most popular and important. The main advantage of direct investments is the possibility to control the investee and, therefore, certain guarantees that funds will be invested in the necessary direction. The economic impacts of direct investments have an affect not only upon the activities of the investment process subjects, but also upon the global economy as a whole.

According to the statistic data, the general trend of FDI tends to increase in Sumy region. It shows both the interest of investors in the region and the availability of potential for investment.

The bulk of FDI is concentrated in the areas with the largest industrial enterprises in the region - Sumy, Trostyanets, Gluhiv, Shostka, Krolevets. However, the overwhelming majority of regions involves fairly small amount of foreign investment. This situation is due to the low interest of foreign investors in the projects proposed by the regions and complex geopolitical conditions in Ukraine. To solve this issue it's important to overestimate the projects offered for investment - to make them more attractive, mostly adapted to investor requirements, creating conditions close to the international requirements.

Summarizing, we can say that investments are directed mainly in areas that historically have significant potential in Sumy region -

agriculture and industry. This trend is positive. It confirms the theory that the investor, analyzing the possibilities of future investment object, selects precisely those areas that are most profitable and developed.

According to the investment map of Sumy region, the priority is given to the following areas: development of industrial infrastructure (creation of industrial parks), agriculture, use of natural resources, development of transport infrastructure, nuclear medicine. Such priority directions can be explained by the presence of significant competitive advantage in the region: convenient geographical location (located at the border), a significant transit potential, climatic conditions, created in the region favorable business environment (program "single investment window"), and high confidence of foreign partners.

The development of many European and world countries proves that industrial parks have very positive impact on the economic and social situation in the country, supports the process of industrial upgrading. The experience of Poland, Hungary, Czech Republic, Slovakia, Turkey and other successful countries that have gone through the creation of special economic zones (industrial parks) indicates the correctness of this trend and direction of the development strategy in the context of Ukraine's development as a successful European state. "Pioneer" in the creation of industrial parks in Sumy region became the industrial park "Svema" in Shostka - modern complex of planned by engineers land plots with located on them industrial, warehouse and administrative offices.

The advantage of such powerful objects is the creating of large number of new jobs. For example, enterprises of Trostianets attract workers not only of the city, but also of closely located villages and towns. Thus, employment rate is being improved. Furthermore, it should be noted that wages in enterprises where foreign investors are involved are higher.

To improve the process of attracting investors to the industrial parks of the region, it is necessary to provide maximum support to foreign investors. It can be done by creating infrastructure, clear and transparent policy of state authorities dealing with foreign investors, ensuring easy and comfortable work of investor, guaranteeing the preservation of its funds and government support.

However, there are still enough obstacles on the way of investment projects realization in the region. For example, according to the laws of Ukraine, in the process of foreign investment registration the investor must provide a number of documents; in particular, the statutes of the company and the reports of general meetings since the establishment of the company.

If the company has been working in the market for a long time and has a certain image, it would be appropriate to set a minimum period, during which the documents should be submitted to simplify the registration procedure, for example, for the last 5-7 years. This is the period during which it is difficult not to notice deficiencies or problems of the company, and at the same time to receive a simplified procedure for registration of foreign investment for both parties.

Another major challenge in the implementation of investment projects is the choice of an investor who is really interested in the company. Sometimes there are situations, when the investors come not to support the existing production, but to obtain their own enrichment and maximum withdrawals from the company for their private needs. Perhaps, the most urgent problem today for Ukraine and for the region is the return of foreign investors that have been lost due to the military conflict, in which Ukraine was involved. A large number of investors hedging their money and their interests brought funds abroad, and even more some of them just refused to cooperate with the state in which military operations are conducted.

FDI are valuable for the region, first of all, because they make possible to reach a new level of development. FDI, being properly and clearly arranged, enable the region to use the latest production technologies, update fixed capital in time, create new jobs and attract not only manpower from particular region, but also from close arranged administrative units. Sumy Region State Administration, as the local executive body, performs a number of tasks on involvement of foreign direct investments to the region. Within the powers defined by the legislation of Ukraine, it performs tasks related to foreign trade and investment activities. Creating a favorable investment climate in the region, encouraging foreign investors, organizing diplomatic visits on foreign investment problems have resulted in implementation of projects, which created two industrial parks in the region and attracted foreign investors to cooperate in many industrial enterprises of the region.

BASIC MANAGEMENT SKILLS

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Speaking about basic management skills it is very important to mention that all they are applied all over the world. In general overview