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МЕНЕДЖМЕНТ ОРГАНІЗАЦІЙ MANAGEMENT ORGANIZATIONS МЕНЕДЖМЕНТ ОРГАНІЗАЦІЙ

THE STATE AND INVESTMENT: ANALYSIS OF THE SITUATION

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National economy cannot be developed properly without investments. They are the key to the development logistics system, promotion of market competition; improve living standards in the country and so on. Currently observing globalization trends of the world economy one may see that foreign investment are available by the same impulse, which it needs. The investment process in Ukraine is hampered by a number of subjective and objective factors, including political and economic instability, frequent changes in legislation, the slow pace of privatization, unresolved issues of land ownership, etc. Nevertheless, the issue of foreign investment is still relevant for Ukraine. On the basis of research one can make a conclusion that during the period of independence in Ukraine there was a positive trend of attracting foreign investment in our country. For Ukraine, as a country that is undergoing systemic transformation, strategic objective of foreign policy should be maximum use of the positive effects of foreign direct capital [1].

The difficult situation in domestic economy is largely due to its excessive dependence on external conditions and the effects of the global financial crisis, which significantly affected the economy of Ukraine, starting from 2007-2008. Currently Ukraine has almost formed the institutional framework to attract international investment. The positive dynamics flow of investments in 2007. But regional and sectorial focus of foreign investment is not always clearly in the national interest of the state. The growth of investment in Ukraine has not yet threatening economic security of the country because of the relatively small amount of capital invested. However, one must take into account all the possible positive and negative effects of foreign direct investment for the host country. There are many issues in terms of improving the investment climate of the state, which according to international financial analytics company, is extremely unfavorable [2]. The negative performance of the investment climate in Ukraine such as: Imperfect legal field; Political instability; The unpredictability and opacity of public policy; Excessive fiscal activity of the state; Narrowness and unstructured internal market; Burdensome customs policy; Low quality of life.

1. Sazonets I.L. Investing: International aspect: Textbook - K.: Centre learning Literature, 2007. - 272 p.

2. Pavlenko I. International trade and investment. Teach. guidances. -

THE IMPROVEMENT OF THE LEISURE MANAGEMENT SYSTEM AT THE LOCAL LEVEL (BY THE EXAMPLE OF “SUMY LEISURE CENTER OF YOUTH”)

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The theme the leisure of youth in our country does not lose its relevance. How to rely on creative types of leisure activities and ensure direct participation of each individual is the main question of formation of personal qualities that promote active leisure activities and major factors in the development of social infrastructure. The situation in the state requires immediate implementation of measures aimed at further improving of mechanisms of the state youth policy realization in Ukraine.

At the regional and local levels, issues of youth policy are dealt with by the relevant organizational units which work with the youth at local state administrations and local self-governments; social services for young people (including social centers for children, families and young people) which make decisions, ensure the development and implementation of local target programs, coordinate the activities of relevant management bodies. One of such social serviced organization is Sumy Leisure Center of youth.

Municipal establishment "Sumy Leisure Center of youth" of Sumy city Council is a specialized entity in the implementation of the state youth policy and it extends its activity in the city of Sumy. "Sumy Leisure Center of youth", is founded mainly at the expense of the city budget, as well as charitable contributions of legal entities and individuals [1]. Nowadays "Sumy Leisure Center of youth" contributes to the implementation of youth programs and development initiatives of young people in Sumy.

To determine the improvement factors of leisure management system, in order to know what measures offer to young people and in which it really will take part and the main shortcomings in the activities of institutions, we have developed a questionnaire and conducted a survey among the youth to 35 years (100 respondents), the results of which are presented in Figure 1.

The survey allowed generalizing a problematic situation in the organization and management of leisure organization in Sumy city:

- 1) the lack of the legislative bases of functioning on the regional level of the public institutions, and therefore was open only urban resource center, called the Leisure Center of youth, given by the law on local self-government;

- 2) the lack of knowledge about entertainment and intellectual training, courses and competitions among the youth, especially in rural areas, and in areas far from of Sumy city;