

## **5. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY**

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*Karmazina N.V.*

Taurida National V.I. Vernadsky University

### **SYSTEM-FUNCTIONAL TECHNOLOGY OF FORMATION OF THE INVESTMENT STRATEGY OF DEVELOPMENT AT THE REGIONAL LEVEL**

In the article, mechanisms of formation of investment and credit strategy, forming the financial strategy of regional development of the corporation are considered. The toolkit for designing an optimal investment strategy for economic growth of regional business entities is developed.

The socio-economic development of regions of Ukraine should be steadily guided by landmarks of modern progress of the advanced countries of the world. However, due to the growth of the level of global competition and the lack of control over the domestic and foreign markets for the sale of national products, there was an urgent need for the formation and redesign within the regional economic systems of the investment strategy for the development of business entities.

Regions are becoming investment objects because they have the opportunity to apply market and legal mechanisms for stimulating investment, and large corporate structures with financial potential have the opportunity to carry out long-term operations in certain territories, receiving partner regions in the person of regional authorities.

According to the analysis of the work of corporations, regional corporate investment programs should be based on organized calculation and long-term forecasting, the mechanisms of which have long been developed and continuously improved in developed countries. However, they differ significantly in such major centers of economic culture as the USA, Western Europe, Japan.

The mechanism of structural and functional optimization of the formation of a regional investment strategy for the development of the corporation is a combination of business and administrative methods of influence, levers and instruments for regulating the target functions of economic growth at the micro level. The effectiveness of the use of any structural element of the mechanism directly depends on the coherence of action at all levels of government, which organically supports the functioning and adaptation of regional economic systems to threats and risks by combining aggregate strategic potentials and capabilities of the corporation.