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INVESTMENT AND INNOVATION FOR SUSTAINABLE DEVELOPMENT OF THE DOMINANT UNITS

Article is devoted to actual issues of definition to investment and innovative priorities of a sustainable development of territorial units. In article factors of innovative territorial development are analysed and systematized. The world experience of the modern organization is investigated. Reserves of level increasing in investment appealing of territorial units are defined.

At the modern stage of national economy development with a strategic task is formation of innovative model updating. At the same time innovative development of separate territorial units is important component of this task. Features of ordinary life Ukrainian citizens need adaptation of the existing approaches and methods of innovative territorial administration for specific conditions of managing.

Satisfaction needs of each certain person should be in the centre of poly-directional system of factors in innovative territorial development as driving force of important reforms of rather effective use of territorial resources and providing a sustainable development of the country.

Innovative nature of territorial development must cover achievements of scientific and technical progress, effective social and economic and ecological technologies. All accumulated human potential as production, technological should be directed on the formation of favourable environment of life.

We classified the optimization of a role and size of an innovative component in structuring economy as the most important factor which is capable to provide structural reorganization of the Ukrainian economy, to give it the innovative integrated character; formation of optimum structure of national wealth; optimization of human potential in structure of resource economy; influence of the economic power on economic structure of national economy.

For ensuring a sustainable development of economy of Ukraine it is necessary to realize and use accurately all opportunities of innovative mechanisms, in particular clusters and technological platforms. Their application should be based on a combination of the national and regional principles of development.