

Hudz Y.F.

*Candidate of Economic Sciences,
 Doctoral Student
 Kyiv National Economic University
 named after Vadym Hetman*

FEATURES OF APPLICATION OF METHODS FOR INVESTMENT POTENTIAL ASSESSMENT OF AGRICULTURAL PROCESSING ENTERPRISES

The article describes the basic methodological approaches to the assessment of innovative capacity of agricultural processing enterprises.

The attention is given to the fact that in the processing plants various innovations can be used, including, technical, technological, organizational and product innovations, i.e. creating of new food products or improving of existing ones.

The article talks about the need for developing a convenient mathematical tool measuring of enterprise innovation potential, the results of which could be used both to assess and to compare companies.

The attention is paid that there are enough methods to assess the potential of innovative processing enterprise can be found now in the national literature. All of these methods are based on the use of peer review method, index method, graphic, integral methods or their combination.

Among the advantages of graphical method should be noted:

- 1) easy use of the method;
- 2) this method shows the impact of each factor on the value of the integral indicator of innovation capacity;
- 3) it allows the manoeuvre list and the number of constituents for the evaluation of innovative potential.

Among the significant shortcomings of the proposed method for assessing the investment potential should be noted:

- 1) not taking into account the proportion and dimension of the components for the calculation;
- 2) calculation of the expected use of innovative potential or only quantitative or qualitative indicators leads to that not all factors affect the innovation potential.

The method of expert assessments is to determine the level of satisfaction of enterprise innova-

tions and to determine the innovation sensitivity, that is, the ability to quick and efficient innovation's development. Restrictions on the use of peer reviews method may be the lack of enough qualified experts in the field of innovation and that the results do not show the connection with the financial and economic activities, and no impact on the innovative capacity and enterprise value based on opinion experts, therefore, they are subjective.

Among the advantages of integral method it is noted:

- 1) it combines the influence of a sufficiently large number of factors – both qualitative and quantitative;

- 2) allows the company to rank in terms of innovative capacity or to assess the dynamics of an enterprise on the dynamics of this index;

- 3) involves the use of simulation elements, which ensures relatively high accuracy and reliability of the results.

The main disadvantages of integral method include:

- 1) using the method in terms of difficulties in determining the share of the various constituent elements included in the calculation of the integral index;

- 2) provides the calculation of the value of each constituent element of innovation potential.

The article concludes that the method of innovative potential assessment of processing enterprises should be practical, flexible, based on the available mathematical apparatus and meet the modern innovation of domestic enterprises.

The paper proposes practical use of one of the methodological approaches to evaluating the economic efficiency of innovations that can be applied in the implementation of a new production line for processing of agricultural raw materials and manufacturing of finished products at enterprises.