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ZONAL RANKING APPLICATION IN EVALUATION OF QUALITY LEVELS OF INVESTMENT POTENTIAL OF INSTITUTIONS-INVESTORS

Today, in a complex and confusing system of economic relations between institutional units of the state, there is often a need to make smart decisions about choice between accumulation and investing. Under such circumstances, investment activity is the predominant element in the development process of economy, separate institutional units and the state. The main purpose of the investment activity is providing of the liquidity investment resources with a profit or social effect, and thus providing of the effective forming and use of investment potential.

Therefore the article is sanctified to the important problem – research of features of zonal ranking applications in the system of the evaluation the levels of formation and use quality of investment potential of institutions-investors in the financial market. Thus, according to a systematic approach, by which any system consists of three blocks (inputs, outputs and transformation), main components of the quality is the quality of inputs, quality of process and quality of outputs. Therefore, the quality of formation and use of the investment potential of individual, corporate and institutional investors in the financial market can be characterized by three groups of indica-

tors that represent a fundamental system blocks: indicators of input, which characterize the means forming an investment potential (financial resources) of institution-investor; indicators of process, which characterize the size, structure and mobility (formation) of investment resources of institution-investor; indicators of output, which characterize the means of institution-investor's investment potential use (means of investment resources transformation in investments).

The study proved that a generalized characteristics of the dynamics of actual values indicator of quality of formation and use of investment potential of different by the status institutions-investors in the financial markets allows defining certain boundaries zones of the quality levels: zone of maximum quality; zone of high quality; zone of satisfactory quality; zone of unsatisfactory quality and zone of low quality. Thus, zonal ranking levels of quality of formation and use of investment potential of different by the status institutions-investors in the financial market reflects both the degree of potential possibilities of institute for the exercise of investment activities, and the degree of these possibilities implementation.