An extended abstract of a paper on the subject of

THE CORRELATION OF INVESTMENT ATTRACTIVENESS AND INNOVATIVE MODEL OF REGION DEVELOPMENT

Formulation of the problem. According to the Law of Ukraine "On innovation activity", the main goal of the state innovation policy is to create social, economic, organizational and legal conditions for effective reproduction, development and use of scientific and technological potential of the country, ensuring the introduction of modern environmentally friendly, safe, and energy-saving technology, production and sale of new types of competitive products. Therefore, we can conclude that the state innovation policy - a set of measures for the development of national innovation systems; instrument implementing an innovative model of economic development and sustainable development, as well as part of a general policy that has systematically compared to innovation policy technologically developed countries, creating a national art innovation management.

Thus, it is state innovation policy has become a tool for sustainable development of Ukraine is balanced development of economic, social and environmental component of the social system, the process of change in which the exploitation of natural resources, direction of investments, the orientation of technological development, personal development and institutional changes agreed each other and strengthen the current and future potential to meet human needs and aspirations.
Analysis of recent research and publications. Ukrainian and foreign scientists dedicated to a number of fundamental works on problems of evaluating the effectiveness of the use of the economic potential of the country.

The research is based on various concepts of territorial organization, distribution of productive forces and the use of certain elements of the economic potential of the region, as well as investment and innovative aspect of the national economy. Their results appear in scientific work of scholars such as I. Berezhna, V. Bondar, A. Drych, M. Dolishniy, A. Zhulavskyy, M. Kreynin, S. Semiv, O. Pylypyak and others.

The article is to study the impact of innovation policies on investment in these areas in the context of sustainable economic growth and development of methodological guidelines and practical recommendations to improve the state innovation policy and conceptual justification for the state's role in the development of innovative models of development of national economy of Ukraine.

Presenting main material. Opinions of economists on the feasibility and the content of state regulation of the economy is rather controversial. It should be noted that a market-based innovation policy does not refute the logic of state intervention and support of the scientific process, and innovation policy, the content of which is to facilitate the efficient exchange of information between the actors of economic life at different stages of the innovation cycle is an essential element of public regulation.

These priorities should form the basis of public, regional and sectoral innovation and investment programs and get priority support. their decision is a positive impact on innovation and investment attractiveness of the country as a whole and its regions in particular. Innovation and investment process should be regulated and the region should form an efficient innovation and investment policies aimed at improving the attractiveness.

The findings of this study and further research in this direction. No single methodology that would be allowed to evaluate and calculate not only the resource...
component of the economic potential of the region but not used opportunities. It is to address these issues and will focus further research and development. In the investment attractiveness of the important role played by regional authorities competitiveness, implementation of effective mechanisms of administration and modernization of power structures, forming basic mobilization of ideas for the area.