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INVESTMENTS AS A CONSTITUENT OF STRATEGY OF SOCIAL-ECONOMIC DEVELOPMENT OF ENTERPRISES OF CONNECTION

The most important source of the economy growing is investments. Economic form of investments is predefined by conformities of process of the extended recreation. It consists in the using of additional part of public product, national income for the increase of amount and quality of elements of productive forces of society. If it is not enough of investments for economy growing, that results is crises, reduction of production of commodities and services, reduction of employment, inflation volumes.

In modern economic terms efficiency of investment process is a main basis for the successful functioning of economy of the state and home enterprises. Especially actual it appears a question for the enterprise of industry of connection, because this industry constantly develops and needs additional financing.

A research purpose is an analysis of present investment resources in industry of connection and estimation of their influence for social-economic development of activity of enterprises of this sphere.

Financing of development of industry of connection is investigated as a reflection of strategic purposes and economic development of country, and at the same time, as an active effective instrument of influence for this development. The size of capital investments of industry of connection in 2012 is 7,2, and in 2013 – 6,9 milliards of UAN. The main source of capital investments in 2012 – 2014 were the personal funds of enterprises and organizations.

Bringing of investments is a necessary condition of development of all industries of economy, especially spheres of connection, that are innovative. Most problematic is bringing of state finances for investment projects of industry.

The additional bringing of investments would promote more rapid introduction of modern technologies in this sphere, that already are in the world, such as 4G and 5G. They already are valu-

ably used in China and in the European countries, but to this time not yet inculcated in Ukraine. Reason of such delay is absence of necessary equipment because of insufficiency of money. Therefore for further social-economic development of enterprises of industry of connection it is necessary to bring as much as possible investment money for bringing over the technologies in accordance to world standards. For this purpose it is expedient to be concentrated at intellectual and foreign investments, in fact mental potential of Ukraine is powerful enough and can be interest for investors, and creation of joint ventures or including in the complement of world companies will give access to the more financial resources that will assist to development of enterprises in Ukraine.

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