

SECTION 4. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY

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ORGANIZATIONAL AND ECONOMIC FOUNDATIONS OF INVESTMENT ACTIVITIES OF TELECOMMUNICATION OPERATORS

In the article the conceptual basis for determining the efficiency of investment in the national economy and preconditions for the development of innovative processes to the creation and implementation of effective investment activities of telecommunication operators. Methodical bases of estimation of economic efficiency of investment support innovation in the activities of telecommunication operators. The directions of the investment in the provision of telecommunications through convergence, as reflected in the formation of the leading telecommunications operators packaging service system.

The development of economic relations and telecommunications activity produces expand the scope of cooperation of telecommunications operators, due to the crucial importance of innovation and investment policy and economic transformation, based on cooperation and integration to achieve sustainable and efficient business development. In turn, information saturation Economic Area was to determine the form and mechanisms of production and economic relations and contributed to the evolution of systems management of socio-economic processes in the society and the state.

Innovation and investment activities of telecommunication operators as world and national economy in the last decade, occupies a special place in the modern market economy, due to the significant average annual growth rate of consumer telecommunications services and a corresponding

increase in demand for them, taking into account trends in technological progress of telecommunications. In turn, the emergence of modern technologies of multiservice networks based on packet switching services and access to them (data, cellular and services to provide access to the Internet). With the gradual integration of telecommunications operators with other media industries, the transition of the national economy to a market economy significantly affect its dynamics and structure. The relevance of research on economic efficiency innovation and investment activities of telecommunication operators.

At the present stage of economic development to ensure, the country's competitiveness is the most important challenge that characterizes not only the country's position in the global market, but also largely determines its national security. The competitiveness of the national economy can be achieved in the case of harmonizing its structural parameters in the development of industrial structures and the European Community where the priority sectors and activities in these areas serves modern technological state of the Communications and Information that needs updating and further innovation development. This is driven by the need to ensure specific role telecommunications market particularly in the face of rising demand for multi-service networks. With the development of improved and their competitive advantages, and changing com-

petition as such. One of the main problems facing the Ukrainian mobile operators and service providers, equipment manufacturers and suppliers, is to make a qualitative shift from competition due to investments to competition based on innovation. Namely the introduction of new innovations in Ukraine is a very complex phenomenon.

In modern conditions increase the economic efficiency of telecommunication

operators can be achieved mainly through the formation of a system innovation and investment development, implemented a new technical, organizational, and technological solutions, new kinds of converged multi-service products. Such products act as the provision of communications services in a package containing services and mobile broadband, fixed and mobile Internet access.