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ANALYSIS OF DYNAMICS OF FOREIGN DIRECT INVESTMENTS AS A FACTOR INFLUENCING THE MARKET CONDITIONS IN UKRAINIAN BLACK SEA REGION

The value of coastal regions for the economy is determined primarily by their significant transportation and distribution potential. The key global trend is the growth in world seaborne trade, which is the most cheap, accessible and economical. Improving the competitiveness of coastal regions is particularly important in light of the proclaimed policy of European integration. The European Union pays special attention to maritime policy, conducts regular consultations with national governments, industry groups and non-governmental environmental organizations. Modern microeconomic and macroeconomic situation in our country and in particular in the Ukrainian Black Sea region activates the need to improve the competitiveness of products and services to domestic enterprises, which is possible through innovation, which in turn, is impossible without investment. Possibilities of innovation development necessitate research investment dynamics, which provide the basis for determining investment strategies of innovation and development of domestic enterprises and affect market conditions. The policy of socio-economic modernization of Ukraine is directly related to the provision of balanced regional development, more complete disclosure of internal capac-

ity, benefits of economic specialization of regions. Coastal regions play an important role in the economy of Ukraine. They have significant resource potential and competitive advantages due to their geographical location, natural, human, industrial, transportation resources, but the region has difficulties to maintain sustainable development. The region needs significant foreign direct investment in various development sectors. Given the above, it is reasonable to explore and analyze the dynamics of foreign direct investment in the Ukrainian Black Sea region.

The article investigates, analyzes and characterizes the dynamics of foreign direct investment as a factor influencing the market conditions in the Ukrainian Black Sea region and other regions of Ukraine in tables and in the form of graphics for the years 2010-2015. The dynamics of foreign direct investment per capita in the region and other regions of Ukraine is researched and presented for the years 2010-2015. The dynamic rate of growth (decrease) in foreign direct investment in the region is displayed for the years 2010-2015. Attractiveness of the regions of Ukraine for the year 2015 is determined. Definition of "market conditions" is presented.