

investment efficiency, use of fixed assets and capacity, small and medium business development.

There are a number of measures aimed at intensifying investment policy in the region. The main ones are: first, an effective mechanism for intensifying investment activity at the regional level; secondly, the regional government should take steps to stimulate business and investment activity, ie create a system of benefits and preferences on this issue, participate in improving the regulatory framework, increase the level of policy in education and training, environmental protection - do everything necessary for the formation of a favorable investment climate in the region; thirdly, an important condition for the transition to sustainable economic growth in the era of the fourth post-industrial digital revolution and the development of the digital economy is to attract private investment, taking into account the strengthening of the resource base of regional commercial banks. from financial shocks; fourth, the most important direction of state investment policy is to stimulate the development of infrastructure sectors of the economy, increasing investment in the non-productive sphere.

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THE DEVELOPMENT OF PROJECT ACTIVITY IN HIGHER EDUCATIONAL INSTITUTIONS

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The development of the scientific field of the country creates new specialized knowledge that is the basis for further activation of innovative activities of domestic enterprises that ensures competitive recovery of the economy and delivers a productivity boost. One of the most perspective ways to improve the system of financial support for science in higher educational institutions is to activate international scientific cooperation by developing and implementing projects at the expense of grants. The different types of grants are given for individual research, university research, access to libraries, conducting conferences, developing connections between private business and universities, establishing of foreign contacts, business trips for scientific purposes, participation in conferences, personal development of a scientist, financing of dissertation writing. The varieties of the grants

are scholarships for principal investigators and postdoctoral, postgraduates, students, doctors, young scientists.

The benefits of participating in international grant projects are as follows:

- implementation of research results;
- conducting researches using modern equipment of foreign partners;
- the possibility of publishing research results in high-ranking international publications (high impact factor), including together with foreign colleagues;
- ensuring international cooperation with leading scientific schools;
- material encouragement of performers,
- the factor of maintaining the quality of scientific results due to the competitiveness of scientific projects;
- presentation of research results to the world scientific community;
- possibility of broadcasting scientific capital in the field of science;
- recognition by the scientific community of the relevant achievements of the scientist;
- raising the rating of the scientist in the general structure of the scientific field.

An algorithm for preparing of projects for receiving funding contains following steps:

1. Formation of an idea (definition of a problem, formulation of its topicality, urgency of its solution, values of implementation of the idea).
2. 1-page idea description.
3. Choosing the type of a project that fits the idea.
4. Finding sources of funding for the program.
5. Checking the idea of compliance with the funding program.
6. Partner search.
7. Writing an application taking into account the requirements of the relevant fund.
8. Applying for review.
9. Informing the fund about the achieved results, making the reports.
10. Analyzing your activities.

In today's world educational space, the higher educational institutions that actively combine the provision of basic educational services with the latest scientific projects and technologies, that is, project activities, become more successful. Project development and participation in various funding programs organized by domestic and foreign donors is a key factor of the forming of competitiveness of the higher educational institution and social and economic development of Ukraine.

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