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ESSENCE AND COMPONENTS OF INNOVATIVE INVESTMENT POTENTIAL OF THE AGRO-INDUSTRIAL ENTERPRISES

In modern conditions it is necessary to understand its maximum opportunities to generate high activity which is shown in effective ensuring new and future technologies, products, processes, services as the innovative investment potential of the enterprise. We consider that the innovative investment potential of the enterprise is a set of resources and external and internal conditions of business activity, knowledge, abilities, practical skills, competences, experience of management and the personnel the forming readiness, ability of effective use of opportunities of the organization for satisfaction of needs of consumers, interests of owners and the personnel and achievement of mission and is more whole than the organization.

At the same time it should be noted that innovative processes are influenced by various factors which can be generalized as influence on development of separate components and in general the innovative investment potential of the enterprises. The developed structurization of components of potential will promote its more objective assessment and gives base for definition of the directions of innovative and investment development of the enterprise.

Keywords: economy, investments, innovation, modernization, markets, potential, priorities, mechanism.