INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

CURRENT ISSUES, PROBLEMS, AND PROSPECTS FOR THE DEVELOPMENT OF SCIENCE, EDUCATION, TECHNOLOGY, AND SOCIETY

Book of abstracts

February 10, 2026

Boston,
USA

INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

CURRENT ISSUES, PROBLEMS, AND PROSPECTS FOR THE DEVELOPMENT OF SCIENCE, EDUCATION, TECHNOLOGY, AND SOCIETY

Book of abstracts

February 10, 2026

Boston, USA

UDC 37:082.2(06)

ISBN 978-1-968285-24-1

International Scientific and Practical Conference “Current Issues, Problems, and Prospects for the Development of Science, Education, Technology, and Society”: Conference Proceedings (Boston, USA, February 10, 2026). Boston, USA: Golden Quill Publishing, 2026. 154 pages.

This collection of abstracts includes the submissions of participants of the International Scientific and Practical Conference “Current Issues, Problems, and Prospects for the Development of Science, Education, Technology, and Society”:

Bukovinian State Medical University
H. S. Skovoroda Kharkiv National Pedagogical University
Higher Education Institution 'Open International University of Human Development 'Ukraine'
Institute for Social and Political Psychology of the National Academy of Educational Sciences of Ukraine
Ivan Kozhedub Kharkiv National Air Force University
Ivan Ziaziun Institute of Pedagogical Education and Adult Education of the National Academy of Educational Sciences of Ukraine
Khmelnitskyi National University
Kremenchuk Mykhailo Ostrohradskyi National University
Kyiv National Economic University named after Vadym Hetman
Kyiv National Linguistic University
Kyiv Professional College of Applied Sciences
Lviv Polytechnic National University
National Technical University "Kharkiv Polytechnic Institute"
National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”
National University of Ukraine on Physical Education and Sport
Odessa Polytechnic National University
Oles Honchar Dnipro National University
Poltava V. G. Korolenko National Pedagogical University
Private Higher Educational Establishment “Kyiv Medical University”
State Higher Educational Institution "Donbas State Pedagogical University"
T. H. Shevchenko National University "Chernihiv Colehium"
Ukrainian Institute of Arts and Sciences
University of Customs and Finance
V. I. Vernadsky Taurida National University
V. N. Karazin Kharkiv National University
Zhytomyr Agricultural Technical Professional College

Official website: http://www.economics.in.ua

CONTENTS

UDC 330.332:338.43:504.03

Shutylieva A.
Master's Degree Candidate of the
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”
ORCID: 0000-0001-9699-9346
Skorobogatova N.
PhD, Associate Professor of the
Department of International Economics
National Technical University of Ukraine
“Igor Sikorsky Kyiv Polytechnic Institute”
ORCID: 0000-0002-2741-7629

METHODOLOGICAL APPROACHES TO ASSESSING THE INVESTMENT ATTRACTIVENESS OF AN OBJECT

The formation and assessment of the attractiveness of an investment object are key aspects of economic development, as the sustainability and competitiveness of individual industries and the national economy as a whole depend on the attracted capital. Determining the optimal assessment methodology allows for more accurate forecasting of investment flows, evaluating the development prospects of economic sectors, and promoting effective resource allocation.

Currently, the most common approaches to assessing investment attractiveness are expert assessment methods and the analysis of statistical data based on various economic indicators. It is also worth highlighting the rating and integral methods, which are also frequently applied. The conducted research indicates that each of these methods has its advantages and limitations, which affect the accuracy of the obtained results and their suitability for further investment forecasting. In particular, the statistical approach is based on the analysis of actual data on investment inflows into certain regions of the country. It is based on the assumption that high values of certain economic indicators indicate the attractiveness of the territory for investors. This method can be applied to assess the level of investment attractiveness of a particular region; it allows for a formalized assessment of the investment activity of a certain territory.

When using the scoring method, numerical values of economic indicators are converted into scoring scales. However, this approach has certain limitations, as it does not take into account a wide range of factors that may influence investors' decisions and does not always accurately reflect regional differences due to the use of generalized intervals or predetermined assessment ranges.

The expert assessment method involves analysing the investment attractiveness of a region based on the experience and professional judgments of experts. When using this method, key development indicators are selected, their dynamics are assessed, and conclusions are formed regarding the investment climate. This approach is particularly popular among foreign investors, as it allows for adapting the assessment to specific business needs and detailed analysis of the prospects of individual industries. At the same time, the main disadvantage is subjectivity, which may not reflect the real picture of investment attractiveness and limit the accuracy of conclusions.

The rating approach to assessing investment attractiveness includes two main varieties: the rating-analytical method and rating based on surveys. The rating-analytical approach involves the analysis of various economic indicators, their grouping, and the formation of an integral indicator, which determines the country's position in the rating. Its advantages are ease of application and convenience of interpreting results; however, it largely depends on macroeconomic indicators, does not take into account regional specifics, and may have opaque data grouping criteria. The survey-based rating method is based on collecting the opinions of economic entities and experts on factors affecting the investment climate. The obtained data are grouped and used to calculate an integral indicator, which forms the rating of a region or country. This methodology is more flexible and allows for considering not only statistical data but also real business environment conditions.

The integral assessment of investment attractiveness is a comprehensive approach that combines elements of both statistical and expert methods. One of its variants is the methodology approved by the Agency for Prevention of Bankruptcy of Enterprises and Organizations, which includes a comprehensive assessment of the financial condition of the investment object. This methodology provides for determining the

significance of individual indicators based on expert assessments, calculating rank values for each of them, as well as the subsequent formation of an integral indicator of investment attractiveness. The main advantage of the method lies in its ability to provide an objective understanding of the financial condition of an enterprise, which is a key aspect for making investment decisions. The algorithm of integral assessment is quite simple: each group of indicators of investment attractiveness of enterprises and organizations, as well as individual indicators within these groups, are assigned numerical values according to their significance. Limit values and weight coefficients can be adjusted depending on time, political and social conditions, as well as other external factors, which ensures the flexibility and relevance of the assessment.

A separate group of methods consists of mathematical models for assessing investment attractiveness. Sokolova L.V. and a team of scientists [1], researching approaches to assessing the investment attractiveness of Ukrainian regions, proposed applying an integral index formula consisting of a group index of investment climate, an index of economic and innovative activity, an index of resource and infrastructure provision, adjusted taking into account expert assessments of the significance of the respective indices.

Haidutskyi I.P. [2] proposes to assess the investment attractiveness of an object based on a matrix of initial data with the calculation of individual indices for each object and indicator. The integral index of investment attractiveness is defined as the arithmetic mean of individual indices and is normalized to a 100-point scale. The methodology is based on the analysis of the following directions: resource, sales, infrastructure, fiscal, regulatory, and economic.

Vakhovych I.M., Oleksandrenko I.V., Zabediuk M.S. [3] provide an assessment of the investment attractiveness of an enterprise through an integral indicator of market activity, which is determined based on the following factors: the enterprise's share in the total production of the region and industry, labour productivity, market and export share, level of import dependence, share of employed relative to the working-age population. The overall integral indicator is calculated taking into account stimulating and de-stimulating factors with corresponding weight coefficients. Thus,

today there are many approaches to assessing investment attractiveness at various levels, which are systematized in Table 1.

Table 1

Main approaches to assessing investment attractiveness by evaluation levels

Evaluation Level	Assessment Criteria
Country	Political stability, legal system, macroeconomic development, resource potential, level of infrastructure, socio-cultural conditions, natural resources and climatic conditions, economic and geographical location, qualification of labor resources, purchasing power of the population, development of market institutions, tax system and conditions for foreign investors.
Industry	Level of profitability (profit from assets, capital and products), development prospects (role of the industry in the economy, employment, financial resources, state support, scientific and technological development), investment risks (competition, inflation resistance, social tension).
Region	General economic development, state of market relations and commercial infrastructure, demographic situation, natural resource potential, level of institutional development, investment risks, investments in fixed capital and housing construction per capita, volume and change of foreign direct investment, density of public roads, volume of goods exports.
Enterprise	Asset turnover, capital profitability, financial stability, asset liquidity, assessment of property status, analysis of property status and structure of financial resources, study of the dynamics of financial results.

Thus, today there is no single universal approach to assessing the investment attractiveness of the national economy, as different methods and criteria can be used depending on specific conditions, analysis objectives, and the specifics of the economic environment. Each approach has its advantages and limitations, which requires a comprehensive approach when determining investment attractiveness. Existing methods for assessing the investment attractiveness of enterprises, although they cover key economic aspects – financial stability, profitability, market

activity – do not allow for comprehensive consideration of all factors affecting the investment attractiveness of the agro-industrial complex. In particular, they have limited coverage of qualitative characteristics, such as innovation potential, strategic development prospects, reputational risks, as well as the impact of external factors – macroeconomic, environmental, and social.

Of particular relevance is the need to take into account the principles of sustainable development, which presuppose the need to simultaneously consider economic growth, environmental responsibility, and social inclusiveness. In this regard, there is a need to combine existing methodological approaches with new criteria that will take into account the requirements of the sustainable development concept and allow obtaining a more realistic, comprehensive, and modern characterization of the investment attractiveness of the investment object.

References

1. Sokolova L., Lytvynova A. Theoretical and methodological approaches to evaluation of investment attractiveness of regions of Ukraine. Market Infrastructure. 2021. No. 54. URL: https://doi.org/10.32843/infrastruct54-28.

2. Gaidutskiy, I. (2014). Investment attractiveness of sustainable low carbon development, *Investytsiyi: praktyka ta dosvid*, vol. 3, pp. 17–21. URL: http://www.investplan.com.ua/?op=1&z=3380&i=2

3. Vakhovych I. M., Oleksandrenko I. V., Zabedyuk M. S. Methodology for assessing the investment attractiveness of an enterprise. Current problems of economics. 2014. No. 11. P. 154–160. URL: http://nbuv.gov.ua/UJRN/ ape_2014_11_19

BOOK OF ABSTRACTS

CURRENT ISSUES, PROBLEMS, AND PROSPECTS FOR THE DEVELOPMENT OF SCIENCE, EDUCATION, TECHNOLOGY, AND SOCIETY MATERIALS OF THE INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

February10, 2026
Boston, USA

Languages of the published abstracts:
English, Ukrainian, and other languages.

Editor-in-Chief: Ward A.
Technical editor: Butler V.
Artistic editor: Vasquez K.
Corrector: Jordan A.
Typesetting and Editorial: Vargas D.
Graphic Designer: Crawford J.

Passed for publication: 10.02.2026
Electronic edition. Typeface: Arial
Golden Quill Publishing
Boston, MA 02108, USA

The authors are responsible for the content of their abstracts.

The editorial board does not necessarily share the views expressed by the authors.

Official website: http://www.economics.in.ua