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ANALYSIS INVESTMENT BANK OF UKRAINE AND WAYS OF IMPROVING ITS EFEKTIVNOSTI

Objective. *Definition of the nature of the investment activities of the leading banks in Ukraine and the development of proposals to improve the effectiveness of their activities.*

Methods. *The study used the following methods: a theoretical synthesis, comparison, analysis and synthesis, analysis of statistics form of bank loan and investment portfolios, legal comparison.*

Results. *The study defined the essence of interpretation controversial aspects of the investment banks. The analysis of the dynamics of the volume of loan and investment portfolios of the leading banks in Ukraine. An assessment of the effectiveness of investment banking.*

Academic novelty. *Updated scientific and methodical approach for further development of investment banks in Ukraine by improving the legal and regulatory framework in the field of investment.*

Practical importance. *The obtained results of a study aimed at improving the efficiency of investment banks in order to increase the volume of attracting financial resources, which will help to reduce the risks of banking activities and the creation of conditions for enhancing the credit activities of banks.*

Key words: *banks, banking, investment performance, investment policy, banking risks, the borrower.*

Raising of problem and its connection with major scientific and practical tasks. Every year bank activity with acquires all greater development and it is related first of all to services, that give modern banks in the sphere of crediting, development of the deposit programs for society, and also grant of money for the effective functioning of enterprises. Realization of effective investment politics improves the state of production, level of the technical rigging of capital assets of enterprises, and also assists the decision of social and ecological problems.

Activity of banks in the sphere of investing is one of most profitable, but also one of risky, because from one side a bank gives long-term credits with highly interest rate, and from other - a innovations enterprise can not achieve a certain aim and become a bankrupt and not settle up with a bank for a loan. It substantially will be represented on activity of establishment.

Investment activity of Ukrainian banks tested considerable changes during a financial crisis that began in 2008 and negatively affected all spheres of economy, including on a bank sector. On this stage of development banks renewed the activity

that positively influences on Ukrainian economics.

Analysis of the latest researches and publications. The problems of investment activity found a reflection in researches of foreign and domestic scientists, such as: V. Berens, L. Borsch, I. Dorosch, I. Blanka, O. Starikova, V. Hobta, V. Shevchuk and others. At the same time small enough the advanced studies it was sanctified to investment activity of banks.

Taking into account all facts, research of the state and prospects of investment activity of banks, as an important factor of economics increase of, on the whole and substantial improvement of modern enterprises of activity is the issue enough of the day.

Forming of aims of the article and raising of task. The aim of the article is determination of essence of investment activity of leading banks of Ukraine, and development of suggestions of increase of efficiency of development of their activity.

Exposition of basic material of research is with the complete ground of scientific results. Efficiency of activity, as banks so enterprises, depends on the presence of economic resources that is sent to the real capital that assists expansion of activity of enterprises increase. It is confessed such resources to count investments. Investments are money, property, intellectual values that inlay in the objects of enterprise and other types of activity with the aim of receipt of profit.

Banks in the process of the activity form investments in property of the productive setting, on the purchase of equipment and machines, on acquisition of securities, licenses to implementation of certain types of activity and other

Under investment activity of banks it must be understand able that those operations in that banks come forward in the roles of investor - initiator of investment of money, as in the real assets in development of own bank business, or in development of other performer of entrepreneurial activities, so by a credit-investment portfolio of bank construction[1].

For the achievement of success with the sphere of investment activity in a country a rate of inflation must be subzero, and a standard of prices in an economy must be predictable. For this purpose, the state must control acutest and charges of budget, supporting them at satisfactory level, and also diminishing an external debt. In Ukraine investment activity is regulated by Law of Ukraine "On investment activity" from September, 18 in 1991 № 1560-XII, and also by Decree of President of Ukraine "About credit lists" March, 12 in 1993. Features of the mode of the foreign investing are set by Law of Ukraine March, 19 in 1996 № 93/96-BP "About the mode of the foreign investing" [1].

In obedience to Law of Ukraine "On investment activity", the objects of investment activity can be basic and circulating money in all industries of development of economy, securities, intellectual values and other objects.

Physical and legal persons, investment bankers, belong to the main subjects, as home so foreign, and also the state

For realization of operations from forming of investments and grant of them in the use to the subjects that in them have a necessity, the Ukrainian banks get written permission from the National bank of Ukraine. But also without the presence of



(ml. грн.)					
	№№ Titles	2010	2011	+, –	%
	11 Privatbank	93 189,87	100 987,17	7 797,30	108,37
	22 Oshchadbank	49 234,79	63 211,38	13 976,59	128,39
	33 UNICREDIT Bank	30 799,11	27 088,99	-3 710,12	87,95
	44 VTB	26 774,67	28 552,02	1 777,35	106,64
	55 Dnipro Bank	7 607,46	15 558,31	7 950,85	204,51
	66 Sberbank of Russia	7 900,08	13 853,00	5 952,92	175,35
	77 Alpha bank	18 575,75	19 595,91	1 020,16	105,49
	88 Finance & credit	17 158,58	16 781,16	-377,42	97,80
	99 Citybank of Ukraine	4 801,34	4 404,05	-397,29	91,73
	110 PUMB	12 672,58	23 409,44	10 736,86	184,73

These tables 1 testify that on the whole in 2011 banks increased credit-investment brief-cases. In 2011 credit-investment brief-case stalemate "Privatbank" increased on a 7 797,3 million грн., that on 8,37% more than in a previous year. A stalemate "Oshchadbank" also increased brief-case on a 13 976,59 million грн., or on 28,39% due to forming of investments for legal entities and allotting credit to the population. The stalemate of "VTB" also increased a credit-investment brief-case on a 1 777,35 million грн., that on 6,64% more than in 2010 [5].

But some banks considerably decreased a volume credit-investment to the brief-case. For example, stalemate of "Unitcredit a bank" decreased a credit-investment brief-case on a 3 710,12 million грн., or on 12,05%. This reduction arose up in connection with reduction of grant of loans to the borrowers as in the sphere of crediting of population so in the sphere of investing of enterprises. stalemate "Finances and credit" were also decreased by a brief-case on a 397,29 million грн., that on 2,2% less than in a previous year.

But without regard to that volume credit-investment to the brief-case of some banks grew short, it was not represented on their activity negatively. Because it is reliable banks that give to the clients of service on the favourable long terms.

Conclusions are from the marked problems and prospect of further researches in the given direction. On this stage of development investment-banking activity is developed not enough in Ukraine, and it considerably brakes the process of exit of Ukrainian enterprises to the stock market. Therefore, for realization of effective investment politics in Ukraine it is necessary to perfect a fund market, that it is related first of all to influence of securities, as a main source of forming of investments.

The fund market of Ukraine is characterized subzero market capitalization,

insufficient transparency and liquidity, and also by insufficiency of investment money for realization of the activity banks. Such situation is related to imperfection of normatively-legal base, lack of development of infrastructure, by the decline of trust of foreign and home investors to the Ukrainian stock market [9, p. 211-213].

As marked before investment activity is one of most risky, that is why it is necessary to decrease an investment risk the banks of Ukraine. This risk arises up as a result of influence of certain factors, such as:

- it is instability of political situation in a country;
- it is foreign economic activity bank to the sector;
- it is an internal orientation;
- it is a level of export;
- it is an amount of direct investments in a country [2, p. 102-106].

So, for reduction to influence of investment risk, banks must apply the methods of reduction to the risk. On results researches distinguish three most effective methods among that:

a) appreciation of value of project is on the size of bonus for a risk. For example, if the level of investment risk equals after 10 – by the score system to 1 – 2 points, and after 100 – by a score – to 90 – 100 points, then an investor in the cost of investment project does not mortgage a bonus for a risk. As far as the increase of risk from 2 to 3 points (after 10 – by the score system) or from 80 to 90 points (after 100 – by a score) increase the real rate of discount, as a rule, on 3% points. On condition that a risk level exceeds 5 points (less 60 points), give 11% points to the discount.

It is thus expedient to apply the basic methods of correction of rate bank interest rate:

- by addition to the bonus for a risk to the cost of the initial advanced capital;
- adding of its internal norm of profit.

b) expansion of the system of accruals, as insurances from possible losses in investment activity.

c) insurance of political risk is through state and partly state organizations [2, p. 321-325].

Thus, activity of banks in an investment sphere brings in a considerable return and improves the enterprise sphere of country activity. Therefore banks to forming of politics in the sphere of investing must draw considerable attention. It is expedient to increase a volume credit-investment to the brief-case, due to the increase of securities in the brief-case of bank on a sale, and also to minimize an investment risk for the improvement of the activity and increase of trust from the side of investors and borrowers. It is considered that application of the methods of reduction of investment risk marked higher bank institutions, will assist the increase of efficiency of their activity.

The prospects of further researches in this direction is development of methodical recommendations in relation to the increase of efficiency of investment activity of banks.

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