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## **PRINCIPLES OF ESTIMATION OF INVESTMENT POTENTIAL OF INSTITUTES OF THE FINANCIAL MARKET AND THE FACTORS INFLUENCING THE EFFICIENCY OF ITS FORMATION AND USE**

The low financial security of most of the institutions of the financial market narrows their investment opportunities and does not allow them to play a significant role in funding the development of financial and real sectors of the economy. Therefore, the article generalized, supplemented and systematized the principles of formation of system of indicators and efficiency of its formation and use, also hierarchically grouped factors of influence on the investment potential of institute of the financial market by the levels of their emergence.

Therefore, the article focuses on the feasibility of constructing a system of indicators for assessing the investment potential of financial market institutions and the efficiency of its formation and use of the system based on principles that take into account the specificity of the object of valuation. It was also proved that the investment potential of financial market institutions and the efficiency of its formation and use should be considered taking into account many factors of impact on the investment potential

and the efficiency of its formation and use of financial market institutions. It is proposed to distinguish between hierarchical levels of the economy in this way:

- external factors influencing the investment potential and the efficiency of its formation and use:

1) macro-level factors, reflecting the influence of the conditions of functioning of the international and national economies;

2) meso-level factors, reflecting the influence of the conditions of development of the region and/or industry;

- internal factors influencing the investment potential and the efficiency of its formation and use of the micro-level factors, which the institute of financial market can directly control.

The proposed hierarchy of factors makes it possible to develop a system of indicators of efficiency of formation and use of the investment potential of financial market institutions and methods of its evaluation, aiming them to neutralize the existing problems of development of a particular institute.