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## **INVESTIGATION OF THE DEFINITION OF THE CONCEPT "INNOVATIVE AND INVESTMENT CAPACITY OF THE ENTERPRISE"**

In the modern conditions of managing in Ukraine the issues of ensuring innovative and investment capacity of the state, regions, industries and individual enterprises are actualized against the background of activation of European integration processes. In order to further improvement of the methodological approaches to the assessment and positioning business entities of economic activity in the innovative and investment area is necessary to spread and concretize the conceptual apparatus in this direction of research.

It has been revealed that the lack of unambiguous definitions of the following concepts is observed in the modern scientific literature. Among them are: innovative and investment activity, innovative and investment attractiveness, innovative and investment sensitivity, innovative and investment potential. It should be mentioned that the definition of innovative and investment capacity of the enterprise is generally absent. However, a critical analysis of literary sources allowed to form a list of the most used terms in this direction that it is advisable to examine more carefully.

Taking into account urgency and the development of this question the aim of the article is to determine the nature of the concept “innovative and investment capacity of the enterprise” (I-ICE).

The critical analysis of literary sources allowed to form a list of the most used concepts in this area of research: innovative and investment activity; innovative and investment susceptibility; innovative and investment attractiveness; innovative and investment potential.

As shown in analysis of literature, some of these concepts sometimes identified with the others, and sometimes taken as a generalized integral index that covers all other. It has been explored the diversity of the concepts “activity”, “attractiveness”, “susceptibility”, “potential”, “capacity” for the purpose of generalization in rejecting the component “innovation and investment”.

Summarizing the definitions of basic concepts, we can conclude crossing the concepts “activity” and “potential” (tools, reserves and sources, purpose, solving the problem, the result and the process).

The narrower concept is “activity” (energetic activity, the ability to the reaction, the strengthened activity), “attractiveness” (feature to attract, to arouse the interest) and “sensitivity” (feature to perceive).

It should be noted that the concept “capacity” is advisable to consider a more widely from the others, because it characterizes the ability to implement something; condition, quality, feature that allow to fulfill those or other actions.

The symbiosis of analyzed definitions of basic concepts that form the conceptual apparatus of the chosen direction of research allowed to obtain the logically and structured definition of the concept “innovative and investment capacity of the enterprise”, which is proposed to understand the ability and opportunity to engage the potential for increased the innovative and investment activity; provide staff perception of innovation and investment measures aimed at improving the level of innovative and investment attractiveness of the enterprises in order to ensure its sustainable development in the conditions of the fluctuation the factors of unstable, volatile, uncertain environment.

The obtained results allowed substantively to consider, summarize and supplement the concepts and categories apparatus of the theory of innovative investment through interpretation of the definition of the concept “innovative and investment capacity of the enterprise”. The practical significance of the obtained results is a more reasonable use of appropriate mechanisms, methodological tools for the management of innovative and investment capacity of the enterprise. The

further researches may be aimed at developing the system for ensuring innovative and investment capacity of the enterprise.

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