

ANALYSIS OF THE INVESTMENT POTENTIAL OF THE KABARDINO-BALKARIAN REPUBLIC

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In our work, we conducted an analysis of the investment attractiveness of the regional socio-economic system. Our analysis and systematization of official statistical data for the Kabardino-Balkarian Republic allowed us to identify a mathematical model that takes into account the general laws of changes in socio-economic processes in the region over a certain period of time and the time variation of the influence of a complex of factors on the quality of human life. Promising areas have been identified, in the development of which there have been visible successes, the growth rates of industrial, agricultural, construction production have increased, and positive changes have been outlined in the social and economic spheres. Both positive and negative dynamics of development in the studied area were noted.

Keywords: investment potential, investment attractiveness, priority areas of socio-economic development, quality of life, mathematical model, development strategy.

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