

**METHODICAL APPROACHES  
TO EVALUATION IN INNOVATIVE INVESTMENT  
POTENTIAL OF OIL AND GAS INDUSTRY LEBANON**

The investment and innovation potential of the economic system is the most important indicator of its investment attractiveness, a comprehensive and systematic assessment of which allows us to adequately identify the current state of the system and identify the main trends of its development, which creates the necessary prerequisites and conditions for the effective management of the investment and innovation activity of the system.

The main categories used in the comparative analysis of the state and efficiency of investment and innovation activity of economic systems are their investment and innovation potential, innovation activity and the effectiveness of such activity.

Methodological approaches to assessing the investment and innovation potential of the oil and gas industry follow from the conceptual model of the formation of its structure, presented in the form of interrelated and complementary components: resource, factor and efficient.

The resource component of the investigated potential is the basis of its formation, the factorial component reflects the possibilities and the most comfortable conditions for effective investment and innovation activity of an enterprise.

The productive component characterizes the achieved final results of the use of the existing resource capabilities with the existing set of factors and conditions for their use.

To conduct a comparative assessment and analysis of the investment and innovation potential of the oil and gas industry in Lebanon, it is necessary to define integration indicators (indicators) that provide a quantitative assessment of the complexity of the application of innovative technologies, including the transition to the production of new goods using new production technologies and the transition to new methods.

The practical significance of assessing the investment and innovation potential of the oil and gas industry in Lebanon is to receive specific recommendations on the management of investment and innovation activity and its stimulation both in individual enterprises and in the industry as a whole.