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## **ACTUAL PROBLEMS OF EFFICIENCY ASSESSMENT INVESTMENT AND INNOVATION PROJECTS**

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**Abstract.** In modern Russian scientific practice, a lot of attention is paid to the methods development for evaluating the investment and innovation projects effectiveness, since this is due to the needs of Russia's innovative development. However, debatable and therefore very relevant for further research are the development of some non-standard methods for evaluating innovative projects that allow making investment decisions with a high success probability degree. The purpose of the study is to identify the actual problems of assessing the investment and innovation projects effectiveness in the modern Russian economy. The study used general scientific methods: comparative and system analysis, classification, comparative sources analysis, correlation analysis; specific methods: hierarchies analysis method. The authors have identified the advantages and disadvantages of each of the methods groups for evaluating investment and innovation projects. The result of the study is a list of topical problems of assessing the investment and innovation projects effectiveness and proposals for overcoming them. The authors conclude that the main problem areas of traditional methods for evaluating investment and innovation projects are the impossibility of adequately comparing different projects with each other according to all the criteria of interest to the end user, as well as determining the degree of return on investment.

**Keywords:** innovations; projects; efficiency; investments; project evaluation.

**JEL codes:** F21; F37.

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