

Environmental Innovation Impact on its Investment Attractiveness

A.A. Barzov¹, M.V. Lomonosov Moscow State University, Prof. Dr., a.a.barzov@gmail.com

V.V. Erofeeva^{2,3}, Moscow Technical University of Communications and Informatics, Dr., Peoples' Friendship University of Russia

V.M. Korneeva⁴, N.E. Bauman Moscow State Technical University, Prof. Dr., v_korneeva@list.ru

S.S. Korneev², N.E. Bauman Moscow State Technical University, Dr.

¹ Leading Researcher, Center for Hydrophysical Research, Physics Faculty, Moscow, Russia

² Associate Professor of Department, Moscow, Russia

³ Employee, Judicial Ecology with the Course of Department, Moscow, Russia

⁴ Professor of Department, Moscow, Russia

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Diversity of functional-latent interrelations in the system of making sound financial and managerial decisions on the implementation of specific design and technological solutions predetermines the need to use the probability theory apparatus when assessing possible risks and analyzing factors influencing them. In this regard, we have proposed probabilistic models of the impact of environmental friendliness of innovative technological developments on the potential of their investment attractiveness, obtained quantitative relationships and give examples of the results of calculations.

We believe that the implementation of the apparatus for analyzing the quality of innovative technological developments confirms its practical significance in making a positive decision on the investment support of the proposals under consideration with a minimum degree of environmental risk. We consider it necessary to conduct further research on the development of probabilistic modeling in the field of functional and applied megaecology of industrial innovations of a physical and technological profile.

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