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# INTERPRETATION OF THE CONCEPT OF «INVESTMENT ACTIVITY OF THE ENTERPRISE» IN THE ECONOMIC THEORIES OF DIFFERENT SCIENTIFIC SCHOOLS

The article discusses different definitions of "investment activities of the company" in the context of the individual scientific schools. Debatable points were solved, which are related to the specification of categories of investments and investment activity of a company. The essence of the category of "investment activities of the company" is defined with the theoretical heritage of predecessors. The evolution of definition was generalized and the definitions rely on the positive achievements and experience in investment analysis of the company of the leading economic schools. The author's thoughts were formed to analyse the data in terms of the scientific literature.

The search of optimal model that will stimulate investment company, requires a deep knowledge of the history, theory and practice, that is why it is appropriate to review the basic historical stages.

The development of such analytical systems of research of investment companies is actual and it can combine years of experience using the world economic analytics with the peculiarities of Ukrainian economic thought.

On the basis of summarizing the views of many researchers the attempt was made to determine the nature of the category of "investment activities of the company." It's evolution can be divided into three stages: 1) birth, 2) the development of economic thought, 3) economic schools XIX – XX centuries.

During the whole evolution of economic thought, the role of investment activity of the enterprises was mostly associated with the possession and accumulation of something. Identifying of the opportunities for economic income was in sight almost in all directions and trends in economic science. However, only representatives of economic thought of certain areas linked the problem of profit and play it in connection with investments.

The interpretation of the term "investment activities of the company" in terms of different scientific

schools helps to improve the vector direction investment processes in the enterprise.

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