

Dzenis V.O.

Candidate of Economic Sciences,
Senior Lecturer at Department of Banking
Simon Kuznets Kharkiv National University of Economics

Dzenis O.O.

Candidate of Economic Sciences,
Senior Lecturer at Department of International Economy and Management of International Economic Activity
Simon Kuznets Kharkiv National University of Economics

Shestakova O.A.

Candidate of Economic Sciences,
Senior Lecturer at Department of International Economy and Management of International Economic Activity
Simon Kuznets Kharkiv National University of Economics

INTERNATIONAL INVESTMENT ATTRACTIVENESS OF THE ENTERPRISE

The main factor that provides investment flows to the enterprise is the level of its international attractiveness. Investment attractiveness is especially important for an enterprise while overcoming the crisis, while ensuring its competitiveness both in the domestic and foreign markets, at the process of its development etc.

International investment attractiveness of the enterprise is a multi-integral characteristic of the company. This is an economic category, which is characterized by the complex of financial, economic, social, informational, technical, organizational and other indicators that should be regarded before making an investment decision. Therefore, it can be summarized that the investment attractiveness – a combination of subjective and objective conditions that promote or hinder the investment process of the national economy at the micro-, meso- and macro levels.

Determination of international investment attractiveness of an individual enterprise as of potential object of investment can be made by investors in the process of defining of the feasibility of capital investments, making choice in purchasing alternative facilities and buying shares of individual companies.

Complex assessment of the enterprise investment attractiveness and making investment decision involves analysis of the following functional blocks and should be made in the following order:

- the analysis of the enterprise market position;
- assessment of the enterprise reputation;
- determination of the enterprise competitive advantages;
- evaluation of possibility of new markets penetration;
- technical audit;
- verification of the quality management system;
- assessment of production and design capacity;

verification of technological opportunities of the enterprise;

analysis of industrial cooperation;
analysis of staff in the context of age, sex, education, availability of phd;

evaluation of patents and intellectual property;
analysis of the enterprise financial stability;
analysis of accounting, tax and management reporting;

preparing of the forecast balance for the prospective date;

investigation of the enterprise banking and credit history, banks reviews on cooperation with the enterprise;

communication with the owner of the company;
analysis of the risks associated with investments.

In turn, the most important organizational and economic factors of the enterprise investment attractiveness increase is its financial recovery; determine the effectiveness of capital investments; prompt and correct assessment of the financial state of the enterprise; rational use of working time and labor+ force of the enterprise; use of foreign experience in assessing and improving international investment attractiveness of the enterprise; use of corporate management mechanisms.

REFERENCES:

1. Finansove zabezpechennya rozvytku pidpryemstv: monohrafiya / [I. O. Blank ta in.] ; za red. d-ra ekon. nauk, prof. I. O. Blanka ; Kyiv. nats. torh.-ekon. un-t. – K. : KNTEU, 2011. – 343 s.
2. Heyets' V. M. Kapitalizatsiya ekonomiky Ukrainy / V. M. Heyets', A. A. Hrytsenko, O. I. Baranovs'kyy, V. V. Blyznyuk, B. Ye. Kvasnyuk, V. V. Kornyyev, T. O. Krychevs'ka, B. Y. Paskhaver. – K. : In-t ekonomiky ta prohnozuvannya NAN Ukrainy. – 2012. – 218 s.
3. Piddubnyy I. O., Piddubna L. I., Shestakova O. A. Eksporny potentsial pidpryemstva: formuvannya ta rozvy-

tok: monohrafiya / I. O. Piddubnyy, L. I. Piddubna, O. A. Shestakova; za zah. red. Prof. Piddubnoho I. O. – M. Kharkiv : Vydvo «FOP Chal'tsev O. V.», 2017. – 257 s.

4. Ponomarenko V. S., Piddubna L. I. Upravlinnya mizhnarodnoyu konkurentospromozhnistyu pidpryyemstva: [Pidruchnyk.] / V. S. Ponomarenko, L. I. Piddubna. – Kh.: VD «INZhEK», 2008. – 328 s.

5. Yastrems'ka O. M. Ryzhky u protsesi investytsiynoyi diyal'nosti. // Naukovi pratsi DonNTU. – Seriya: ekonomichna. – Vypusk 31 1. – 2012. – S. 56-60.

6. Sainchuk N., Fed'kovich Yu. Teoretychni osnovy formuvannya investytsiynoho klimatu Ukrainy v suchasnykh skladnykh umovakh hospodaryuvannya. – [Elektronnyy resurs] – Rezhym dostupu: http://www.chtei-knteu.cv.ua/herald/content/download/archive/2014/v1/NV-2014-V1_38.pdf

7. Dzenis V. O., Dzenis O. O. Suchasni tendentsiyi zaluchennya inozemnykh investytsiy na derzhavnomu ta rehional'nomu rivnyakh. «Byznes-Ynform», Kh. : KhNEU. – No 2(1), 2011. – S. 61-65.

8. Korotkova O. V. Investytsiyna pryvablyvist' pidpryyemstva ta metodyka yiyi otsinyuvannya. / O. V. Korotkova. –

[Elektronnyy resurs] – Rezhym dostupu: <http://www.economy.nayka.com.ua/?op=1&z=2132>

9. Moyseyenko I. P. Investuvannya: [Navchal'nyy posibnyk] / I. P. Moyseyenko – Kyiv : Znannya, 2016. – 490 s.

10. Nakaz Ahentstva zapobihannya bankrutstvu vid 23.02.1998 r. No 22 «Pro zatverdzhennya Metodyky integral'noyi otsinky investytsiynoyi pryvablyvosti pidpryyemstv ta orhanizatsiy». – [Elektronnyy resurs] – Rezhym dostupu: <http://zakon4.rada.gov.ua/laws/show/z0214>

11. Hryn'ova V. M., Koyuda V. O., Lepeyko T. I. Investuvannya: [Navchal'nyy posibnyk.] / V. M. Hryn'ova. – 2-he vyd.; dooprats. I dop. – Kh. : VD "INZhEK", 2014. – 404 s.

12. Tkachenko A. M., Kushnir O. Ekonomichna otsinka investytsiynoyi pryvablyvosti pidpryyemstva. – Z. : ZDIA. 2013 – S. 154–161.

13. Katan L. I. Otsinka investytsiynoyi pryvablyvosti pidpryyemstva / L. I. Katan / Fynansovi rynky ta tsinni papery. – 2010. – No 17. – S. 23–25.

14. Skalyuk R. V., Loyik O. I. Otsinka investytsiynoyi pryvablyvosti pidpryyemstva. Visnyk Khmel'nyts'koho natsional'noho universytetu 2016, No 1. – S. 115–122.