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ENTERPRISE INVESTMENT ATTRACTIVENESS: PART OF INVESTMENT ACTIVITY

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Fluctuations in economic activity forced business to change traditional methods of organization and management, and to search for new tools, knowledge, resources and competences in order to strengthen its position and to ensure the competitiveness of the enterprises. In this regard, scientists pay special attention to a fairly new concept - investment attractiveness.

The analysis of the proposed interpretations of IA allows revealing such unresolved questions:

- the lack of characteristics of IA as a structure-forming component of the system of managing IA (a complex of institutional, organizational, informational criteria for the evaluation of individual enterprises);

- IA is not considered as an active component of the process of “purchase and sale”;

- the lack of IA description from the position of the systemic and purposeful approach: the level of enterprise IA is informationally significant for both the investors and investee, therefore, to determine this level there should exist a corresponding database and an exhaustive list of factors influencing the level of the enterprise IA.

The most popular modern definition of investment attractiveness was proposed by The Gdańsk Institute for Market Economics (iBNGR). According to the authors, investment attractiveness is understood as a set of incentives for investment which offering wide-ranging benefits that may be obtained when conducting business activities in certain areas. They result from the specific features of the area where a given economic activity is being developed. These benefits are defined as location factors too. This is a category which has an essential impact on the decision making process related to business activity locations. From this perspective, the region which is attractive for investors is the one that makes the best location for foreign direct investments. Hence, it may be concluded that investment attractiveness has a real character and is reflected in investors' decisions about transferring their capital. In addition, the presented definitions are mutually complementary, so we propose to consider IA as an economic category characterized by a combination of the specified by the investor qualitative and quantitative indicators, the relation of which influence the final result of investing, which is conditioned by a certain level of profit associated with implementation by the enterprise of its investment activity.

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INVESTMENT ATTRACTIVENESS – NEW ECONOMIC SCIENCE CONCEPT

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Nowadays, a number of studies are being carried out to assess the attractiveness of individual enterprises, regions and countries for foreign investors. However, there are not enough publications presenting the information about the investment attractiveness. That is why the interest of science, politics, business in investment attractiveness (IA) continues to grow and this goes on, in particular, for its impact on competitiveness and sustainable development. Therefore, it has appeared necessary to complete the information gap in this field and that constitutes the main objective of the research.