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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.

The research projects focusing on foreign direct investment flows into specific areas and investment attractiveness are conducted both by academics and the world leading consulting companies. UNCTAD is an institution which deals with incentives for investors and foreign investment inflows into different world markets. The research carried out by Polish Information and Foreign Investment Agency [PAiIZ, 2010], The Gdańsk Institute for Market Economics [IBNGR, 2009], Institute for Market, Consumption and Business Cycles Research [IBRKK, 2009] is worth considering. The Polish publication presenting the issues of investment attractiveness include a collective publication – “Investment Attractiveness of Polish Regions” [Godlewska-Majkowska (ed.), 2008]. Some problems connected with investment attractiveness are addressed in the publication entitled “Investment Attractiveness of a Region”. The issues of investment attractiveness are also raised by consulting companies [Ernst & Young 2009, 2008, 2007, 2006; KPMG, 2009b; A.T. Kearney, 2009, 2007a]. Consulting companies also try to identify the attractiveness of European cities and certain regions for investment projects [Roland Berger, 2009; A.T. Kearney 2007b, 2006]. Consulting companies, such as PriceWaterhouseCoopers, are interested in the attractiveness of the Central and Eastern European market.

Supporters of investment attractiveness argue that the implementation of it can help the enterprise to create competitive advantages, to open opportunities for innovation, to reduce operating risks, to reduce operating costs and to improve company profitability.

To date, Poland is one of the EU countries, which pays much attention to the investment attractiveness of not only the country and the regions. The scientists of Poland talk about the importance of the investment attractiveness of an individual enterprise as a constituent and main part of the country's investment attractiveness. On 16 March 2017 took place the debate named as "The BPCC economic debate on the investment attractiveness of Podkarpacie in Rzeszow" with the participation of representatives of the business world, entrepreneurs, investors, universities, the provincial marshal's office of the Podkarpacie region, Rzeszów's city hall, the Aviation Valley Association and the special economic zones [The BPCC economic debate, 2017].

Foreign Minister of France mentioned importance investment attractiveness afore potential and existing investors [Speech by M. Jean-Marc Ayrault, Minister of Foreign Affairs and International Development, to the American Chamber of Commerce in France – AmCham, 2016].

Competitiveness of industry and the whole country depends on the competitiveness of enterprises. Competitiveness is the base of the European Union economy [European Commission, 2016]. 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.