

MANAGING THE INVESTMENT ATTRACTIVENESS OF A COMPANY

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Managing the investment attractiveness of a company is a complex and multifaceted process requiring a systematic approach and thorough analysis. In light of current investment challenges, which include a high level of uncertainty, rapid technological changes, and increasing demands for sustainable development, it is crucial to consider various strategies and tools to ensure stable and promising investment appeal. An essential component of managing investment attractiveness is identifying the company's competitive advantages. In a globalized and highly competitive environment, unique features and strengths can attract the attention of investors. These advantages might include innovative technologies, unique products or services, sustainable business models, and the company's social responsibility. Studying the market and competitors helps to understand which factors most attract investors, thereby allowing the company to strengthen those elements.

Equally important is financial transparency and stability. Investors seek a clear understanding of the company's financial condition, its ability to generate profits, and its risk management practices. Thus, managing investment attractiveness must include thorough financial analysis, reporting, and forecasting. Modern technologies such as artificial intelligence and big data can be leveraged for more accurate financial forecasting and identifying potential risks.

Innovation is another crucial factor that influences a company's investment attractiveness. Investors are increasingly looking for opportunities to invest in innovative projects with high growth potential. The company should demonstrate readiness for innovation, an ability to adapt to new technologies and trends, and a capacity to effectively integrate innovation into its business processes. Supporting innovative ideas and developing in-house research and development can significantly enhance a company's attractiveness to investors.

Social responsibility and environmental sustainability also play an increasingly significant role in a company's investment appeal. The growing focus on environmental and social aspects of business compels companies to consider sustainability and social responsibility as key elements of their strategy. Compliance with international environmental sustainability and social responsibility standards can positively influence investor perception, attracting those seeking to invest in ethically responsible businesses.

Thus, managing a company's investment attractiveness in the current context requires a comprehensive approach that combines analysis of competitive advantages, financial transparency, innovation, and social and environmental responsibility. Only such an approach can ensure a steady flow of investments and contribute to the company's long-term success.