MANAGING ENTERPRISE INVESTMENT ACTIVITIES IN CONTEMPORARY CONDITIONS

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The contemporary business environment, characterized by dynamic changes, demands active and adaptive investment policies from enterprises, facilitating efficient resource utilization and achievement of strategic goals. It is noteworthy that corporate investment activities encompass a wide range of operations, including analysis, planning, execution, and control of investment projects. One of the most popular investment instruments in modern business is venture capital, which provides funding for innovative and startup projects. This enables enterprises to access new technologies and business models, fostering their growth and competitiveness. Another significant instrument is corporate bonds, allowing enterprises to raise additional funds for investment projects while retaining control over their own capital [1, 2].

In addition to instruments, attention should be drawn to contemporary approaches to determining the effectiveness of investment projects. These approaches encompass evaluation methods that consider various factors such as time, risks, and other economic variables. Modern investment principles entail maintaining a balance between risk and profitability, as well as considering the strategic goals of the enterprise. The selection of investment projects is a critical process that determines the further development of the enterprise and its competitiveness in the market. Contemporary principles of selecting investment projects are based on various factors, enabling enterprises to make informed decisions regarding resource allocation. The key principles include: strategic alignment, financial attractiveness, risk management, innovation potential, environmental and social impact, feasibility and viability, partnerships, and collaboration.

Thus, managing enterprise investment activities requires a comprehensive approach, taking into account modern investment instruments, methods for evaluating the effectiveness of investment projects, and investment principles. This approach should be based on a deep analysis of the market, strategic goals of the enterprise, as well as consideration of potential risks and changes in the business environment.

References:

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