

MANAGEMENT OF INVESTMENT ACTIVITY AS AN IMPORTANT COMPONENT OF THE ENTERPRISE ECONOMIC SECURITY

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The article is devoted to the substantiation of scientific and methodical approaches to the management of investment activity of enterprises. It is proved that investment activity is influenced by many factors, which in its estimation and acceptance of well-founded decisions requires a consideration of multicriteria approaches.

The purpose of the study is to provide theoretical substantiation and development of practical recommendations on the management of investment activities of enterprises as an integral part of economic security. To achieve this goal, the following tasks were set: to study the theoretical and methodological principles of management of investment activity of enterprises at the present stage of development of society, to determine its economic essence; determine the role of the state in the development of investment activity.

When organizing the management of investment activities, it is necessary to con-

sider that it is an economic category and reflects, in the author's opinion, the implementation of the most effective forms of capital investment. It is aimed at increasing the economic potential of the enterprise and is an important form of realization of its economic interests, in this connection, its following features are manifested: investment activity is one of the forms of realization of the economic strategy of the enterprise and it is aimed at ensuring growth and improvement of its current activity; volumes of investment activity of the enterprise in the vast majority of cases determine the pace of its economic growth.

Attracting investment resources, optimizing their structure, serve as a starting point in the implementation of management of investment activities of the enterprise. In the process of investment activity, the company not only attracts investment resources but also solves the tasks for their placement – by choosing investment projects.