

THE ASSESSMENT OF THE INVESTMENT-INNOVATIVE ATTRACTIVENESS OF THE ENTERPRISE AUTOMOTIVE INDUSTRY

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Scientific-technical progress reflects in all industries, especially in automotive industry. Ukrainian automotive manufacturers face the urgent issue of increasing the share of scientific-design and research works to be able to compete on the automotive market.

The current state of domestic enterprises is characterized by a low level of their own finances. Therefore, it is important to attract external financial investments for the innovative development of the economy subjects.

From the point of view of the investor, the recoupment of the investment project plays the key role: income must exceed expenses. Thus, the assessment of the investment-innovative attractiveness of the enterprise is the first step at the investment beginning. The issue of assessing investment-innovative attractiveness is not studied in details, since this trend is comparatively new for domestic economy.

The author suggests a complex method considering the dependence of the enterprise on many factors that influence the assessment result. The method is divided into several stages:

- analysis of organizational-technical and social conditions of the manufacture;
- methods of the enterprise “express-diagnosing”;
- defining factors that negatively influence the investment-innovative attractiveness.

This method has the following advantages:

1. Set of optimal number of parameters for assessing attractiveness of the economy subject and criteria of selecting the investment objects.
2. Absence of significant time expenses on the assessment conduction.
3. Opportunity to give the investors information about the real financial state of the investment object.

The method is applied to analyse the investment-innovative attractiveness of the main Ukrainian automotive manufacturers: PJSE “Kremenchuk automobile plant”, PJSE “Zaporizhzhia automobile plant”, PrJSE “Boryspil automobile plant” and to define a range of disadvantages influencing the attractiveness and investment perspectives.

PJSE “Kremenchuk automobile plant” receives the highest mark of the investment-innovative attractiveness.

The author concludes that the innovative activities must be conducted on its main directions to strengthen the enterprise investment-innovative attractiveness. The paper deals with analysing the method of assessing the investment-innovative attractiveness that will favour a more distinct investor’s understanding of the real financial state of the investment subject and the main ways of its strengthening.