

INFORMATION TECHNOLOGIES AS AN ELEMENT OF INVESTMENT ATTRACTION

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Today, increasing the investment attractiveness of national companies is becoming more and more relevant. The concept of "investment attractiveness" can be associated with a variety of processes. Questions of this kind arise when attracting funds from third parties, selling a business, leaving the company on an IPO or a national stock market.

The scientific and technological progress and the development of market relations put before the management of industrial enterprises the question of the feasibility of the introduction and use of information tools to increase investment attractiveness. Since information provision is virtually absent, or it is present only at the functional level in many enterprises, the question arises as to how to improve the information systems of an enterprise and increase its investment attractiveness due to these aspects.

The purpose of the article is to review and systematize the most important issues of restructuring business processes of the enterprise, the quality of internal management, which ensure the growth of investment attractiveness of the enterprise as a whole.

In most cases, at domestic enterprises, the business consists of several organizations that are practically in no way linked. This is convenient for asset protection and tax optimization, but for the purpose of attracting significant investments, consoli-

dation reporting is required. Obviously, such consolidation will require, to varying degrees, the integration of the information systems of all enterprises of the association.

Considering the prospects of attracting foreign investors, we need to be prepared for the need to transfer the company to international accounting standards, which necessarily requires some changes in the company's accounting systems and corporate governance systems.

With regard to the processes of corporate governance there is the concept of "maturity". The abstract concept of "maturity" in relation to the processes of enterprise management becomes practically meaningful. Moreover, the scale of "maturity" of processes in the enterprise fixes the mandatory stages, which modern companies are consistently in their development.

The most common approach to optimization of business processes and processes of corporate governance is the introduction of corporate automated control systems in the company.

Formalization and modeling of business processes and management processes, their implementation in a specific version of the system, standardization of internal and external documentation of the enterprise are all steps aimed at increasing the investment attractiveness of the enterprise.