

Investment management as part of the investment mechanism of enterprise

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The article stipulates that Ukrainian enterprises - recipients of investments develop and operate in an environment that is constantly changing, is unpredictable. The main challenge facing them – the formation of effective management of the enterprise, to be flexible and react to changes in the modern economic system. An important aspect in the implementation of investment has become not only a process of engagement, but the use of investment resources that in the future will increase the value of the company. Under the enterprise – the recipient must be formed corresponding investment mechanism. The article aims to study and deepen the nature of the investment company of the mechanism, the study of one of its component – investment management activities of the company to improve its operations management in a dynamic development of the national economy. The paper used the methods of scientific research, clustering and synthesis, systems analysis, synthesis and comparison, statistical. Theoretical and methodological basis of scien-

tific research work consists of domestic and foreign scholars on investment management in the enterprise. It is proved that the outcome of investment is provided through the formation of an effective mechanism for investment companies. It was established that the investment mechanism of enterprise – a set of interrelated elements, stages and processes located in a specific sequence, governing the investment activities. Practical implementation of such a mechanism is possible through the coordination of interests of all participants of the investment process by using appropriate management tools. The results of the study determined that the management of the enterprise is investing principles, techniques, methods and management functions are determined based on organizational forms and mechanisms of administrative influence on investment processes in order to increase the value (value), the company and its strategic development. Because investment management is controversial and inexhaustible, is urgent further research this issue.