

PROBLEMS OF MONITORING OF INVESTMENT PROJECTS OF INDUSTRIAL ENTERPRISES

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The article presents the results of the study needed to monitor the investment activity of the enterprise and the problems of monitoring of investment projects. Data analysis of the dynamics of capital investment of domestic enterprises suggests insufficiency of funds for capital investments. Insufficient attention that is given to the development of enterprise strategies based on innovation reduces the level of profitability, and in some cases – leads to the loss and liquidation of enterprises. Especially acute this trend was in 2014. The abrupt change of environmental factors in 2013-2014 years and unwillingness to them on the part of the company owners have led to negative consequences. The main environmental factors that negatively affect the activity of Ukrainian enterprises, consider the following: instability and uncertainty in the political, economic, social directions of development of the country, high degree of dependence of the Ukrainian economy on the outside world, fighting in the east of the country, annexation of the Crimea, and others. The results of activity of the enterprise are also influenced by inter-

nal factors: formal approach to the organization of the enterprise planning system, lack of a systematic approach to enterprise management, control of funds invested in the company. As a result, the investments are often not paid back or less profitable than expected by investors. To solve this problem will help the implementation of the investment monitoring system. Depending on the size and purpose of investment there are two approaches: for minor investment – subject to control project costs, deviations within the limit are analysed; for large-scale investments – monitoring is carried out by using design technologies. In both cases, the monitoring should be carried out continuously on the basis of a comparison of the estimated amounts of expenses, projected income (savings) for the project with the actual data. A methodological approach is proposed, according to which the actual and estimated figures are associated with the accounting data. We believe that this approach will increase the effectiveness of investments and increase the efficiency of the enterprise.