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FORMATION OF INVESTMENT ATTRACTIVENESS OF THE ENTERPRISE IN THE CONTEXT OF UNCERTAINTY AND RISK

The ongoing war in Ukraine has created a challenging environment for Ukrainian enterprises to attract investment. The high level of uncertainty and risk associated with the war has led to a decrease in investment attractiveness. This is because investors perceive Ukraine as a high-risk country due to the conflict, which affects the overall stability of the country. In addition, the war has resulted in a deterioration of infrastructure and weakened institutions, which further compounds the risks associated with investing in Ukraine.

Despite these challenges, some sectors of the Ukrainian economy have demonstrated resilience to the effects of the war and provide opportunities for investment. For example, the agriculture sector has remained stable due to Ukraine's fertile soil and favorable climate, which makes it an attractive investment opportunity. Similarly, the IT sector has grown rapidly in recent years, thanks to the country's large pool of skilled IT professionals and favorable tax policies for IT companies.

However, corruption remains a significant obstacle to attracting investment in Ukraine. The level of corruption increases the level of risk and uncertainty for investors, as it affects the transparency and predictability of the investment climate. Therefore, addressing corruption is a key priority for policymakers and business leaders to improve the investment climate in Ukraine.

To assess the investment attractiveness of Ukrainian enterprises, several approaches have been proposed in the literature. One commonly used method is the calculation of the investment attractiveness index (IAI), which considers a range of factors that affect investment attractiveness. These factors include financial performance, market position, management quality, innovation, and strategic planning. By evaluating these factors, the IAI provides a comprehensive assessment of the investment potential of an enterprise.

Another approach to assess investment attractiveness is the use of risk assessment models. These models evaluate a range of risks and uncertainties, including political, economic, social, and environmental risks, which can impact the success of an investment. The models allow investors to evaluate the level of risk associated with investing in a particular enterprise and make informed investment decisions.

To improve the investment attractiveness of Ukrainian enterprises, policymakers and business leaders need to focus on several key areas. Firstly, addressing corruption is critical to improve the transparency and predictability of the investment climate. This can be achieved through the implementation of anti-corruption measures, such as strengthening regulatory oversight, increasing transparency in procurement processes, and improving corporate governance standards.

Secondly, adopting best practices in corporate governance and management is essential to attract investment. This includes improving financial reporting standards, enhancing risk management practices, and adopting ethical business practices. Investors need to have confidence that their investments will be managed effectively and that they will receive a return on their investment.

Finally, focusing on innovation and strategic planning can help to create a competitive advantage for Ukrainian enterprises. This involves investing in research and development, developing new products and services, and expanding into new markets. By doing so, Ukrainian enterprises can differentiate themselves from their competitors and attract investment from both domestic and international investors.

In conclusion, the formation of investment attractiveness of Ukrainian enterprises in conditions of uncertainty and risk, taking into account the war in Ukraine, is a complex and pressing issue. While the war has created challenges for Ukrainian enterprises to attract investment, some sectors have demonstrated resilience to the effects of the conflict and provide opportunities for investment. However, addressing corruption, adopting best practices in corporate governance and management, and focusing on innovation and strategic planning are essential to improve the investment attractiveness of Ukrainian enterprises. The proposed methods of assessment of investment attractiveness, such as the IAI and risk assessment models, provide investors with useful tools to evaluate the investment potential of Ukrainian enterprises.