ORIGINAL ARTICLE

INTERNATIONAL JOURNAL OF ARTIFICIAL INTELLIGENCE

ISSN: 2692-515-x, Impact Factor: 9.23
American Academic publishers, volume 6, issue 03,2026

Journal: https://www.academicpublishers.org/journals/index.php/ijai

DEVELOPING THE INVESTMENT ACTIVITY OF MODERN ENTERPRISES IN REGIONS BASED ON ANALYTICAL STRATEGIES.

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Abstract: In modern conditions, the problem of attracting investments and their effective use for the effective operation of the enterprise is particularly relevant. Investment attractiveness is an integral part of business activities of business entities, including production, innovation, market, marketing and other activities. Formation of investment attractiveness, development of a clear investment strategy, determination of its priorities, mobilization of all sources of investments are important for stable and quality development of enterprises in today's complex environment.

Keywords: enterprise, market, marketing, entrepreneur, innovation, competition, investment, finance.

From a modern perspective, regardless of the chosen method, the result of investing funds under effective management should be an increase in the company's value and other key performance indicators. The sustainable competitiveness of any modern enterprise can only be ensured through its modernization, active and comprehensive expansion, and the use of the latest technologies in both production and management.The implementation of these measures requires additional financial resources and the identification of the most optimal (cost-effective) sources of investment.

The assessment of a company's investment attractiveness plays a crucial role, as potential investors pay significant attention to this characteristic. In most cases, they examine the financial and economic performance indicators of the enterprise over the past 3–5 years. Furthermore, for a more accurate evaluation of investment attractiveness, investors assess the company as part of an industry and compare it with other firms operating within the same sector, rather than considering it as an isolated entity.

Theoretical Foundations of Investment Activity

Investment activity is the process of allocating capital to economic entities with the aim of generating future income. In modern conditions, investments are classified into the following types:

- real investments;
- financial investments;
- innovative investments.

The effectiveness of investment activity in regions depends on several factors, including:

- the level of infrastructure development;
- the legal and regulatory framework;
- tax policy;
- human resource potential.

Analysis of the Activities of Modern Enterprises in Regions

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Modern enterprises increasingly utilize digital technologies, automated management systems, and innovative solutions in their operations. However, the development of such enterprises in regions is constrained by several challenges:

Insufficient investment resources;

- logistical constraints;
- shortage of qualified specialists;
- high levels of risk.

Therefore, managing investment activities based on analytical approaches is of critical importance.

Directions for Development Based on Analytical Strategies

Analytical strategies enable a comprehensive study of investment processes and support effective decision-making. The main strategies include:

- conducting in-depth financial and economic analysis;
- assessing investment risks and forecasting potential outcomes;
- optimizing the structure of investment resources;
- applying modern analytical tools and digital technologies;
- improving investment attractiveness through transparency and efficiency;
- implementing strategic planning and monitoring systems.

a) SWOT Analysis

Strategic planning is carried out by identifying the strengths, weaknesses, opportunities, and threats of an enterprise. This method allows organizations to evaluate their internal capabilities and external environment, forming a basis for effective decision-making.

b) PEST Analysis

PEST analysis enables the assessment of the investment environment through the study of political, economic, social, and technological factors. It helps enterprises better understand macroeconomic conditions and adapt their strategies accordingly.

c) Investment Risk Management

To reduce investment risks, the following measures are essential:

- diversification;
- insurance;
- utilization of government support mechanisms.

Potential investors largely depend on the economic viability of firms and the stability of their financial condition. These factors are among the most important, as they significantly characterize the investment attractiveness of an enterprise. However, it should be noted that the

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methodology for analyzing and evaluating the investment attractiveness of business entities is still not sufficiently developed. Therefore, it requires further improvement and modernization in line with current economic conditions.

Today, there is an extremely high level of competition in almost every business sector. Under such conditions, in order not only to survive but also to secure a competitive position, enterprises must continuously develop, adopt advanced international practices, implement new technologies, and expand the scale of their operations. With such rapid development, it has become clear that further growth is impossible without investment. Thus, investments provide companies with a competitive advantage and often serve as the most powerful driver of growth.

For investors, analyzing and evaluating a company's investment attractiveness is of great importance, as it helps minimize the risks of making incorrect investment decisions.

In the literature of local authors, the assessment of investment attractiveness is often limited to indicators of a company's financial condition, while the inclusion of other indicators is usually not sufficiently justified in terms of completeness and adequacy. The rating approaches proposed by local economists are not targeted at specific groups of investors and often fail to consider regional characteristics of investment attraction. Furthermore, in the works of Russian economists, the value-based aspect of evaluation—widely used in Western fundamental analysis as one of the key criteria for selecting investment objects-is not sufficiently reflected.

According to IFRS (International Financial Reporting Standards), investing can be defined as an asset that generates wealth through various forms of income (such as dividends, interest, and rent), capital appreciation, or other benefits arising from long-term relationships, including trade relations. In modern conditions, attracting real investments has become a matter of survival not only for individual enterprises but also for the economy as a whole.

The normal functioning of firms, especially large industrial enterprises, is impossible without the active attraction of investors' funds. The primary objective of investors is to preserve and increase temporarily available capital. Therefore, investors are the key subjects of investment activity. They may include creditors, clients, buyers, and other participants in the investment process. The investor selects the investment object, determines the volume and expected efficiency of investments, defines the direction of investment, monitors the use of resources, and ultimately acts as the owner of the results generated through investment activity.

A distinctive feature of any investor is the willingness to postpone immediate consumption of available resources in order to better satisfy future needs. The main goal of an investor is to select the most rational investment object—one that has favorable development prospects and ensures high investment efficiency. The selection of an investment object is not random; it is preceded by a complex process of evaluating, comparing, and analyzing various alternatives.

The investment attractiveness of an enterprise is a comprehensive assessment of its activities and future prospects from the perspective of stakeholders. The main purpose of analyzing and evaluating investment attractiveness is to determine the feasibility of investing in a particular object.

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