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DESIGN AND MODELLING OF INVESTMENT ACTIVITY OF INDUSTRIAL ENTERPRISES

The research substantiates new theoretical, methodological, methodical foundations and practical studies on the improvement of strategic planning, modelling and forecasting of investment activities of industrial food enterprises, which operate in terms of uncertainty and significant dynamics of the economic management, aggravation of competitive struggle in internal and world food markets.

The basis of the organizational and economic mechanism of development of investment activity is a model “investment – savings”, which is used in research at the macro level, but its use is also appropriate at the level of industrial and processing plants because they are nothing but a primary link of complex socio-economic systems – systems of the macro level, so have the properties inherent in such systems. The impact of investment on an increase in production and sale of food products as the goal of food businesses should be realized through the coordinated and coherent action of accelerator and multiplier effects. Accelerator is presented as the ratio of investment growth to the growth in finished products, which has led to increased investment and describes in-

vestment growth only insofar as it is a direct result of changes in production volume, i.e. the so-called stimulated investment. This means that the dynamics of stimulated investment is higher (or lower) than the dynamics of the causes that generate it. The main factor here is the duration of the process of creation and use of assets, which lead to the increase in production volume due to pent-up demand, and the increase in investment needs due to exceeding the growth rate of the equipment cost over the cost of produced by companies food products. According to this concept, multiplier represents a ratio of increase in income and investment growth, i.e. it only reflects the impact of domestic investment on income dynamics. Thus, the nature of the investment impact on the sustainable development of enterprises of food industry should be manifested through the investment of additional volume of funds in their activities. These funds are formed from many sources, the main ones are own and involved with certain advantages and disadvantages. This, in turn, in some cases, limits the ability of investment to ensure sustainable development and economic and financial stability.