

JEL Classification: F21, F30

PROBLEMS OF FORMING THE INVESTMENT STRATEGY FOR FOREIGN ECONOMIC ACTIVITIES OF ENTERPRISES

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Abstract. *The article examines the theoretical foundations of the formation of the investment strategy of the foreign economic activity of domestic enterprises in the conditions of global challenges. The main problems that prevent the successful formation of the enterprise's investment strategy are outlined, as well as ways to improve the strategy are proposed, in particular, in terms of the introduction of innovative approaches.*

Key words: *investment, investment strategy, investment project, import, foreign economic activity, profitability, innovation, strategy, enterprise.*

The process of forming an investment strategy in modern conditions is a key stage for ensuring the successful operation of the enterprise in the long term. It is a complex process that requires a holistic understanding of internal and external factors, and includes a number of sequential steps aimed at achieving appropriate economic results. It was revealed that the strategy should be formed on the basis of certain principles that will contribute to increasing the efficiency of investing in certain projects.

When forming an investment strategy, enterprises may face various problems of the

internal or external environment. In modern conditions, the most significant problem is the instability of the political and economic situation, which prevents the possibility of forecasting the effectiveness of investment projects, which is also considered a significant obstacle, as it complicates the adoption of effective investment decisions. A business that cannot predict the performance of investments cannot be sure that the investment will be profitable, which may lead to the business financing projects that may cause it losses. The study also found that the formation of an investment strategy in the

field of foreign economic activity of domestic enterprises is complicated by unfavorable economic and political factors that can lead to significant losses for the enterprise, complicate the process of evaluating investment projects and make it impossible to forecast their effectiveness in the long term. For example, changes in exchange rates can lead to the fact that investment projects become less profitable or even unprofitable, the lack of detailed information about products can make it difficult to assess their market potential, and the inability to predict the effectiveness of investment projects can lead to the company making an ill-founded decision about their implementation.

In today's unstable conditions, as well as in a competitive and dynamic business environment, business entities must constantly evaluate and improve their investment strategies in order to optimize profitability and manage risks. In particular, in the course of the study, the following ways of improving the formation of the investment

strategy were proposed: diversification of the investment portfolio, comprehensive risk management, in-depth market analysis, strategic partnerships, as well as the use of innovative approaches aimed at increasing the efficiency, competitiveness of the enterprise and resistance to risks. It was proposed to use modern tools such as Microsoft Excel, Power BI or artificial intelligence tools when forming an investment strategy and evaluating investment projects, because these tools allow automating the processes of evaluating and tracking the effectiveness of investment projects, as well as analyzing large volumes of data. An automated investment strategy model is an effective tool that can help businesses improve the efficiency and quality of investment activities. Therefore, the constant improvement of the investment strategy, in particular with the help of the introduction of innovative approaches to its formation, is an important factor in the success of any enterprise in modern conditions.

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