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ACTIVIZATION OF ENTERPRISES INVESTMENT ACTIVITY AS A FACTOR OF FINANCIAL SECURITY OF A COUNTRY

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Summary. The article deals with the issues of effective financial investments management. Financial investments management is based on the

processes of analysis, monitoring and evaluation of the funds, invested in securities.

Key words: *investments, financial and real investments, financial management, investment activity, share, bond, securities, stock market, liquidity, profitability.*

Under the conditions of market economy one of the most important issues that any company faces is the problem of resources attraction for the funding of new investment projects or maintaining the already existing ones.

Today one of the main problems of many enterprises is the lack of current and future financing. Economic reality and peculiarities of Ukrainian economy prevent using of financing resources that are immanent and available to enterprises of foreign countries.

Investment activity in different forms of its realization is immanent for every enterprise and is the basis of its development, development of some sectors and state economy as a whole. Investments provide dynamical development of an enterprise and allow solving the following tasks: expansion of business activity due to accumulation of financial and material resources; acquisition of new enterprises and development of new business areas.

An enterprise makes financial investments in the following forms: investments **in securities, in profitable financial instruments**, in statutory funds of other enterprises and organizations.

Financial investments expect usage of available capital for acquisition (purchase) of shares, bonds and other securities issued by companies or a state. Under the conditions of such investment movement

of property titles occurs, which leads to getting of unearned income. Political economy literature identifies capital in the form of securities as stock capital or fictitious capital, as it is not real wealth and has no real value, in contrast to the capital invested in various spheres and branches of social production.

Evaluation of investment qualities of some financial investments instruments is one of the most important tasks in investment processes management and investment management.

To assess the investment projects efficiency, as a rule, the standard methods of calculating are used: net present (discount) value, payback period, internal rate of return.

Analysis and estimation of financial investments quality require assessment of stocks, bonds and other securities. The main methods of shares investment quality evaluation are: characteristics of share type in terms of dividend payments size security; evaluation of issuer activity sector; estimation of issuer financial activity efficiency.

Therefore, assessment of financial investments is an important management tool in financial management. Investments liquidity and profitability analysis allows coordinating financial investments, controlling their usage and getting the desired results, that is, income from investing activities.

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