

ASSESSMENT OF INVESTMENT ATTRACTIVENESS OF INDUSTRIAL ENTERPRISES IN THE POST-WAR PERIOD

¹ Odesa Polytechnic National University

Abstract: *The article examines the key factors influencing the investment attractiveness of industrial enterprises in the post-war period. It also outlines methodologies for assessment, highlighting the role of financial resilience, innovation, and government support.*

Key words: industrial enterprise, investment attractiveness, post-war period.

Investment attractiveness is a key factor in determining the potential for sustainable economic growth and industrial recovery, especially in the post-war period. The destruction of infrastructure, disruptions in supply chains, labor shortages, and economic instability pose significant challenges for industrial enterprises [1]. At the same time, post-war reconstruction creates opportunities for modernization, innovation, and the attraction of both domestic and foreign investments.

In this context, assessing the investment attractiveness of industrial enterprises is crucial for identifying their potential for financial stability, competitiveness, and long-term development [2]. Investors consider a range of factors, including financial performance, market conditions, government policies, security risks, and technological advancements. The effectiveness of investment decisions depends on a well-structured evaluation framework that integrates quantitative and qualitative indicators, taking into account both microeconomic and macroeconomic perspectives. The assessment of investment attractiveness of industrial enterprises in the post-war period is a critical issue for economic recovery and long-term sustainable development. War and large-scale destruction result in significant financial, infrastructural, and human capital losses, creating uncertainty for both local and foreign investors. At the same time, post-war reconstruction presents unique opportunities for economic transformation, technological modernization, and structural reforms in industrial sectors. Thus, evaluating the investment attractiveness of industrial enterprises in the post-war period is essential for fostering economic resilience, restoring investor confidence, modernizing industries, creating jobs, and ensuring sustainable development. A structured assessment framework enables informed decision-making, helping industrial enterprises navigate challenges while unlocking new growth opportunities.

The key assessment methods include financial analysis, which examines profitability, liquidity, return on investment, and debt burden, SWOT analysis for evaluating strengths, weaknesses, opportunities, and threats, macroeconomic factor analysis that considers economic stability, political risks, and government support, as well as rating models that incorporate an investment attractiveness index and enterprise risk management strategies.

Investment attractiveness is shaped by both positive and negative factors. Among the positive factors, government support plays a critical role through tax incentives, financial stimuli, and subsidies for recovery. Access to international funding, including grants and loans from international organizations, provides additional investment opportunities. The implementation of innovations, such as digitalization, automation, and smart technologies, enhances industrial efficiency, while the restoration of production capacities through modernization and investment in new equipment strengthens competitiveness. However, several negative factors hinder investment potential. Economic instability, reflected in inflation and a lack of financial resources, poses risks for investors. High security risks remain a concern due to ongoing threats to infrastructure. The shortage of qualified workforce, exacerbated by migration and labor deficits in industrial sectors, further complicates recovery efforts. Additionally, uncertainty in market conditions, including disruptions in global supply chains and dependence on external markets, makes investment decisions more complex.

A structured comparison of key factors influencing investment attractiveness is presented in Table 1, which categorizes them into macroeconomic, sectoral, and enterprise-level factors.

Table 1. Key factors affecting investment attractiveness of industrial enterprises in the post-war period [2; 3]

Factor category	Positive factors	Negative factors
Macroeconomic factors	Government support, international funding, economic recovery programs	Inflation, political instability, high security risks
Sectoral factors	Emerging market opportunities, technology adoption, supply chain reorganization	Market volatility, dependence on external markets, disruption of industrial clusters
Enterprise-level factors	Financial resilience, digital transformation, human capital investment	Labor shortages, infrastructure damage, limited access to financing

This classification allows for a more detailed understanding of how different external and internal conditions impact the investment appeal of industrial enterprises.

Investment attractiveness can be assessed using various metrics and indicators. The profitability ratio reflects an enterprise's ability to generate returns. The liquidity ratio indicates the company's ability to meet short-term obligations. Financial stability is evaluated through the ratio of equity capital to borrowed capital, which highlights dependency on external financing. The investment attractiveness index, a comprehensive rating based on macro- and microeconomic factors, provides an overall measure of investment potential. The level of digitalization, expressed as the percentage of automated processes, reflects the technological advancement of the enterprise.

To improve investment attractiveness, enterprises can adopt several strategies. Reforming business processes through the implementation of modern management models can enhance efficiency. Investing in human capital by training personnel and attracting experts ensures a skilled workforce. Increasing transparency through regular audits and open financial reporting builds investor confidence. Developing international partnerships and integrating into global production chains expands market opportunities. Finally, embracing sustainable development practices, including compliance with environmental standards and energy efficiency measures, enhances long-term competitiveness and resilience.

Thus, the investment attractiveness of industrial enterprises in the post-war period depends on a combination of internal factors, such as financial stability, digitalization, and management efficiency, and external conditions, including economic policies and macroeconomic trends. Government and international support play a crucial role in facilitating recovery, while enterprises must focus on adaptability and innovation to remain competitive. A structured approach to evaluating investment attractiveness will help guide investment decisions, ensuring sustainable industrial development in the post-war era.

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Kolesov Kostiantyn I. – PhD student, Odesa Polytechnic National University, e-mail: kolesov.kons@gmail.com, <https://orcid.org/0009-0005-6736-1550>