

Scientific article

UDC 330.47

DOI: <https://doi.org/10.57809/2022.3.3.6>

THEORETICAL ASPECTS OF INVESTMENT ATTRACTIVENESS: CONTENT OF THE CONCEPT, FACTORS AND METHODS OF EVALUATION

Yulia Semenova ✉

Russian State Hydrometeorological University, St. Petersburg, Russia

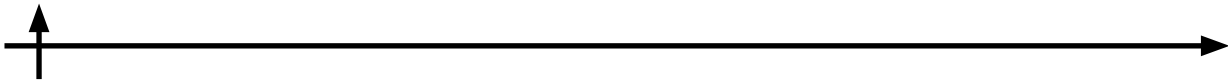
✉ semenjulia69@mail.ru

Abstract. In the modern world, investments are becoming an increasingly popular tool for the development of companies, so such concepts as investment attractiveness and investment valuation have confidently entered the daily routine of entrepreneurs. The purpose of the study is to assess the theoretical aspects of the investment attractiveness of apartment hotels. Throughout this research such methods were used as: the method of analysis (the analysis and study of individual parts of the phenomenon), a systematic approach (consideration of an object or phenomenon as a system), the classification method - grouping phenomena by certain characteristics and the method of abstraction - the study of a specific property of a phenomenon without taking into account its other characteristics, SWOT-analysis, economic calculations, etc. Four methods for assessing investment attractiveness were analyzed in this study, and three main areas of investment attractiveness assessment were discovered.

Keywords: investment attractiveness, investments, degree of innovation, level of diversification, commercial real estate, apartment hotels, impact factors, assessment methods

Citation: Semenova Yu.E. Theoretical Aspects of Investment Attractiveness: Content of the Concept, Factors and Methods of Evaluation. Technoeconomics. 2022. 3 (3). 65–75. DOI: <https://doi.org/10.57809/2022.3.3.6>

This is an open access article under the CC BY-NC 4.0 license (<https://creativecommons.org/licenses/by-nc/4.0/>)



Научная статья

УДК 330.47

DOI: <https://doi.org/10.57809/2022.3.3.6>

ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ ИНВЕСТИЦИОННОЙ ПРИВЛЕКАТЕЛЬНОСТИ: СОДЕРЖАНИЕ ПОНЯТИЯ, ФАКТОРЫ И МЕТОДЫ ОЦЕНКИ

Юлия Семенова ✉

Российский государственный гидрометеорологический университет,
Санкт-Петербург, Россия

✉ semenjulia69@mail.ru

Аннотация. В современном мире инвестиции становятся все более популярным инструментом для развития компаний, поэтому в ежедневный обиход предпринимателей уверенно вошли такие понятия как инвестиционная привлекательность и инвестиционная оценка. Целью исследования является оценка теоретических аспектов инвестиционной привлекательности апартаментов. Данное исследование было проведено с использованием таких методов, как метод анализа (анализ и изучение отдельных частей явления), системный подход (рассмотрение объекта или явления как системы), метод классификации – группировка явлений по определенным характеристикам и метод абстракции – изучение конкретного свойства явления без учета других его характеристик, SWOT-анализ, экономические расчеты и т.д. В рамках данной статьи были проанализированы четыре метода оценки инвестиционной привлекательности, а также выявлены три основных направления оценки инвестиционной привлекательности.

Ключевые слова: инвестиционная привлекательность, инвестиции, степень инновационности, уровень диверсификации, коммерческая недвижимость, апартаменты, факторы воздействия, методы оценки

Для цитирования: Семенова Ю.Е. Теоретические аспекты инвестиционной привлекательности: содержание понятия, факторы и методы оценки // Техноэкономика. 2022. Т. 3, № 3. С. 65–75. DOI: <https://doi.org/10.57809/2022.3.3.6>

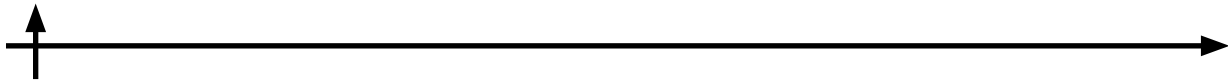
Это статья открытого доступа, распространяемая по лицензии CC BY-NC 4.0 (<https://creativecommons.org/licenses/by-nc/4.0/>)

Introduction

In the modern world, investments are becoming an increasingly popular tool for the development of companies, so such concepts as investment attractiveness and investment valuation have confidently entered the daily routine of entrepreneurs. There are many different views on the value of investment attractiveness, some of them are presented in Figure 1 below.

The collected data demonstrate the regularity that the concept of investment attractiveness in the works of many scientists and scientists is similar in terms of the perception of this term as a set, combination or complex of certain criteria and factors. However, in the concepts listed earlier, there is very little specificity in the field of indicators that affect their results. This is due to the fact that investment attractiveness is a somewhat abstract phenomenon that strongly depends on the area in which it is applied (Ajimijere, Yudin, 2021).

Analyzing the international market, investment attractiveness is usually understood as a set of non-commercial risks of an investor at the initial stage, that is, uncertainties associated with government actions that may affect the investor's ability to perform any actions with the object of investment.



<p style="text-align: center;">Putyatina L.M.</p> <ul style="list-style-type: none">• An economic category that characterizes the efficiency of using the property of an enterprise, its solvency, financial stability, the ability for innovative development based on increasing the profitability of capital, the technical and economic level of production, the quality and competitiveness of products.
<p style="text-align: center;">Strovsky L.E.</p> <ul style="list-style-type: none">• A set of measures aimed at stimulating the attraction of investments and regulating the sources of receipt and direction of use of investments for the enterprise.
<p style="text-align: center;">Blanc I.A.</p> <ul style="list-style-type: none">• A generalizing description of the advantages and disadvantages of investing in certain areas and objects from the position of a particular investor.
<p style="text-align: center;">Markovits G.</p> <ul style="list-style-type: none">• Getting the most profit with the existing level of risk.
<p style="text-align: center;">Royzman I.I.</p> <ul style="list-style-type: none">• A set of objective signs, properties, means and opportunities that determine the potential effective demand for investments.
<p style="text-align: center;">Matveev T.N.</p> <ul style="list-style-type: none">• An integral indicator that demonstrates the feasibility of investing in this object.
<p style="text-align: center;">Endovicky D.A.</p> <ul style="list-style-type: none">• A complex of interconnected characteristics of the economic potential, profitability of operations and investment risk of a company with a certain ability for sustainable development in a competitive environment.
<p style="text-align: center;">Teplova T.V.</p> <ul style="list-style-type: none">• A characteristic of an asset that takes into account the satisfaction of the interest of a particular investor.

Fig. 1. Interpretation of the concept of "investment attractiveness"

In general, among all approaches to the interpretation of investment attractiveness, the following key reference points can be distinguished:

- potential and sustainability;
- profitability;
- risk and expediency;
- environment and climate (Arkhipkina, 2019).

Nevertheless, based on the analysis carried out earlier, it is possible to form a general concept that is most applicable within the framework of this work. Investment attractiveness is a set of financial and non-financial indicators that make it possible to assess the situation, the situation on the market, as well as potential risks and profitability of the investment object in question (Goldobina, 2022). At the same time, it should be taken into account that investment attractiveness is not so much a financial and economic phenomenon as a model reflecting the real quantitative and qualitative indicators of a company or object and its position in the industry.

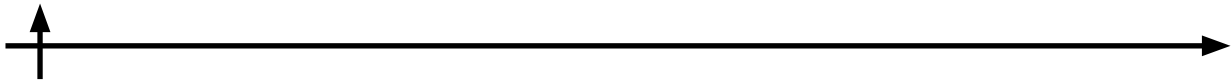
Materials and Methods

For the implementation of the tasks set, such research methods were used as: the method of analysis (the analysis and study of individual parts of the phenomenon), a systematic approach (consideration of an object or phenomenon as a system), the classification method - grouping phenomena by certain characteristics and the method of abstraction - the study of a specific property of a phenomenon without taking into account its other characteristics, SWOT-analysis, economic calculations, etc.

The information basis for writing the work was special literature, as well as Internet resources: reviews and studies of analytical companies, statistical data.

Results and Discussion

Turning to the analysis of factors influencing investment attractiveness, it should be mentioned that, as in the situation with the interpretation of concepts, there are extremely many views on the gradation and division of factors among scientists and analysts. However, the most common grouping is by the



degree of influence of the company.

Thus, investment attractiveness is influenced by two main groups of factors – external and internal. External factors reflect those features that the company cannot influence in the Arctic, at least in the short term. Internal indicators are factors that can be directly adjusted by the enterprise (Endovitsky, Babushkin et al., 2010).

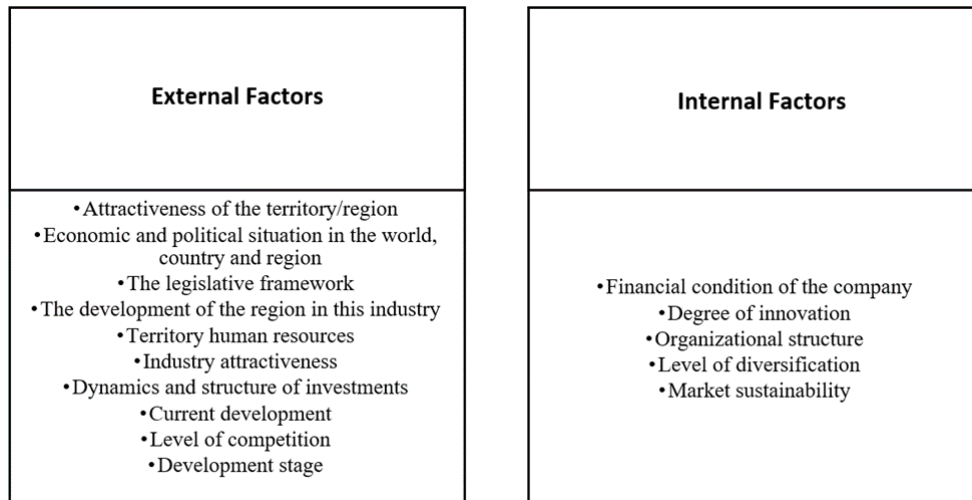


Fig. 2. Factors affecting investment attractiveness

It is important to consider each factor separately:

1. Economic and political situation in the world, country and region.

This factor has a huge impact on investment attractiveness, as it affects all participants in this process. First of all, economic instability or crisis negatively affects the solvency of the investor, which causes a decrease in demand for development projects (Sokolova, Kuleshov et al., 2020). In addition, the decrease in solvency does not bypass the population, which entails a decrease in potential income and in the long term increases the payback period of the project (Gorshenin, Pershin, 2020). However, a favorable political and economic environment can fruitfully influence investment demand and, as a result, there is an increase in competitiveness (Kozin, Astarkina, 2010).

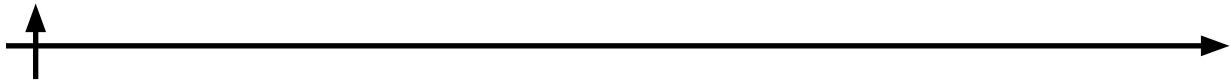
2. Legislative framework.

Legal regulation cannot but affect the attractiveness of a company or an object, as this is the main documentary support for all activities in this area. In addition to the existence of a system of budgetary, credit and tax mechanisms and an established state system for managing the investment process, the legislative framework should regulate the procedure for the implementation of each stage of the implementation of investment activities (Koryt rov , 2021). Currently, the regulatory legal acts in the field of investment activity of the Russian Federation include:

- The Constitution of the Russian Federation;
- The Civil Code of the Russian Federation;
- Decrees of the President of the Russian Federation;
- Federal Law "On Investment Activities in the Russian Federation Carried Out in the Form of Capital Investments";
- Federal Law "On Investment Funds" (Batekhin, Gorbunov et al., 2022).

3. Development of the region in this industry.

The investment environment in the region affects the attractiveness from the point of view of attracting third-party investors, since investment-developed regions often become the objects of the greatest attention, as well as analysis (Neshataeva, Grischuk, 2022). Nevertheless, the success of a development



project can grow significantly if it is implemented in a region with a lagging investment climate. The investment climate refers to a complex characteristic of economic, social, political and other factors that determine the investment position of a region or entity.

4. Human resources of the territory.

This factor is highly underestimated by many analysts, nevertheless it has an impact on investment attractiveness. Human resources refers to the demographic characteristics of the region, the level and quality of life of the population, which implies the impact on solvency, the average income level of the population, the cost of producing a particular product / service, the level of qualifications (Kotlyarova, 2018).

5. Attractiveness of the industry.

Analysis of the dynamics and structure of investments, the level of current development and competition and the stage of development allows you to use such an important tool in investing as forecasting. It is extremely important for an investor to understand what trends are currently being traced in the industry, in which direction everything is moving, where it may come, what risks need to be assessed, as well as what forecasts based on analytics exist.

6. Financial condition of the company.

Tracking the dynamics of the financial condition allows you to make a conclusion about the current position of the company or the state of the object. In addition, the results of accounting reports and other financial documents demonstrate how efficiently and efficiently the company manages and disposes of existing resources (Ozerov, 2007). Such calculations are also important at the design stage, since they allow us to assess the predicted success of investments.

7. Degree of innovation.

The degree of innovation of a company or an object has recently gained particular popularity in the investment environment, because in addition to financial indicators, it is important for an investor to invest in a project of particular importance, and the innovation of this object can be an excellent opportunity for this (Panteleeva, Dmitriev, 2019). Also, the use of new technologies allows you to attract the attention of not only investors, but also consumers of a product or service, which in the long term will favorably affect development.

8. Organizational structure.

A well-formed organizational structure and its successful management influences the contribution of each employee, the return on the use of resources, as well as the possibility of attracting other sources. Mistakes in personnel management can lead to irreparable detrimental changes and jeopardize the entire project (Savitskaya, 2018).

9. Level of diversification.

This indicator is especially important because it allows you to judge the risks of investments, since diversification refers to the ability of an enterprise to use various sources of funds (Pupentsova, 2007). The main goal is to minimize risks and reduce losses.

10. Market stability.

The stable position of the company in the market reduces the risks for the investor, which leads to an increase in the investment attractiveness of the enterprise. However, the assessment of this factor is extremely difficult, so judgments about the stability or instability of the company are always supported by a comprehensive analysis (Shimko, 2022).

Methods of assessing investment attractiveness. Since there is no single concept of investment attractiveness and a list of factors that have a direct impact, it is impossible to single out a unified approach to assessing this indicator. Table 2 shows the most common ways to analyze investment attractiveness.

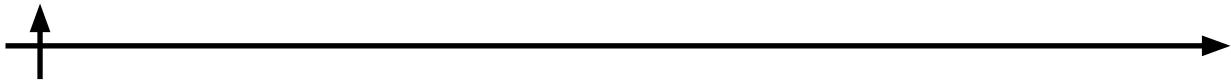


Table 1. Methods for assessing investment attractiveness

Method	Author	Advantages	Disadvantages
Seven factor model	Edward Altman	Captures the main financial indicators and their dynamics	It is based solely on profitability, only the financial component is taken into account
Method of discounting cash flows	–	The most transparent way of evaluation by the investor	Only the financial component is taken into account, it very much depends on the input data, which may lead to a decrease in practical applicability
Kozhukhar 's method	V.M.Kozhukhar	The use of a large number of factors, as well as taking into account the innovative component of the development of the enterprise	The volume of the analysis, a lot of subjective characteristics
Kazakova's methodology	N. A. Kazakova	It has a practical orientation, as a comprehensive assessment is carried out	Labor intensity

Each method should be described separately. The seven-factor model implies the use of the following groups of factors that affect the attractiveness of the project:

1. production factors;
2. financial situation;
3. enterprise management;
4. investment activity of the enterprise;
5. innovative activity of the enterprise;
6. stability;
7. legal factors (Shumakova, 2019).

The method of discounting cash flows. assumes accounting for receipts during the period of ownership and income from reversion. The following calculation stages are distinguished:

1. choosing the duration of the forecast period;
2. cash flow calculation for each period;
3. calculation of the discount rate;
4. calculation of the cost of reversion;
5. income discounting;
6. calculation of market value (Savitskaya, 2018).

Thus, this method is based on the fact that a potential investor will not invest in the project an amount greater than the current value of the future income of this company.

Kozhukhar's method is particularly popular and represents an assessment of the factors presented in Figure 2.

Exogenous factors are understood as characteristics that companies are unable to significantly influence, and endogenous factors are those factors that are directly managed by the enterprise (Sheina, Izmodenov et al., 2020).

The last analyzed method of calculation is an analysis in three directions, namely:

1. economic potential and financial condition of the enterprise;
2. operational efficiency and business activity;
3. characteristics of the business development of the enterprise (Sabiroy, 2020).

Within each direction, a number of indicators are allocated that form the final values that are fed up with a comprehensive assessment.

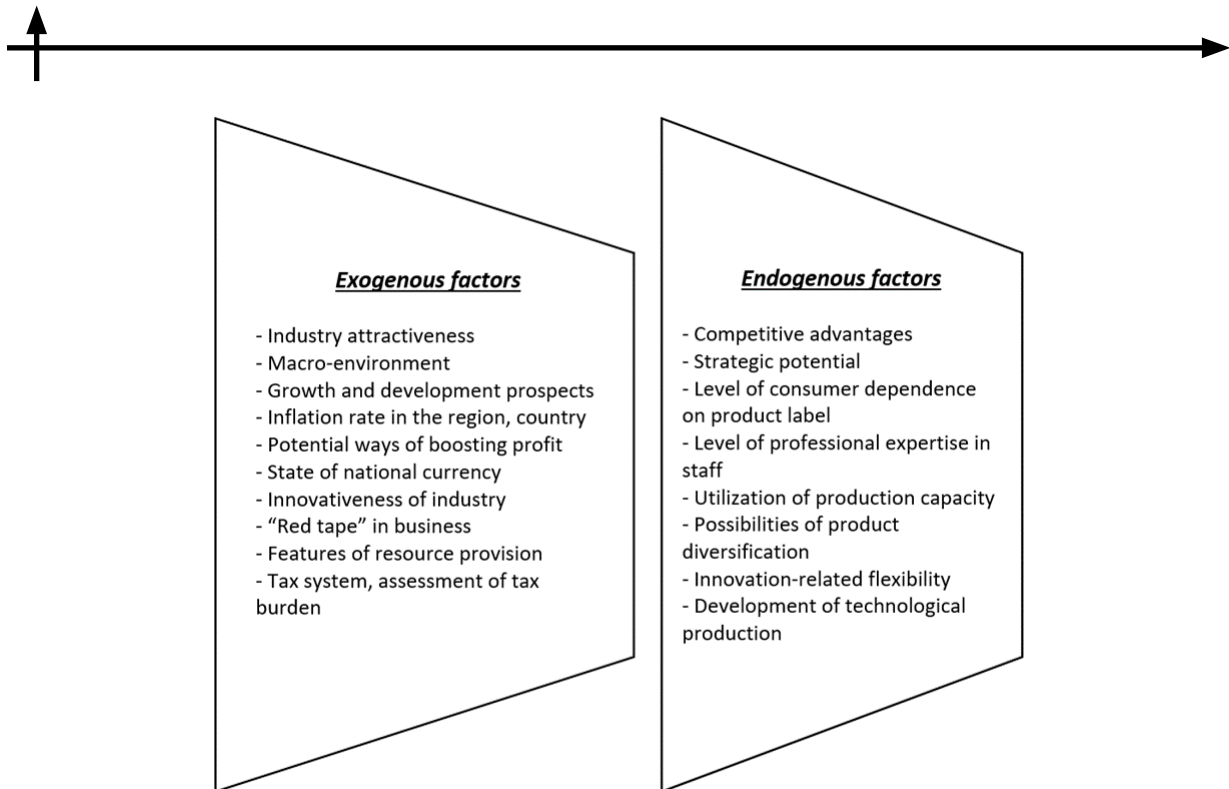


Fig. 3. Factors of Kozhukhar's methodology

Conclusions

The study analyzed four methods for assessing investment attractiveness, but their number is constantly increasing and the choice of one or another method should be based on the investment object, the investor's requests, as well as a number of other factors.

Currently, there is no single unified way to assess investment attractiveness, however, they are all based on three main areas, namely:

- financial condition and potential;
- market environment and competitiveness;
- characteristics of the company's business development.

The choice of such indicators for investment analysis is determined by the need to comprehensively evaluate the company for the most reliable results, as well as the possibility of practical application of the findings. However, the evaluation of the company should begin with an analysis of the group of profitability coefficients, as well as with the calculation of the risk of bankruptcy.

The calculation of profitability coefficients includes the following indicators, shown in the figure below. It should be noted that the goal of all enterprises is to increase profitability in order to increase their value and attractiveness to investors.

Investments in commercial real estate, which include apartment hotels, have been demonstrating sustainable development over the past few years. According to the forecasts of many experts, the volume of investments in this industry will reach record levels this year, which will certainly attract more investors, which means that it will increase the demand for investment objects. Such changes can be tracked by paying attention to the dynamics of the size of investments in the Russian commercial real estate market over the past 4 years, shown in the figure below.

It should be noted that the goal of all enterprises is to increase profitability in order to increase their value and attractiveness to investors.

Investments in commercial real estate, which include apartment hotels, have been demonstrating sustainable development over the past few years. According to the forecasts of many experts, the volume of investments in this industry will reach record levels this year, which will certainly attract more inves-

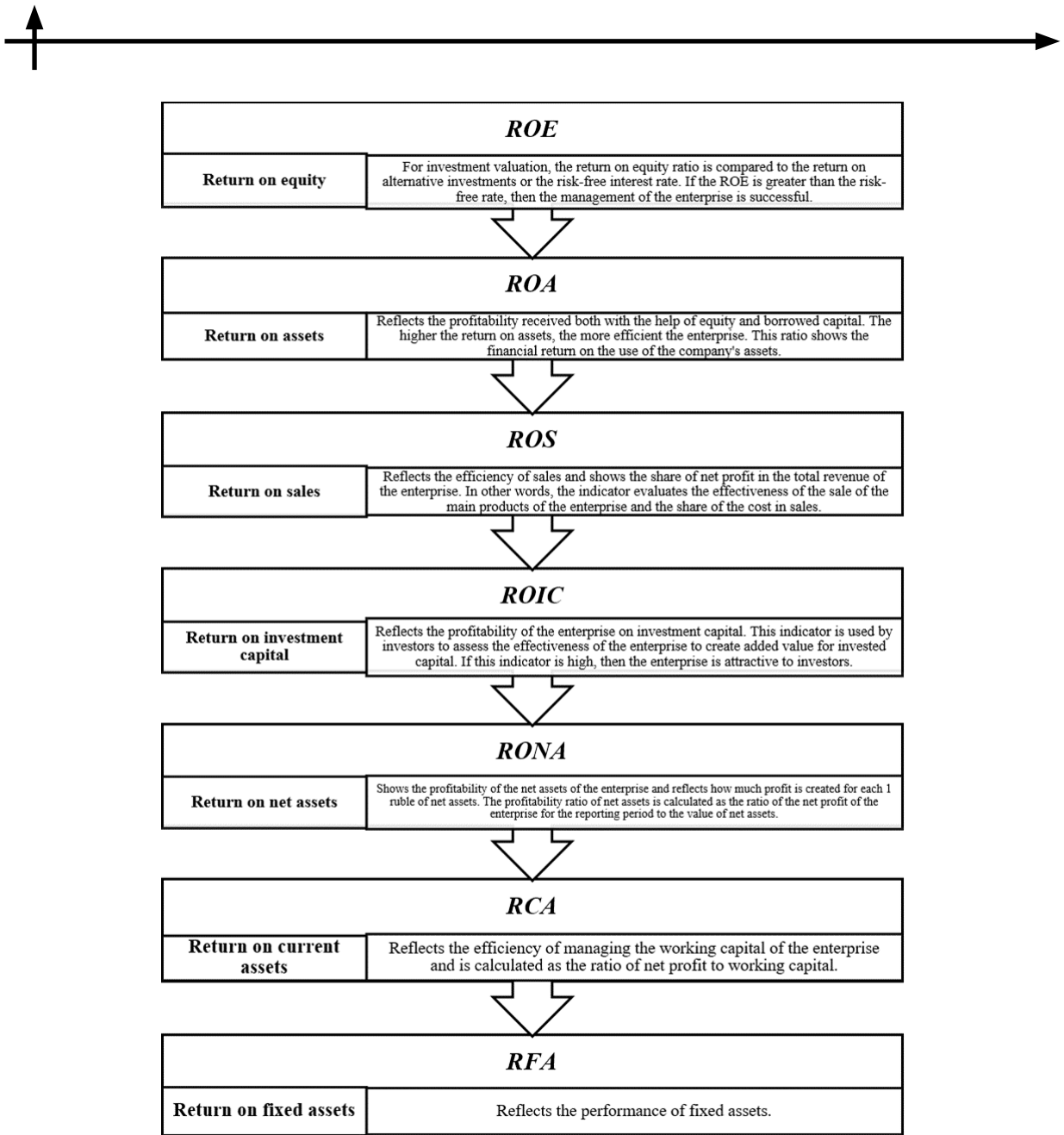


Fig. 4. Profitability coefficients

tors, which means that it will increase the demand for investment objects. Such changes can be tracked by paying attention to the dynamics of the size of investments in the Russian commercial real estate market over the past 4 years, shown in the figure below.

However, given the expectation of a further increase in the key rate of the Central Bank of the Russian Federation, investment activity may noticeably decline during 2022. Both in Moscow and St. Petersburg, the rate of return on an available number is gradually increasing, but has not yet reached the pre-pandemic level. This year, a further increase in the indicator is expected, which will primarily be due to an increase in the load, and not the average tariff, since the limited, not yet recovered, volume of demand constrains the possibility of price increases. In general, now the St. Petersburg hotel real estate market is quite dynamic: investors are saturated with standard offers and locations, so construction and management companies are trying in every way to differ from competitors, which significantly increases the possibility of choosing among the objects for investments. As a result, the quality of facilities, fore-

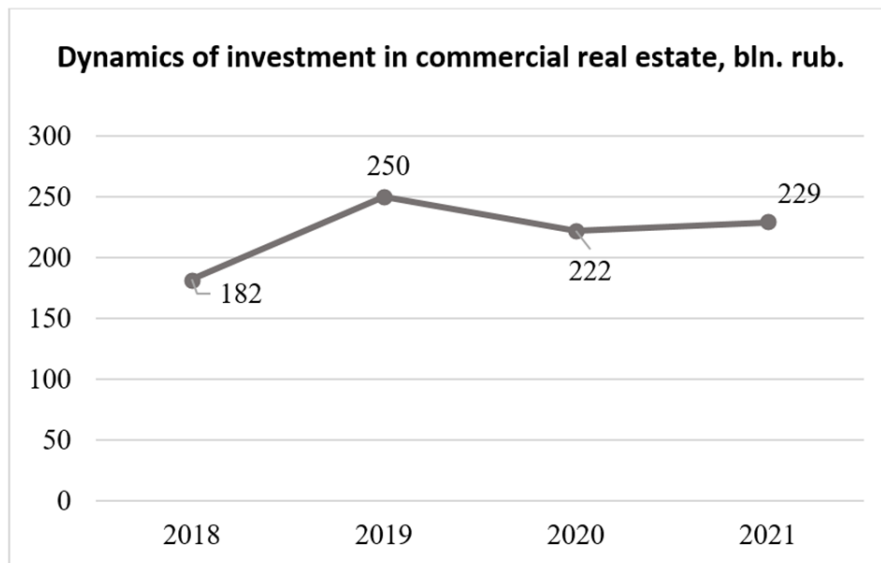
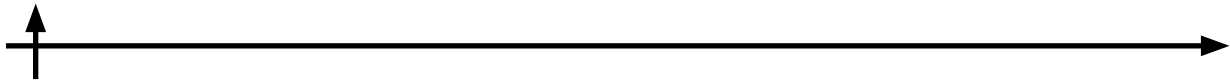


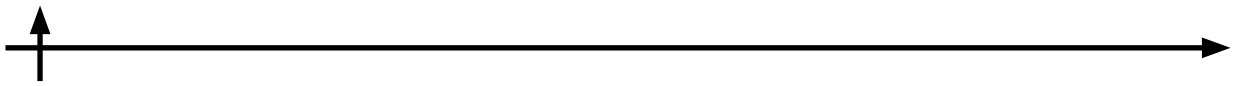
Fig. 5. The size of investments in commercial real estate in the period from 2018 to 2021

casts of their financial condition and the success of projects are playing an increasingly significant role. At the moment, it is safe to say that, starting in 2020, apartment hotels occupy a strong position as an investment tool.

The construction of apartment hotels will be actively developing for several more years before the market is completely saturated with the offer. The demand for accommodation in such types of hotel real estate is growing every year, which is due to the development of the domestic tourist market and the attractiveness of the region for both tourists and businessmen. Of course, this also affects the growth of the number of competitors in the analyzed market, which leads to a fierce struggle for the leadership positions of investment projects. Analyzing the investment climate of St. Petersburg, it can be concluded that in 2020-2021, the decline in investment activity caused by restrictions to prevent the spread of a pandemic of a new coronavirus infection slowed down, and the index of the physical volume of investments shows a symbolic increase. It is also worth noting that the hotel infrastructure is one of the priority areas of economic activity of the subject. Nevertheless, the largest sectors of the city's economy showed a drop in real estate transactions.

REFERENCES

- Ajimijere O.J., Yudin A.V.** 2021. Proposals for Increasing the Investment Attractiveness of Enterprise Innovative Activity. *Economic Development of the Region: Management, Innovation, Training* 8, 13-18.
- Arhipkina E.V.** 2019. Analysis of the Current Investment Situation in the Russian Federation and a Proposal to Improve the Mechanisms for Increasing the Investment Attractiveness of the Russian Federation. *Economics and Entrepreneurship* 8, 174-177.
- Batekhin V.I., Gorbunov A.A., Dunaeva A.O., Shumilov A.A.** 2022. Assessing Investment Attractiveness of Commercial Medical Organization based on Financial Modelling. *Modern Economics: Problems and Solutions* 4, 94-105. doi:10.17308/meps.2022.4/9234
- Endovitsky D.A., Babushkin V.A., Baturina N.A.** 2010. Analysis of the Investment Attractiveness of the Organization, 365-374.
- Goldobina A.A.** 2022. The Role of the Analysis of the Investment Attractiveness of the Organization in Investment Processes 11, 61-65.
- Gorshenin V.P., Pershin A.** 2020. Currency volatility as one of the Aspects Affecting the Investment Attractiveness of the Country. *Moscow Economic Journal* 8, 15-18. doi:10.24411/2413-046X-2020-10573
- Korytarova J.** 2021. Risk Assessment of Large-Scale Infrastructure Projects-Assumptions and Con-



text. Applied Sciences (Switzerland) 1, 1-12. doi:10.3390/app11010109

Kotlyarova A.V. 2018. Influence of Investment Attractiveness of the Region on Investment Security. Bulletin of Modern Research 12, 293-295.

Kozin M.N., Astarkina N.P. 2010. Integral Method for Estimate of the Effectiveness and Selection of Investment Projects for Small and Medium Business. Audit and Financial Analysis 2, 281-287.

Neshataeva T.V., Grischuk V.A. 2022. Concept of Investment Attractiveness Region and its Place in the System of Investment Categories. Society, Economics, Management 1, 48-54. doi:10.47475/2618-9852-2022-17107

Ozerov E.S. 2007. Economic Analysis and Real Estate Appraisal, 530-535.

Panteleeva M.S., Dmitriev A.A. 2019. Characteristics of New Forms of Development Projects in Apartments. Colloquium-Journal 26, 101-102. doi: 10.24411/2520-6990-2019-10933

Pupentsova S.V. 2007. Models and Tools in the Economic Evaluation of Investments, 170-183.

Sabirov O.Sh. 2020. To the Question of Increasing Investment Attractiveness and Creating a Favorable Investment Climate. Relevant Issues of Modern Economics 10, 64-79. doi:10.34755/IROK.2020.13.37.080

Savitskaya G.V. 2018. Current Approaches to Calculating the Operating and Financial Cycle Duration: An Update. Economic Analysis: Theory and Practice 8, 1564-1583. doi:10.24891/ea.17.8.1564

Savitskaya G.V. 2018. Updating the Existing Approaches to Gauging the Length of Operating and Cash Conversion Cycles. Digest Finance 3, 274-288. doi:10.24891/df.23.3.274

Sheina E.G., Kurdyumov A.V., Izmodenov A.K. 2020. Development of the Crowdfunding Financial Mechanism in the Framework of the Digital Economy. Lecture Notes in Networks and Systems 129, 571-580. doi:10.1007/978-3-030-47945-9_62

Shimko O.V. 2022. Turnover Ratios of the World's Leading Publicly Traded Oil and Gas Corporations as an Indicator of Investment Attractiveness of Domestic Vertically Integrated Oil and Gas Companies. Economic Analysis: Theory and Practice 9, 1732-1745. doi:10.24891/ea.21.9.1732

Shumakova E.V. 2019. Apart-hotel as an Innovative Form of Organization of a Hotel Business. Economics and Administration 8, doi: 10.26140/anie-2019-0803-0093

Sokolova E.S., Roznina N.V., Pelkova S.V., Kuleshov A.N. 2020. Assessment of Investment Attractiveness of Power Supply Facilities based on an Integrated Methodology for Evaluating the Effectiveness and Selection of Investment Projects. Economics and Entrepreneurship 7, 789-792. doi:10.34925/EIP.2020.120.7.162

СПИСОК ИСТОЧНИКОВ

Аджимиджере О.Д., Юдин А.В. 2021. Предложения по повышению инвестиционной привлекательности инновационной деятельности предприятий. Экономическое развитие региона: управление, инновации, подготовка кадров 8, 13-18.

Архипкина Е.В. 2019. Анализ сложившейся инвестиционной ситуации в РФ и предложения по совершенствованию механизмов повышения инвестиционной привлекательности российской экономики. Экономика и предпринимательство 8, 174-177.

Batekhin V.I., Gorbunov A.A., Dunaeva A.O., Shumilov A.A. 2022. Assessing Investment Attractiveness of Commercial Medical Organization based on Financial Modelling. Modern Economics: Problems and Solutions 4, 94-105. doi:10.17308/meps.2022.4/9234

Ендовицкий Д.А., Бабушкин В.А., Батулин Н.А. 2010. Анализ инвестиционной привлекательности организации. 365-374.

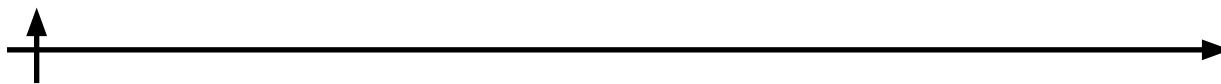
Голдобина А.А. 2022. Роль анализа инвестиционной привлекательности организации в инвестиционных процессах. Академическая публицистика 11, 61-65.

Горшенин В.П., Першин А.А. 2020. Волатильность валюты как один из факторов, влияющих на инвестиционную привлекательность государства 8, 15-18. doi:10.24411/2413-046X-2020-10573

Korytarova J. 2021. Risk Assessment of Large-Scale Infrastructure Projects-Assumptions and Context. Applied Sciences (Switzerland) 1, 1-12. doi:10.3390/app11010109

Котлярова А.В. 2018. Влияние инвестиционной привлекательности региона на инвестиционную безопасность. Вестник современных исследований 12, 293-295.

Козин М.Н., Астаркина Н.Р. 2010. Интегральная методика оценки эффективности и выбора инвестиционного проекта на предприятиях малого и среднего бизнеса. Аудит и финансовый



анализ 2, 281-287.

Нешатаева Т.В., Грищук В.А. 2022. Понятие инвестиционной привлекательности региона и его место в системе инвестиционных категорий. Общество, экономика, управление 1, 48-54. doi:10.47475/2618-9852-2022-17107

Озеров Е.С. 2007. Экономический анализ и оценка недвижимости, 530-535.

Пантелеева М.С., Дмитриев А.А. 2019. Характеристики новых форм девелоперских проектов на рынке апартаментов. Colloquium-journal 26, 101-102. doi: 10.24411/2520-6990-2019-10933

Пупенцова С.В. 2007. Модели и инструменты в экономической оценке инвестиций, 170-183.

Сабиров О.Ш. 2020. К вопросу повышения инвестиционной привлекательности и создания благоприятного инвестиционного климата. Актуальные вопросы современной экономики 10, 64-79. doi:10.34755/IROK.2020.13.37.080

Savitskaya G.V. 2018. Current Approaches to Calculating the Operating and Financial Cycle Duration: An Update. Economic Analysis: Theory and Practice 8, 1564-1583. doi:10.24891/ea.17.8.1564

Savitskaya G.V. 2018. Updating the Existing Approaches to Gauging the Length of Operating and Cash Conversion Cycles. Digest Finance 3, 274-288. doi:10.24891/df.23.3.274

Sheina E.G., Kurdyumov A.V., Izmodenov A.K. 2020. Development of the Crowdfunding Financial Mechanism in the Framework of the Digital Economy. Lecture Notes in Networks and Systems 129, 571-580. doi:10.1007/978-3-030-47945-9_62

Шимко О.В. 2022. Показатели оборачиваемости ведущих публичных нефтегазовых корпораций мира как индикатор инвестиционной привлекательности отечественных вертикально-интегрированных нефтегазовых компаний. Экономический анализ: теория и практика 9, 1732-1745. doi:10.24891/ea.21.9.1732

Шумакова Е.В. 2019. Апартаменты как инновационная форма организации гостиничного бизнеса. Экономика и управление 8. doi: 10.26140/anie-2019-0803-0093

Соколова Е.С., Рознина Н.В., Пелькова С.В., Кулешов А.Н. 2020. Оценка инвестиционной привлекательности объектов энергоснабжения на основе интегральной методики оценки эффективности и выбора инвестиционного проекта. Экономика и предпринимательство 7, 789-792. doi:10.34925/EIP.2020.120.7.162

INFORMATION ABOUT AUTHOR / ИНФОРМАЦИЯ ОБ АВТОРЕ

SEMENOVA Yulia E. – Associate Professor, Candidate of Economic Sciences.

E-mail: semenjulia69@mail.ru

СЕМЕНОВА Юлия Евгеньевна – доцент, кандидат экономических наук.

E-mail: semenjulia69@mail.ru

Статья поступила в редакцию 05.11.2022; одобрена после рецензирования 12.11.2022; принята к публикации 25.11.2022.

The article was submitted 05.11.2022; approved after reviewing 12.11.2022; accepted for publication 25.11.2022.