

Purpose and Tasks of Management of Investment Processes in the Economy

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ABSTRACT

This article provides proposals and recommendations on the main goals and tasks of attracting and managing investments in the economy.

In the conditions of modernization of our country's economy, it is one of the urgent issues of effective management of investments in regions. For this reason, it is important to act on a scientific basis when directing investments to the economy of regions, to accelerate the return of capital investments, to pay attention to the aspects of social and economic efficiency of investment projects, and to conduct scientific research on the distribution of investment funds by industry and sector.

The investment management process is complex, and all factors must be taken into account. In our opinion, investment management is the continuous investment activity based on the adopted strategy is the control of investors (state, enterprise, foreign investor, citizen) over implementation and provision of resources.

Management of investment projects mainly consists of planning and organization and determining the efficiency of the project. Management of investments in enterprises or individual economic entities is relevant today. Management of capital investment in enterprises in the short term and control of its profitability depends on the future perspective of the enterprise. In turn, the main functions of managing investment processes are as follows:

- development strategy processing of investment processes;
- creation of an effective investment management information system;
- analysis of various aspects of investment processes;
- effective use of investments and planned development;
- effective management and control within investment activities;
- analysis and forecasting of the development of the investment market;
- development of the strategy of investment policy directions;
- control, regulation, promotion of investment activity.

It should be noted that the main goal of the investment management process at the state level is:

1. consideration of legislative measures on investment;
2. financial, monetary and credit and price formation and amortization
3. conduct policies;
4. control of compliance with state norms and standards;
5. anti-monopoly measures, privatization of state-owned objects and examination of investment projects.

These investment management functions are performed on a case-by-case basis. In turn, it is appropriate to focus on the following main tasks in the effective management of investments in the regions:

- taking into account the effective investment activity of the region
- ensuring high-speed economic development;
- development, implementation, coordination and planning of strategic investment projects taking into account future development features of the region;
- to increase the budget revenues at the regional scale, to achieve economic growth and, ultimately, to increase the standard of living of the population;
- Providing information about the risk of investment activity in the area.

Formation of the investment strategy of the regions is a complex process, which is based on the prediction of the region's investment market conjuncture and implements the conditions of investment activity. The complexity of this process lies in the fact that during this period, the territory is formed along with the formation of investment strategies, the search for investment resources, and the evaluation of alternative investment options. Such an investment strategy does not change quickly; it requires periodic adjustments, taking into account new opportunities for economic growth and external conditions of firms in this area. The conditions for the formation of an investment strategy in the region serve as a strategic basis for the economic development of enterprises and firms. It can be seen that the regional investment strategy is the main factor that ensures the effective development of firms, and it is based on effective investment management.

The process of forming the investment strategy of enterprises includes several stages. At the initial stage, the regional investment strategy is developed and the general period of its formation is determined. It is related to conditions such as the ability to anticipate the development of the investment market and the economy, assess its periodicity, adopt a solution for the formation of the main strategy of enterprises and firms, and the size of their networks. The goal of investment activities is to ensure additional growth rates of capital, increase the level of profitability of investments, financial investment and technological changes, redevelopment of the structure of

capital investments, and ultimately, economic growth in the region, an increase in the standard of living of the population will be achieved.

As a conclusion, we should note that in the conditions of modernization of the economy of our country, the effective management of investments in the regions is of great importance today. Above, the mechanism of investment management was considered theoretically, which has an important place in the implementation of the goal and main tasks of investment management.

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