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STRATEGIC PRIORITIES OF INVESTMENT ACTIVITY MANAGEMENT OF AGRICULTURAL ENTERPRISES

The article examines the theoretical and methodological foundations as well as practical aspects of forming strategic priorities for managing the investment activity of agricultural enterprises under unstable external conditions. The essence of the investment activity of agricultural enterprises is revealed, and its sectoral features that determine the specifics of managerial decision-making are identified. The stages of the strategic investment management process are systematized, and the key strategic priorities are defined: modernization of the material and technical base, introduction of innovative and digital technologies, deepening of processing and diversification of production, greening of production and ensuring sustainable development, and human capital development. Practical recommendations for improving the management of investment activity of agricultural enterprises are formulated.

It has been established that effective management of investment activities involves optimizing the structure of financing sources by minimizing the weighted average cost of capital, as well as using a system of indicators for assessing the effectiveness of investment projects (NPV, PI, IRR) and an integral indicator of investment attractiveness for ranking priority investment areas. The theoretical and methodological provisions outlined can be applied by agricultural enterprises to improve the process of forming and implementing an investment strategy.

Keywords: investments, investment activity, investment strategy, strategic priorities, agricultural enterprises, investment efficiency, investment risks.