

The method of expert assessments is based on a questionnaire survey of expert specialists. Then the questionnaires are statistically processed in accordance with the analytical task. In order to obtain the highest quality judgment, specialists with a high professional level and extensive practical experience in the relevant field, who have the ability to adequately understand development trends, and who are interested in the problem at hand are involved in the examination. Questionnaires are a fairly accurate method for determining the impact of risks in quantitative terms. The advantage of this method also lies in the sufficient simplicity of the study.

The method of using analogs consists in finding and using similarities, similitudes of phenomena, objects, systems and their comparison (sometimes subconsciously) with other more or less similar objects.

This method is characterized by a certain subjectivity, since intuition and experience are of great importance. The main stage of the algorithm for managing entrepreneurial risks is the development and selection of measures to overcome them. Considerable attention is paid to the consideration of methods for managing entrepreneurial risks in some Russian and foreign publications.

## **THE ROLE OF INVESTMENT IN THE MACROECONOMIC DEVELOPMENT OF SOCIETY**

*Turkebaeva Z.T., Candidate of Economic Sciences, Associate Professor,  
KazARI named after L.B. Goncharov*

Investments play a significant role in the functioning and development of the economy. Irrational implementation of investments entails freezing of resources and, as a consequence, a decrease in the size of manufactured products. The effectiveness of the use of investments has a significant meaning for the economy: increasing the scale of investment without achieving a specific value of its productivity does not lead to financial growth.

Investments - (from the Latin text "invest" - to invest) long-term investments of funds in the economy in order to generate income.

In a broader interpretation, investments are understood as all types of property and intellectual values placed in objects of entrepreneurial and other types of work in order to generate income or achieve a social effect.

By the main goals of investment:

1. Direct investments - investments in new physiological and intellectual assets (capital-forming investments), as well as investments of a company in the authorized capital of another company in order to establish control over it; 2. Portfolio investments - investments of the company in securities for the purpose of receiving income, or for other purposes, excluding the establishment of control over another company;

The doctrine of investment dynamics is based on the principle of the multiplier. In translation, the multiplier means - a multiplier (multiplication - multiplication, increase; multiplier - a multiplier, a coefficient).

The multiplier is a coefficient showing the increase in income caused by the increase in investments. The concept of the investment multiplier was taken by J. M. Keynes from the British economist R. F. Kahn, who in 1931 put forward the idea of the "employment multiplier", showing the relationship between the increase in costs of conducting social affairs and the decrease in unemployment. J. M. Keynes, instead of employment, began to consider government earnings as a dependent variable. The main provision of the joint Keynesian doctrine is considered to be the thesis on the decisive role of investments in determining the joint size of employment. The increase in investments means the involvement of additional workers in the creation, which leads to an increase in employment, state income and consumption. The initial increase in employment caused by new investments causes an auxiliary increase in employment caused by the need to satisfy the demand of additional workers. Keynes called this coefficient of the auxiliary increase in employment a multiplier, which demonstrates the correspondence between the increase in investments on the one hand, and the increase in employment and income - on the other. When autonomous investments arise or change, changes occur in the value of the balanced state income. The investment multiplier demonstrates the positive impact of investments on all other branches. Keynes proposed to regulate not only investments, but also state earnings. He considered taxes to be a means for this, requiring their increase in order to withdraw savings for the increase of state investments.

Recruitment of state and foreign investments is considered extremely necessary for a progressive economy. Availability of necessary investment resources, first of all, will allow to make modernization of existing production assets, and also to create new high-tech companies, which will positively affect the financial growth of the state. The influx of investments both foreign and state, is also important for achieving medium-term goals - exit from advanced socio-economic decline, overcoming production regression and deterioration of quality of life. Separately, it should be stated that national investments are even more relevant than foreign ones, because they serve as an indicator of public confidence in the government.

## **ПЕРЕВАГИ ІТ-АУТСОРСИНГУ В КОНЦЕПЦІЇ ESG-СТРАТЕГІЇ**

*Будяков Г.В., аспірант*

*Київський національний університет технологій та дизайну*

Стратегії та ініціативи ESG вимагають вимірюваних, підзвітних результатів. ESG: E – екологічний елемент вимірює, як організація захищає навколишнє середовище, особливо щодо корпоративної політики боротьби зі зміною клімату та відходами. S – соціальний елемент досліджує, як організація управляє відносинами з постачальниками, клієнтами, працівниками та громадами. G – управлінський елемент стосується керівництва компанії, структурами прийняття рішень, аудитом та внутрішніми процесами.

Питання ESG стали центральними для більшості клієнтів, майже 60% [1] стверджують, що мета та цінності організації впливають на економічні рішення.