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The Methodology and Methods of Estimate Invest Attractive of Agriculture Business

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Abstract: In the agrarian sphere of the problems of development of investment attractiveness are very important. In this regard, special importance is to study the essence of the process of economic regulation of investment attractiveness, development of measures on its improvement in agriculture in market conditions. In the scientific literature, the term "methodology" is generally regarded either as a system of methods or as the theory of the method. The proposed system of indicators will allow evaluating the position and the industry in terms of investment attractiveness and prospects for the further development of the industry taking into account regional peculiarities of functioning. Positioning involves identifying the aspect ratio between the sales volumes of the regional branch of the goods on local markets in comparison with the leading region competitor and also definition of the prospects of investment activity and the share of sales of a particular product category of products in the regional structure of sales of the goods, taking into account the level of development of market infrastructure. Presented criteria are relative and to better reflect the social level, not economic potential, in addition to assessment of these indicators can be very subjective. Investment attractiveness characterized by the potential benefits and risks, in other words, risk and investment potential are inextricably linked. Investment potential characterizes the potential of the region in attracting Russian and Foreign investors, entrepreneurs, the population for the solution of territorial problems.

Key words: The invest, the methodology, the attractive, production, population

INTRODUCTION

In the agriculture business of the problems of development of investment attractiveness are very important. In this regard, special importance is to study the essence of the process of economic regulation of investment attractiveness, development of measures on its improvement in agriculture in market conditions. In the scientific literature, the term "methodology" is generally regarded either as a system of methods or as the theory of the method (Grishsina *et al*., 2001).

Some researchers define it as a system of principles and practical application of the methods of cognition and transformation of reality.

In this case, the methodological approach defines the strategic orientation of the forthcoming research, methodological synthesis implies either enrichment theoretical base of science in a particular branch of knowledge or concentrated material for decision-making in the production or management practices and is already the result of the completed study. It is expedient to consider methodological approach as the definition of the principles for selection of investment-relevant tools as well as consideration of the industry's interest as more or less attractive for investment.

Evaluation of investment attractiveness of the industry, many of the scientists-economists consider in the form of blocks of indicators (Paul and Obstfeld, 2000; Kovaleva, 2010) characterizing the major components of investment activity:

- Assessment of resource-productive capacity of the industry
- Positioning of the industry in the regional economy
- Marketing potential products industry taking into account export-import substitution

MATERIALS AND METHODS

Methods of evaluation of investment activity and its constituent elements (climate, activity, potential, are presented in the literature is quite diverse (Grishsina *et al*., 2001; Paul and Obstfeld, 2000; Kovaleva, 2010; Vazenin *et al*., 2011).

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However, in methods there are a number of methodological short comings which have the effect of insufficient reliability of the received results and high level of variance. In most cases, a comparative analysis of the investment climate in the regions used the expert method "score". According to him, each of the entities of Federation which came in the examined population is estimated largest obtained rank or points, in the result of analyses makes it difficult for the definition of the actual distance between the participants of the rating as between the neighboring regions. In this regard of great importance for the research of investment attractiveness of the industry, excluding the techniques that gives reproducible results.

As the basic components of investment attractiveness of regions of Russia, specialists of the rating Agency "Expert-RA" adopted two characteristics: the investment risk and investment potential. The investment potential is determined by the values of eight private potentials, each of which is characterized by a whole group of indicators: employment, consumer, infrastructural, industrial, innovative, financial, institutional and environmental resource.

The value of the investment risk consists of 7 types of risk: the legislative, political, social, economic, financial, environmental and criminal. It is expedient to expand the list of the above potentials because they are only partially accounted for the level of investment attractiveness of the investment object.

Region ranking for a particular type of risk is determined by the relative deviation of its value from the average Russian level, the receiving unit. The integral indicator of potential risk is calculated as the weighted sum of private types of capacity or risk.

This causes enhanced the investment attractiveness index with regard to the volume of capital investment is subdivided into 5 groups: high (value >1.0; above average value of 0.7-1.0; middle from 0.4-0.7; below the average of 0.2-0.4; low <0.2 (Catherine, 2000). However, most investment indicators are quantitative assessment, this means that indicators are clearly insufficient for the analysis of investment activity or distortion of information as it is collected and processed which affects the quality of investment indicators.

It seems appropriate to consider a comprehensive evaluation of the investment attractiveness of the industry, taking into account specific factors: macroeconomic, regional, local (at the level of the organization) as well as take into account the restrictions existing in the region or industry. Appropriate to include in the assessment of the level of investment attractiveness of the region component.

The proposed system of indicators of investment attractiveness of the industry consists of six main elements:

- Evaluation of investment attractiveness of the industry (A)
- Assessment of the investment potential of the sector (B)
- Assessment of the regional investment potential (C)
- Evaluation of investment activity in the industry (D)
- use efficiency assessment of the investment potential of the industry, determined by the ratio of the level of investment activity the industry and the level of its investment potential (I = D/B)
- Evaluation of the effectiveness of investment attractiveness of the industry, determined by the ratio of the level of investment activity the industry and the level of investment attractiveness (E = D/A)

RESULTS AND DISCUSSION

The proposed system of indicators will allow evaluating the position and the industry in terms of investment attractiveness and prospects for the further development of the industry taking into account regional peculiarities of functioning.

Positioning involves identifying the aspect ratio between the sales volumes of the regional branch of the goods on local markets in comparison with the leading region competitor and also definition of the prospects of investment activity and the share of sales of a particular product category of products in the regional structure of sales of the goods, taking into account the level of development of market infrastructure.

The attractiveness of the segment of the market is estimated as the ratio of per capita growth rates of gross domestic product in this segment of the market another region.

Positioning in terms of Raisa and Trout is a creative process of allocating the benefits of the product (Kovaleva, 2010). This technique allows to study not only the strong and weak investment characteristics of the territory compare the situation in the region with other territories but also to find the competitive advantages that will help achieve the main investment goals. Procedure positioning involves the following steps:

- Selection criteria positioning with the help of marketing research of the target group of potential investors
- Defining indicators for the selected criteria (in our example "risk and attractiveness" respectively of reduction (minimization) of risk and increase attractiveness)
- Repositioning in the event of unsuccessful application data attributes (6,8)

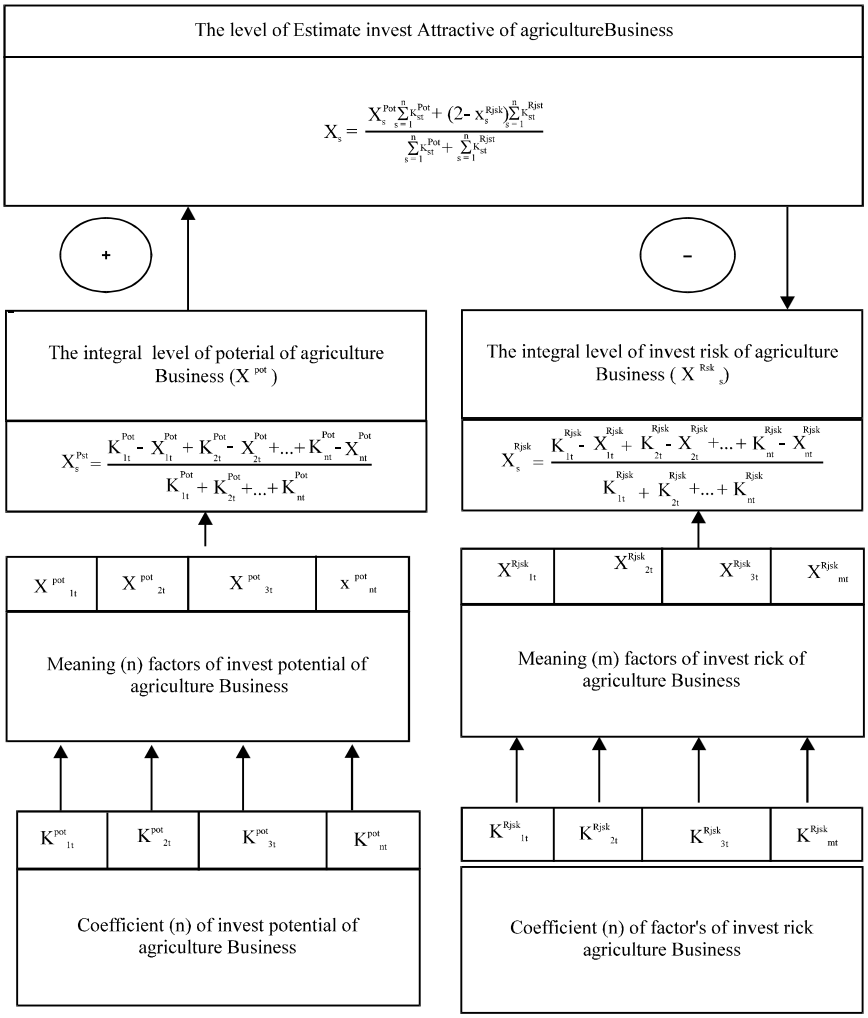

Fig. 1: The integral level of investment of agriculture

When choosing a site for investments by investors come from a variety of factors. In doing so, any investor interested in how beneficial and can be risky investment. Investment attractiveness as we know is characterized by the potential benefits and risks, in other words, risk and investment potential are inextricably linked. Investment potential characterizes the potential of the region in attracting Russian and Foreign investors, entrepreneurs, the population for the solution of territorial problems.

The logical scheme of determining the level of investment attractiveness of the industry as the integral index of summarizing multidirectional impact of the performance of the investment potential and the non-profit regional investment risk is presented in Fig. 1 (Kovaleva, 2010). Include in the evaluation of investment attractiveness of indicators of production and financial, social, natural-geographic, socio-political, ecological potential and offer evaluate criteria such as the level of crime, the level of discomfort climate, the attitude of the population to the processes of the market economy.

However, in our opinion, presented criteria are relative and to better reflect the social level, not economic potential, in addition to assessment of these indicators can be very subjective.

CONCLUSION

Thus, when assessing the level of investment attractiveness of agriculture Business them to consider a sufficiently large number of conditions: the identity of the subject (user), the purpose of evaluation and the criteria

for assessing the macroeconomic and microeconomic levl, subjective and objective limitation on market or region. The necessary conditions of these processes should be pointed out:

- The development and adoption of necessary regulatory and legal acts of investment attractiveness of agriculture business
- The priority of government investments and spending to stimulate the transition of economy sectors of agriculture business
- The use of taxation and market instruments to change the preferences of producers and consumers of agriculture business
- Investing skill enhancement, research and education
- Strengthening of international cooperation
- The main factors that hinder the development of invest potential of agriculture business

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