Formation of investment activities of energy enterprises

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Abstract. This article discusses the formation of the investment process in energy enterprises. Its functions and criteria. As well as approaches to the conduct of investment policy of energy enterprises and the role of regional authorities in monitoring the development of the electric power industry in the region to ensure energy security. And the importance of the business reputation of energy enterprises.

1 Introduction

Electric power industry in all periods and spheres of humanity has always been one of the most important levers for the development of the country. It is impossible to imagine the functioning of the national economy and maintaining the modern quality of life of the population without ensuring the production of electricity.

In addition, the electric power industry is one of the main consumers of mechanical engineering products and the construction complex, and at the same time creates a wide field for scientific and technological progress and the application of new technologies in the processes of thermal, nuclear and hydro generation, and transmission of electrical energy. Therefore, the task of developing the energy complex for the medium and long term is the most important topic for the economy of any state. In a nutshell, investment activity in energy enterprises is necessary to ensure uninterrupted supply to consumers, obtain long-term profits and competitive advantages.

2 Experimental research

In the context of developing competition in the electric power industry, the task of organizing the investment activities of energy companies becomes urgent. Because the electric power industry is a basic sector of the economy of Uzbekistan, strategically important for the state. The corresponding growth rates of other sectors of the economy, the stability of their work and the power supply depend on its condition and development. [1]

Reforms of the structure of the electric power industry lack an understanding of the standard state of the industry, which organizations operating in it could strive to achieve. As a result of the reform carried out by separating monopoly and potentially competitive sectors of the electric power industry for domestic energy companies in order to ensure uninterrupted production and distribution of electricity, issues of increasing the operational and investment efficiency of companies were added. Investment programs of energy enterprises are aimed at stabilizing power supply, eliminating energy shortages, meeting growing future consumer demand for electricity, increasing competitiveness, and reducing operating costs.

General data on the parameters of investment potential and the level of investment risk determine how attractive an economic system is for investment. A holistic approach is required when considering it. Which will allow us to describe the role of investment activity and its place in the system of social relations, as well as reveal a complex of influencing factors that determine the degree of development of the system. A holistic approach is required when considering it. Which will allow us to describe the role of investment activity and its place in the system of social relations, as well as reveal a complex of influencing factors that determine the degree of development of the system. An analysis of the efficiency of the functioning of real economic systems in industry allows us to conclude that the constant elimination of this need using only our own means leads to a slowdown in growth rates.

The fact is that the subject, concentrating attention on an activity unusual for him, involves the main resources in it. Therefore, for an industrial enterprise that has a limited amount of its own funds, we can recommend choosing a specific object that has the required properties that will make up for the specified deficit with minimal investment. Moreover, if in this case it is impossible to fully satisfy the needs of the enterprise, then there is a need for external participation, and, consequently, to attract investment. When studying investment activity, one should first of all take into account its heterogeneity, due to the presence of various combinations of parameters characteristic of its objects and subjects. Therefore, the desire to maximally cover all objects and subjects for unification, acquiring homogeneity and optimizing their properties determines the multiplicity of processes occurring during its implementation. At the same time, optimization is focused on maximizing the positive manifestations of these properties, which, in our opinion, can be identified.
with the overall development of the system. It is important that the overall dynamics of the development of society is determined precisely by the development of individual systems. In the event of a sharp increase in growth dynamics in a system based on breakthrough technologies in any area, an inevitable chain reaction of rapid development of adjacent systems is initiated.

In other words, as a result of effective investment activities, the prerequisites are created for accelerating social development based on the generation of chain reactions of accelerated development in related systems. Taking into account the specifics of investment activity in industry, the process of managing it should be based both on the implementation of regulatory procedures and on the use of economic and mathematical models that make it possible to justify the choice of directions and specific activities that contribute to achieving the goals of the functioning of the system (economic entity). Traditionally used scientific approaches that reveal the essence of investment activity as an equilibrium, linear and closed system have the disadvantage of narrowness and lack of perspective. They are not adequate to the real state of the economic environment, which is characterized by a significant level of instability, disequilibrium and a high probability of crisis phenomena. Traditionally used scientific approaches that reveal the essence of investment activity as an equilibrium, linear and closed system have the disadvantage of narrowness and lack of perspective. They are not adequate to the real state of the economic environment, which is characterized by a significant level of instability, disequilibrium and a high probability of crisis phenomena.

This special role was determined by the strong investment process in the industry. Investment is the most important activity in the electric power industry, ensuring reliable and efficient long-term energy supply to consumers through the development and technical renovation of production capacities. Today, the unity of the methodological and information base is necessary for the development of investment projects, and at the same time allows us to streamline the preparatory process and facilitates the monitoring of these projects and programs. In addition, reforming the electric power industry involves demonopolization and the development of competition in all spheres of the economy. Consequently, investment projects can be developed by a variety of organizations and the existence of a unified methodological and information basis makes it possible to compare these projects [2].

Investment policy in the electric power industry should be aimed at ensuring its sustainable development, developing energy saving, and also provide for attracting investments in all areas of the electric power industry. The basis of the investment strategy of the electric power industry is to facilitate the attraction of investments into the enterprise by creating a favorable investment climate, creating stable conditions for business activities, using innovative tools to attract investments, and providing economic incentives for the introduction of new highly efficient technologies into production.

Initiator of the investment project most often acts as an energy enterprise that has scientific and technical groundwork, the implementation of which will improve product quality (for example, through the introduction of efficient equipment), reduce tariffs (for example, by reducing losses), expand production (for example, due to construction of new capacities). In this situation the investor becomes dependent on the initiator of the project in choosing investment project options, implemented in cooperation.

There are situations when the initiator of the project is the state military intermediary or representative of regional authorities, which determined as a result of the completed marketing research promising measures measures to maintain energy securityness. Production and technological factors. These are the factors must answer the question about the fundamental possibility of implementing an investment project with using the accumulated resources of the enterprise scientific, technical and production progress. In this situation, as the business non-plan of the investment project, the remaining facts tori will also be taken into account.

In cases where the project initiator is a third party investor, for example, a credit institution or foreign creditor. In this case, the main thing is monitoring of energy indicators arises safety in combination with environmental indicators ical safety.

No matter which party acts as the initiator of transactions, investment activities and the introduction of innovations into the activities of the enterprise are profitable cooperation for all participants.

Making a profit from a strategic perspective is a determining factor influencing decision-making on transactions in the investment market. If we consider investment activity from the point of view of the system, we can highlight a number of the following characteristic features: unstable and intermittent influence of external factors; lack of influence of the type and level of the economic system on the nature and structure of mutual relations, which are also distinguished by a high degree of complexity, between components and factors; multiplicity of descriptive parameters, functions performed, as well as implementation results; adequacy to the goals and interests of business entities.

The circulation of funds of a business entity is largely determined by effective investment activity. The basis of absolutely any type of entrepreneurial activity is the processes of core and investment activity, since at the investment and production stage the prerequisites for its next cycle are formed. Thus, the importance of investments in the economy of an industrial enterprise is difficult to overestimate, since they have a direct impact on the growth of employment levels and the volume of output or provision of services, structural changes in the development of industrial complexes, reducing the level of costs of various types of resources, as well as ensuring the competitiveness of manufactured products.

The most important factor determining the innovative development of the country's economy is the economic, in particular investment policy of the state. [3].

State regulation of investment activities is a necessary effective tool. Based on the experience of
countries with developed market economies, it can be seen that the state, in the process of regulating investment activities, assumes several functions.
— regulation of the total volume of capital investments of private businesses. In fact, this is the main macroeconomic function, carried out through interest, monetary, tax and depreciation policies.
— selective stimulation of capital investment through credit and tax incentives.
— administrative intervention for the purpose of entering or withdrawing certain production capacities.

In addition, regional authorities should monitor the development of the electric power industry in the region to ensure energy security. The main goal of this analysis should be to identify development trends and evaluate them from the point of view of compliance of the adopted investment programs with both the needs of electricity consumers and the requirements for stable and efficient development of the electric power industry.

The investment attractiveness of the regional electric power industry depends on the level of information openness of energy enterprises, which is determined by the reliability, objectivity, efficiency and completeness of information. It is necessary to observe the principle of de-bureaucratization of the investment process to reduce unnecessary interference of regional administrations in the economic activities of electric power companies. And also to form a new regulatory and control mechanism in this sector that is adequate to the conditions and results of liberalization in the electric power industry. De-bureaucratization processes should also simplify the mechanism for obtaining loans for the implementation of investment projects. In addition, assessing the competence of management is one of the main criteria for assessing the investment attractiveness of companies when determining the possible risk of investors investing in it.

One of the most basic functions is the creation of complete information support for the investment process, necessary for both the investor and the region. For example, forecasts of prices for energy services, demand, resources, the formation of clear regional priorities in the development of energy facilities, the provision of transparent risk insurance schemes for investors, a transparent taxation system and tax incentives for commissioned energy facilities.

The prospects of any enterprise are determined by its business activity. It is this that guarantees stable development and economic growth. An indicator of the business activity of an enterprise is its investment and innovation activities.

Improving the flow of investments comes from the innovative and production potential of the enterprise, which directly depend on factors such as the development of the technical and technological base, improvement of financial and labor resources, proper organization of activities and the creation of a base of all necessary material resources. A distinctive feature of innovation potential from production potential is the role of labor resources, or rather their qualifications. Therefore, the low price of labor is not only a positive factor in the process of innovation and investment development. Based on the experience of developed foreign countries, we can say that educating personnel in the spirit of creative thinking, accepting new innovative ideas and increasing the level of innovative culture is a priority task. All this, of course, dictates completely different conditions for assessing the workforce.

Studying the path of energy development in the world over the past two decades, it is not difficult to notice an increase in the interest of energy giants in issues of energy saving and energy efficiency. In general, the energy industry system itself has undergone significant changes during this period. All new trends and innovative ways of development were directly or indirectly aimed at solving the problems of decentralization of energy networks and increasing the share of alternative energy sources in the total electricity generation of the world. In addition, the most important tasks of recent years include the introduction and use of smart, intelligent devices in the activities of enterprises in the energy industry and, of course, the desire of all countries for energy security.

Such changes in the orientation of the energy industry pose completely new challenges for energy enterprises in organizing creative business activities, the achievement of which is impossible without the introduction of innovations that correspond to market trends. In this process, the role of the state as a regulator of the industry is important for the formation of the necessary institutional frameworks that serve the implementation, and subsequently the development, of the country’s heat and power potential.

The electricity sector is now attracting more investment than the oil and gas sector, as investment is needed as the generation mix changes and aging infrastructure is modernized[4].

It should be noted that in the world today there are more than 50 scenarios and models for the development of global energy, developed by various energy organizations. The World Energy Model (a large-scale simulation model designed to replicate how energy markets function) [5] notes that the International Energy Agency (IEA) also provides medium- and long-term energy forecasts using the World Energy Model (WEM).

The New Policy Scenario (NPS) assumes that the policy goals and objectives in the energy field that are officially announced and recorded today will be realized. The Sustainable Development Scenario (SDS) shows what the global energy sector could look like if climate targets (as set out in the Paris Agreement) are met.

Based on all of the above, we can say that one of the most important factors in the prospects of any enterprise is its business activity.

If we talk about factors with a negative impact, then according to experts, the focus on increasing dividends and maximizing current profits is often achieved to the detriment of long-term development trends and can lead to a decrease in the investment activity of the enterprise [6]. The move to strategic management emphasizes ensuring continued profitability in the long term rather than simply maximizing profits in the short term. The focus of management on maximizing profits in the short term can lead to poor adaptation to changing operating
conditions and, as a result, to a deterioration in the market position.

In this regard, many experts rightfully criticize policies aimed at maximizing current profits. In this approach, the ideology of maximizing current profits as a target function for managing electric power production comes to the fore and the main purpose of the electric power industry is relegated to the background - ensuring reliable and uninterrupted power supply to all types of consumers of the national economy.

3 Research results

When solving this problem, energy enterprises must proceed from the fact that only by ensuring reliable energy supply to consumers can commercial goals be realized. Consequently, the requirement to ensure an appropriate level of reliability becomes the main condition limiting the investment resources allocated for the commercial purposes of an energy enterprise.

If the analysis shows an insufficiently high level of reliability of energy supply, then among the promising areas, investment in measures to ensure reliability should have the highest priority. When analyzing the reliability of energy supply, assessing the state of the fixed assets of an energy enterprise is of utmost importance.

Consequently, the main goal of the investment activity of an energy enterprise should be to ensure reliable and uninterrupted energy supply to consumers. This is especially true in conditions of high rates of equipment wear and declining reliability of power supply. Another important goal of investment activity, determined by the process of reforming the domestic energy sector, is to ensure constant profitability potential in the long term.

The goals of the investment activity of an energy enterprise are as follows [7]:

1. Ensuring reliable and uninterrupted power supply to consumers. (reducing the level of wear and tear of power equipment; ensuring the necessary reserve capacity; ensuring the required amount of generating capacity to cover peak loads; reducing technological risks).

2. Ensuring constant profitability potential in the long term. (ensuring competitive advantages of the energy enterprise; increasing profits while ensuring the financial stability of the enterprise; increasing the market capitalization of the enterprise).

Business reputation is one of the general factors that determines the investment attractiveness of an enterprise. This factor characterizes the background of the economic activity of the enterprise. The company's stable reputation as a reliable partner is the key to its correct behavior in the future. The main source of information about the image of an enterprise is the media. However, the analysis of this information must be approached with caution, since there is also unreliable information.

4 Conclusion

The overall unity of the parameters of investment potential and the level of investment risk determine how attractive an economic system is for investment. Investment activity is never self-sufficient, therefore, a holistic approach is required when considering it, which will make it possible to describe its role and place in the system of social relations, as well as to reveal a complex of influencing factors that determine the degree of development of the system.

Moreover, the ability to develop is present in absolutely any subject, which necessitates the continuous reproduction of specific resources and the modification of specific properties. An analysis of the efficiency of the functioning of real economic systems in industry allows us to conclude that the constant elimination of this need using only our own means leads to a slowdown in growth rates. The fact is that the subject, concentrating attention on an activity unusual for him, involves the main resources in it.[8]

Therefore, for an industrial enterprise that has a limited amount of its own funds, we can recommend choosing a specific object that has the required properties that will make up for the specified deficit with minimal investment. Moreover, if in this case it is impossible to fully satisfy the needs of the enterprise, then there is a need for external participation, and, consequently, to attract investment.

It should be noted that the above goal is closely related to ensuring a constant potential for profitability in the long term, which can be achieved through the creation and development of competitive advantages, ensuring the profitability of the energy enterprise while maintaining its financial stability, as well as increasing the market capitalization of the enterprise. Undoubtedly, these factors in the analysis of investment activity of energy enterprises are not exhaustive, since within different regions the situation with energy security will develop according to its own scenarios. However, the problems highlighted above, in our opinion, are typical for many countries.

References


