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**STRATEGIC PRIORITIES FOR THE DEVELOPMENT OF
INVESTMENT POLICY OF METALLURGICAL COMPLEX
ENTERPRISES**

Specialty 5.2.3. Regional and sectoral economics

Abstract of the dissertation for an academic degree

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Relevance of the research topic. In modern conditions of uncertainty and global challenges, the development of investment policy of the national economy as a whole and specifically enterprises of the metallurgical complex is of great importance. Investment activity is a complex process, both in terms of the development of the projects themselves and the formation of legislative acts that will stimulate investment growth.

Metallurgy is one of the basic sectors of the economy, which makes a significant contribution to Russian economic growth. The industry is complex from a technological and marketing point of view, and a large amount of equipment and machinery is required to ensure continuous production of high-quality products. Strong competitors abroad are: Japan, USA, China, India. The industry's raw material base is represented by iron, copper, nickel, zinc, lead ores, as well as titanium and molybdenum ores, aluminum raw materials, coking coal, non-metallic materials and refractories. Rare earth metals are imported from other countries, while Russian enterprises export products and semi-finished products from ferrous and non-ferrous metals and alloys to China, Turkey, the Netherlands, Germany and the Republic of Belarus.

However, over the past two years, the situation on the metal products market has changed dramatically: exporting countries have changed, there has been a serious reorientation of metallurgical enterprises to the domestic market, and the need arose for import substitution of components and equipment involved in the production process. At the same time, the ferrous metallurgy industry was subject to greater sanctions. The production of non-ferrous metal products turned out to be more resistant to such geopolitical factors due to the complexity of production technologies, high quality products and reasonable prices. However, there has been a shortage of raw materials of rare metals, which are used by metallurgical enterprises as alloying elements in the production of alloys (vanadium, molybdenum, niobium, zinc, etc.). The issue of renewal, modernization, and reconstruction of fixed assets also remains traditional for metallurgy. Due to the emergence of new challenges for the industry, investments in this direction have

decreased for most enterprises in 2022. Such changes necessitate a study of the compliance of the specifics of the industry's production apparatus with modern needs, an analysis of the industry's problems and their consequences. Of particular interest is how the current negative trend has affected medium and large metallurgical enterprises, as well as what actions have been taken by organizations and the state to stabilize the situation and ensure the further development of metallurgy.

The degree of knowledge of the problem. Theoretical approaches to investment analysis were covered in the works of the following Russian economists: K.V. Ostrovityanova, E.L. Khmelnitskaya, D.T. Shepilova, L.Ya. Khromova, L.A. Leontyeva, A.D. Gusakova, B.M. Livshits, A.I. Notkina, A.V. Vorobyova, G.D. Bakuleva, A.N. Efimova, E.L. Manevich, B.M. Lebina, T.G. Morozova, G.P. Polyak, M.P. Pobedina, V.N. Kirichenko, V.S. Sutyagina, N.V. Suvorova, O.B. Braginsky, V.N. Borisova, I.E. Krichevsky and others.

Theoretical and practical interest on the problem under study was presented by the works of the following foreign authors: J. Hicks, E. Hansen, R. Harrod, E. Domar, M. Porter, P. Alari, G. Chalaoupek, E.U. Koper, L. Lahai, T. Negishi, Roy J. Rotheim, T. Sovel, G. Vaggi, et al.

For modern theory and practice, the following works are of great importance: V.V. Sheremeta, N.N. Muravyova, M.Yu. Makovetsky, S.I. Korenkova, L.G. Vostrikova, A.G. Mokronosova, I.N. Kudryashova, I.Yu. Kushnir, D.L. Komyagina, A.O. Jetpisova, I.A. Blanca, N.M. Abdikeeva, Yu.S. Bogacheva, P.V. Trifonova, O.M. Antipova and others.

The following works are devoted to the study of issues of the effectiveness of industrial development: N.G. Romanova, D.V. Sirotina, F.N. Roginsky, I.S. Pelymskaya, N.V. Goncharova, S.A. Sirotkina, N.R. Kelchevskaya, K.A. Vyvarets.

The fundamentals of metallurgical production are set out in the works of: V.M. Kolokoltseva, A.I. Kovtunova, T.V. Semistenova, B.V. Linchevsky, A.L. Sobolevsky, A.A. Kalmeneva.

It should be noted that many investment policy issues remain not covered in the scientific literature, which reduces its effectiveness.

The purpose of the dissertation research is to substantiate the strategic priorities for the development of investment policy of enterprises in the metallurgical complex of the national economy and the methodology for assessing the effectiveness of its implementation.

To achieve this goal, the following **tasks were formulated and solved**:

1. Investigate the current state of the country's metallurgical complex, its ability to meet the needs of the national economy and determine development prospects;

2. Justify the theoretical approach to determining industry strategy and strategic priorities of investment policy as tools for intra-company and strategic planning at a metallurgical enterprise;

3. Develop a methodology for assessing the investment development of industry complexes of the national economy and a methodology for analyzing industry competitiveness, aimed at identifying current trends, problems that require solutions and the main directions of development of enterprises of the metallurgical complex;

4. Develop and test a methodology for developing an investment policy for a metallurgical enterprise and assessing the effectiveness of its implementation. Assess the effectiveness of the investment policy of a ferrous metallurgy enterprise;

5. Formulate practical recommendations for the development of the metallurgical industry in order to increase investment in fixed assets, increase the number of investors and improve the investment climate, and provide enterprises with highly qualified personnel.

The object of the study is enterprises of the metallurgical complex of the national economy, developing in conditions of economic uncertainty.

The subject of the study is economic relations that arise in the process of formation and implementation of the investment policy of metallurgical enterprises.

Methodology and research methods. The methodological research includes the works of domestic and foreign scientists on the problems of scientific approaches to investment policy and investments, models of investment processes of foreign countries, analysis of investment development and industry competitiveness, and the formation of investment policy priorities.

During the study, the following methods were used: systemic, retrospective, logical, synthesis, comparison, generalization and comparison, statistical, graphical, index, weighting coefficients, priority, expert, mathematical, econometric.

The empirical basis of the study consisted of regulatory legal acts of the Russian Federation, published materials on the official website of the Federal State Statistics Service of the Russian Federation, official websites of metallurgical enterprises, the website of the Central Bank of the Russian Federation, data that are in the public domain, and periodical materials on the Internet. Articles, dissertations, textbooks and materials of scientific conferences on investment and investment policy of industrial enterprises were studied.

The area of research corresponds to the passport of the scientific specialty of the Higher Attestation Commission 5.2.3. – Regional and sectoral economics: item 2.2. “Issues of assessing and improving the efficiency of economic activity in enterprises and industries,” item 2.6. “Competitiveness of manufacturers of industrial products”, item 2.16. “Tools for intra-company and strategic planning at industrial enterprises, sectors and complexes”.

The scientific novelty of the dissertation research consists of:

1. The concept of industry strategy and strategic priorities of investment policy as tools for intra-company and strategic planning of enterprise activities is clarified based on an analysis of the innovation and investment potential of the national economy. Scientific approaches to the formation of an industry strategy are systematized, taking into account the prospects for the development of investment and innovation in conditions of economic instability. A scheme for composition of the industry strategy of metallurgy is proposed, in which three components are highlighted: the conditions for its formation, taking into account state support and

regulation of investment and innovation processes; factors forming it; forms of strategy implementation at the macro level within the framework of the federal targeted investment program and at the micro level within the investment policy of the enterprise (item 2.16. "Tools of intra-company and strategic planning at industrial enterprises, sectors and complexes" of the passport specialties).

2. Taking into account the systematic approach, strategic priorities for the development of investment policy of enterprises of the metallurgical complex are identified and classified, divided into general and priorities based on raw materials for ferrous and non-ferrous metallurgy. The originality and novelty of the classification of strategic priorities lies in taking into account the directions of the Development Strategy at the federal level, problems and prospects for the development of the industry, features of the extraction of raw materials of the metallurgical complex and its technological cycle (item 2.16. "Tools of intra-company and strategic planning at industrial enterprises, industries and complexes" of the passport specialties).

3. A methodology has been developed for assessing the investment development of industry complexes of the national economy based on a comprehensive study of macro- and microeconomic parameters. The originality of the methodology lies in determining the volume of investments, their imbalance, stability and correlation of the growth of investments in fixed assets with their replacement cost by calculating indices. The methodology for analyzing the sectoral competitiveness of manufacturers of industrial products is substantiated, which consists of calculating and comparing performance indicators of various enterprises and analyzing the macroeconomic parameters of the consumer industries of their products. The peculiarity of the methodology is that it helps to identify, on the one hand, how much the activities of large enterprises affect medium-sized enterprises, how changes in the economy have affected the indicators of ferrous and non-ferrous metallurgy, and also to analyze what trends exist in organizations within the same type of economic activity and geographically located in one subject of the country

(item 2.6. “Competitiveness of manufacturers of industrial products” of the passport specialties).

4. A methodological approach to the formation of an investment policy for a metallurgical enterprise has been developed, taking into account the current state of the investment climate, changes in legislation and existing government programs, and strategic priorities for the development of the industry. A methodology for assessing the effectiveness of the investment policy of a metallurgical enterprise is substantiated and tested using the example of PJSC Severstal. The essence of the methodology is to quantify indicators characterizing the structure of investments, their volume, changes in the financial position of the organization and the effectiveness of its investment policy, as well as external factors to which it is exposed. The difference from already existing scientific approaches is that this methodology is adapted for metallurgical enterprises and the indicators proposed for evaluation reflect the effectiveness of solving current problems of the metallurgical complex. (item 2.2. “Issues of assessing and improving the efficiency of economic activity in enterprises and industries” of the passport specialties).

5. Practical recommendations for increasing the efficiency of the implementation of the national Strategy for the development of the metallurgical industry of the Russian Federation for the period until 2030 are substantiated. They contain a proposal for updating fixed assets of metallurgy by providing an annual subsidy, a method of interaction between enterprises and educational institutions in order to attract qualified personnel, and the provision of loans by banks against lower interest rate, attracting investors in the securities market. A distinctive feature of the proposed recommendations is that they are aimed at solving existing problems of the metallurgical complex and its digitalization by creating a unified digital platform for implementing activities and monitoring the process (item 2.2. “Issues of assessing and improving the efficiency of economic activities in enterprises and industries” passport specialties).

The theoretical significance of the research results lies in an integrated approach to the analysis of investment development of enterprises of the

metallurgical complex and industry competitiveness, determination of strategic priorities of the investment policy of enterprises of the metallurgical complex, drawing up a scheme for composing their industry strategy, combining its conditions of formation, forming factors and forms of implementation.

The practical significance of the work is due to the development of a methodology for developing an investment policy for a metallurgical enterprise, taking into account the current state of the investment climate, changes in legislation and current government programs, and strategic priorities. In addition, the proposed methodology for assessing the effectiveness of the investment policy of a metallurgical enterprise will allow us to evaluate internal and external factors that influence its investment activities, plan the volume of investments and net profit to ensure high efficiency of capital investments. Measures to improve the efficiency of the Strategy for the Development of the Metallurgical Industry of the Russian Federation for the period until 2030 contain a proposal for updating fixed assets, which is missing in this Strategy; the method of interaction between enterprises and educational institutions in order to attract qualified personnel is also noted. The author also proposed an index of investment growth in fixed assets, which will allow us to determine how much the annual change in capital investment corresponds to the growth of replacement cost, and to make a forecast for the development of the situation in the future.

Structure of the dissertation. The dissertation consists of: introduction, three chapters, conclusion, list of used literature of 163 titles. The work is presented on 225 pages, including 46 tables, 20 figures and 6 appendices.