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Main Directions of Investment Activity Management

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Abstract: Today, in all, countries of the world, it is important to attract local and foreign investments to various sectors of the economy, create opportunities for them, provide various tax and non-tax benefits, and effectively manage the funds involved. The article focused on the issues of effective organization of investment activities and effective use on investment funds in Uzbekistan, and appropriate conclusions were drawn.

Key words: Investment, investment activity, investment environment, investment attractiveness, tax, tax benefits, investment project.

The rapid changes, updates and development taking place in the world economy today require every country to implement and improve effective reforms aimed at ensuring active economic development. Achieving and protecting the priorities and strategic interests of the national economy in domestic and foreign policy, which requires such high attention and responsibility, is ensured by the consistent implementation of large-scale measures internally and externally. In recent years, the increased attention paid to investment and its financial management in our country has led to the development of investment activities in our country.

Effective use of investments in the economy is directly related to their management. Effective investment management, of course, is based on how effectively investment activities are organized. In general, the implementation of investments is an integral part of the investment process and occurs as a result of the creation of investment resources. In turn, it is directly related to the purpose of the investment. Because the desire to achieve the desired goal motivates investors to pay capital and then mobilize them for this goal. Indeed, as long as the goal is focused on a specific outcome, the outcome, in turn, leads to specific goals and, accordingly, creates a sequence that reflects the investment process.

Such movement of investments is carried out through investment activity. Therefore, it is very important to know the essence of investment activity. Investment activity is a set of actions of the subjects of investment activity related to the implementation of investments. Investment activity is manifested as a set of practical actions of the state, legal entities and citizens on making investments. Investment activity is an activity related to the introduction of funds into investment objects for the purpose of obtaining

income (benefit). In a broad sense, investment activity also reflects the ability to develop these ideas and justify investment projects, their material, technical and financial support, as a result, manage the activity of the object under construction and achieve the goals set by investors.

If the investment activity is based on the mobilization of the investor's investment resources to the investment object, this activity requires the organization and management of the investor's goal. The need for financial management of investment activity is explained by the fact that any investment in investment activity cannot automatically ensure the interests of the investor.

We know that investors are always looking for great benefits and benefits from their investment activities. Through this, they want to increase their capital and protect it from losing value under market risk. To do this, they strive to achieve their goal by directing their investments to the most optimal investment project and systematically managing its movement. If the investment activity includes the relations created by the subjects of the investment activity in connection with the investment resources directed to the objects of the investment activity, this activity arises and develops based on the specific goals of the investors. At the same time, it is prohibited to invest in objects whose construction and use do not meet sanitary-hygienic, radiation, environmental, architectural and other requirements, as well as violate the rights of citizens and the interests of legal entities and individuals protected by law. Investment of such objects as objects of state importance by other subjects is legally prohibited.

If the investment activity is based on the mobilization of the investor's investment resources to the investment object, this activity requires the organization and management of the investor's goal. The need for financial management of investment activity means that any investment activity ultimately cannot automatically ensure the interests of the investor. In investment activities, investors enter investment resources into economic sectors in order to obtain income or achieve efficiency.

Accordingly, the need for financial management of investment activities is explained by the following:

- firstly, the purpose of the investor in organizing the financing of investment activities;
- secondly, the desire of the investor to further increase his capital through investment activities;
- thirdly, the effectiveness of organizing investment activities without direct supervision;
- fourth, the influence of various risk factors on the effective conduct of investment activities;
- fifth, the participation and presence of many other participants in the investment activity besides the investor;
- sixth, that the investment activity of any investor is necessarily aimed at serving the interests and development of the state and society;
- seventh, strong competition in the market;
- eighth, the investor's limited investment resources and, therefore, the desire to use them to the maximum in a limited time in the most effective investment object, etc.

The seriousness of the existing problems in the financial management of investment activities in Uzbekistan and the urgent issues that need to be solved have a negative impact on the development of a number of important industries that have their place in the development of the economy. For this, in-depth and comprehensive research should be conducted to solve the existing problems. As a result of the scientific research conducted on this topic, the following conclusions were formed:

1. Since the management of investment activities is organized in direct connection with the investment project, the need to manage investment activities for a specific project consists of the following: in the conditions of financial instability, the prevalence of the risk of reducing the efficiency of the project, the

connection with the time course of the management of the investment project; one of the important factors affecting the final result of the project is the presence of inflation; existence and impact of various uncertainties; the strengths and weaknesses of any project, their financial analysis and diagnosis, the risks faced in the implementation of the project, the need to make a decision to get out of the crisis, it requires the development of measures.

2. Funding sources play an important role in the financial management of investment activities. At the same time, their effective use is one of the most urgent issues of financial management.

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