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## **INFLUENCE OF MOTIVES OF PARTICIPANTS IN INVESTMENT PROCESS ON EFFICIENCY OF FOREIGN DIRECT INVESTMENT**

Providing of accurate estimation of foreign direct investment envisages a comprehensive consideration of the main directions of the efficiency of this process. The author's method of calculating the integral index allows managers to comprehensively take into account the main directions of efficiency of foreign direct investment in industrial enterprises. Author's method of integrated assessment consists of nine stages.

In this article the method of integrated assessment of efficiency of foreign direct investment in industrial enterprises is practically applied. A number of urgent problematic tasks for five selected business entities of light industry in the Podillya is revealed.

The results of carried integrated assessment indicate a number of problematic tasks and integrated approach to improve the efficiency investment, which managers have to implement. This process requires the implementation of adequate effective instruments of management.

Important advantages of application reveal the methods of integrated assess-

ment of the effectiveness of foreign direct investment in industrial enterprises such as:

1) unbiased determination of importance of key performance indicators of foreign direct investment;

2) simple and handy algorithm for calculating the integral index, which allows getting reliable results of estimation;

3) known and convenient estimation scale of values of integral indicator for reliable determination of the current level of foreign direct investment efficiency at industrial enterprises;

4) ability to determine comprehensive indicators in the context of the main directions of foreign direct investment efficiency and carrying out of adequate assessment;

5) providing of accurate integrated assessment and detection of the main reserves, which increase the efficiency of foreign direct investment in general and in the context of the key directions of efficiency of this process for optimization of foreign direct investment management at the industrial enterprise.