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HUMAN CAPITAL IN ENSURING INVESTMENT ATTRACTIVENESS OF BUSINESS

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In today's economy, human capital is becoming a key factor in shaping the investment attractiveness of business. Of particular relevance is the issue of effective management of human capital as a strategic resource that directly affects the ability of an organization to attract investment and ensure its sustainable development [1].

Studies show that investors are increasingly considering the quality of human capital as one of the determining criteria when making investment decisions. According to international studies, companies with a high level of human capital development demonstrate an average of 15-20 % higher investment attractiveness compared to competitors [2].

The formation of investment attractiveness of business through the capitalization of human capital takes place in several key areas. Firstly, it is improving the professional competence of employees through systematic training and development. Secondly, creating an effective incentive system that stimulates innovation and increases staff productivity. Third, it is the formation of a corporate culture focused on continuous improvement and systemic development.

Another important aspect is the digital transformation of human capital management. The introduction of modern HR technologies and analytical tools allows for a more efficient assessment and development of employees' potential, which positively affects the investment attractiveness of the enterprise in the eyes of potential investors.

The results of the study show that companies that systematically invest in human capital development demonstrate higher profitability and have better prospects for attracting external investment. In particular, there is a direct correlation between the cost of staff training and the growth of the market value of companies.

To increase investment attractiveness through the development of human capital, it is advisable to implement the following measures, namely: development and implementation of comprehensive programs for the professional development of employees; introduction of talent management subsystems; development of corporate training systems; formation of an effective subsystem of material and non-material motivation; creation of conditions for the realization of the innovative potential of employees.

Thus, human capital is a key factor in shaping the investment attractiveness of a business. Effective management of human capital development allows not only to increase operational efficiency, but also to create sustainable competitive advantages and ensure long-term investment attractiveness of the organization.

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