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## **COMMUNICATIVE COMPONENT OF THE INVESTMENT PROJECT IN CONDITIONS OF THREATS AND RISKS**

### *Summary*

Investment activity makes it possible to provide the enterprise with sources of economic benefits. But finding good investors is impossible without the ability to communicate or negotiate. Implementation of an investment project is a complex process that includes pre-investment, actual investment and post-investment stages. Therefore, it is important to understand what communicative competences are necessary for a business manager/owner in order to implement an investment project and establish close relations with investors in conditions of threats and risks.

The purpose of the research is to study the role and importance of communications and communicative competence of managers in the process of ensuring and implementing investment projects of enterprises in conditions of threats and risks. In the process of carrying out the research, general scientific theoretical methods were used: the abstract-logical method - to make theoretical generalizations about the essence of the investment project and the stages of its implementation; generalization - for the formation of communicative competences that provide all stages of the implementation of an investment project.

The article defines that the communicative competence of managers representing an investment project includes: the ability to communicate with people at different levels of the organization's structure: with subordinate employees, groups, units; outside the organization: with customers, suppliers, banks; investors; use of formalized communication at meetings, in the process of developing reports, proposals, presentation of business plans; use of informal communication in communicating with employees, consulting, getting to know investors; use of communication to search for information, control, participation in discussions; creation of contact bases of future investors, influence on other people.

Based on the conducted research, three stages of investment project implementation were determined: pre-investment, investment and post-investment, and the proposed communicative competences that ensure their implementation.

The proposed communicative competencies of the three stages of an investment project can form the basis of the basic competencies needed by modern business managers/executives for the implementation of their projects in conditions of threats and risks, and can also be modified, supplemented and improved depending on the type of activity of the enterprise, the competitive situation on the market, the period of implementation of the business project, etc.

*Keywords:* communications, communicative competence, enterprise, business project, investment project, investment project stages.

*Number of sources – 15; number of tables – 1.*

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