Investment in construction in progress as a factor in the development of investment and construction activities

O V Nikishina

1Irkutsk National Research Technical University, 83 Lermontov str., Irkutsk, 664074, Russia

E-mail: olga_nikishina_7@mail.ru

Abstract. The problem of incomplete construction has always existed and remains relevant to this day. The article deals with the main problems in the field of realization of the investment potential of objects under construction. The author has developed recommendations that create attractive conditions for the introduction of objects of incomplete construction into economic circulation. The system of measures that can have an effective impact on increasing the investment attractiveness of the construction in progress sphere based on the coordination of the interests of stakeholders: the government, the population and business. Based on the analysis, the author developed a general scheme of stages of implementation of the strategy for the development of the investment process in the field of unfinished construction.

Over the years, the volume of construction in progress has tended to decrease. Despite the seemingly positive dynamics, the total volume of construction in progress remains quite high. Incomplete construction does not allow rational use of urban areas, since some of the most attractive areas with developed infrastructure are frozen in their development along with the objects of incomplete construction located on them (hereinafter– ICL) [1]. The investment process in the field of construction in progress needs to be managed. To ensure effective management, the investment process in the field of construction in progress should be based on a strategy for its development, developed using various financial and economic methods, which together make up the scientific and financial methodology for forming the strategy for the development of the investment process [2].

The strategy for the development of the investment process in the field of construction in progress is a system of selected long-term goals and means of their implementation, which are implemented in the investment process [3]. The strategy for the development of the investment process in the field of construction in progress is a structured combination of several interrelated aspects, such as: institutional, economic, regulatory, information and analytical, and others (figure 1).

The institutional aspect of the strategy is a combination of such main components as: types of investments, investment portfolio, risks [5]. The regulatory aspect of the investment process development strategy in the field of construction in progress consists of such main parts as: legislative and other regulatory legal acts of the state that form the legal basis and form the fiscal environment, within which the investment strategy is formed and the investment process is carried out; accounting policies of potential investors, internal regulatory documents that allow for a unified investment process. Economic aspect – a set of economic parts of the strategy for the development of the investment process in the field of construction in progress, which include: system of economic indicators for evaluating strategy, management, and financing of the investment process [4].
Figure 1. “Strategy for the development of the investment process in the field of construction in progress as a system”.

The information and analytical aspect of an investment strategy is an information processing system consisting of the following parts: a subsystem for collecting and sorting information, a subsystem for storing information, a search subsystem, and an information analysis subsystem. In modern Russian conditions, an objective, market-oriented assessment of the effectiveness of investments in construction-in-progress objects is necessary both for a potential investor seeking to assess the degree of possible benefits from investing in a particular object, and for the state, for which stimulating the introduction of such objects into economic circulation is one of the priority areas of investment policy. Research of efficiency of investments into construction in progress as a factor of development of the investment process, grounded in the opinion of the author of this article, the relevance of consideration of an estimation of efficiency of investment, not as a formal process, but in the context of its importance for the intensification of introduction in economic circulation and effective use in further objects of unfinished construction, the importance of taking into account basic priorities of the development of the region, which is the ICL as the conduct of this evaluation, as well as the importance of the evaluation results for the development of the investment process in the region, i.e. their dialectical interdependence, namely:

- evaluation of the effectiveness of investments in ICL should be considered together with its objective, the assessment must not commit data for the preparation and adoption of specific decisions about ICL, identifying investment attractiveness of the object, but rather as a dynamic process, adjusting, improving, at the micro, meso and macro level leads to further increase the effectiveness of the evaluation and the effectiveness of investment in ICL in general;
- the investment attractiveness of ICL consists of three main components: the investment attractiveness of the area of construction in progress, the investment attractiveness of the region where the object is located, and the investment attractiveness of the object itself, i.e. the study of the investment attractiveness of the region is an important factor that should be taken into account when implementing an economic mechanism for evaluating the effectiveness of investments in ICL;
- the investment attractiveness of ICL is a kind of core of the investment policy of the country and region in the field of introducing ICL into economic circulation, or eliminating them if it is not rational to further bring them to the completion stage, which largely determines the statics (stability), volume, structure and dynamics of the development of investment and construction activities in general;
- when choosing an investment project in ICL, it is important that this project is consistent with the development strategy of the investment process in the region and the country as a whole.

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investment process. Thus, the strategy for developing the investment process in the field of construction in progress is a single highly integrated system consisting of various aspects that are inextricably linked to achieve the main goal – the dynamic socio-economic development of the region [16].

An investment strategy that will attract investment should include measures that, in the author's opinion, create general attractive conditions that contribute to the introduction of ICL into economic circulation. These measures are grouped in several directions:

- the formation of a favorable business climate, elimination of administrative barriers;
- formation of reasonable restrictions on the use of land, formation of the land cadastre;
- determining the conditions for connecting to engineering networks, preparing tender documentation and selling ICL at auction, ensuring guarantees of registered ownership rights to ICL;
- identifying lists of ICL that should be put into economic circulation and should be eliminated;
- providing potential investors with information, including the creation of an ICL database, and dissemination of information about the conditions for implementing investment projects;
- formation of a medium-term investment program in the field of construction in progress, in which budget investments should focus on solving a number of problems of the economy, infrastructure and improvement through the introduction of ICL;
- clear delineation and coordination of the powers of all executive authorities involved in the real estate management process;
- formation of management objects, excluding the possibility of disposing of one part of the object without another in cases where they form a single whole (land plots and ICLs located on them);
- providing professional training for civil servants who manage real estate.

The author suggests the following system of measures that can have an effective impact on increasing the investment attractiveness of the unfinished construction sector based on the coordination of the interests of interested parties: the government, the population and business:

1. Zoning of the territory according to socio-economic criteria that reflect the indicators of ICL investment attractiveness assessment and assessment of existing social problems.
2. Assessment of the feasibility of introducing ICL into economic circulation (evaluation of investment efficiency from the seller's point of view), design and survey work on objects that are advisable to enter into economic circulation to determine their value and then transfer the object with the necessary pre-project documentation to auction.
3. Development and implementation of a system of regional benefits, including tax benefits, for investors in the field of construction in progress. This system should be differentiated, and its size should be correlated with the scale of implementation of social functions that are relevant for the development of the territory by the business.

Under the current conditions, the task of attracting investment and increasing investment activity in the field of construction in progress cannot be solved only at the expense of state capital investments, especially against the background of constantly decreasing budget investment, which raises the problem of attracting other sources of financing. Significant investments are needed, which today can only be provided by private investors who have successfully adapted to the market [2]. Therefore, in this regard, for the implementation of major investment projects in ICL, there is an objective need to introduce fundamentally new tools for state regulation of the investment sphere and create a favorable investment climate.

Based on the analysis and taking into account market requirements, a general scheme of stages of implementation of the strategy for the development of the investment process in the field of unfinished construction was developed (figure 2).
Figure 2. “Stages of implementation of the strategy for the development of the investment process in the field of construction in progress”.

Thus, the main criterion of economic efficiency of investments for investors will be the expected rate of return on invested capital taking into account the degree of risk for the state – increase budget efficiency, to society – in the development of infrastructure, employment in the construction and operation of the facility [16].

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