

MANAGING A COMPANY'S INVESTMENT ATTRACTIVENESS THROUGH M&A

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The subject of "Managing a company's investment attractiveness through M&A" holds significant relevance in the contemporary business landscape. Mergers and acquisitions (M&A) have evolved into a pivotal element of corporate growth strategies on a global scale, continually expanding their influence. Several factors underline the importance of this topic:

- **Globalization and competitive landscape.** In the present-day world, market competition has intensified. Companies are actively seeking new customers and resources. M&A enables them to access fresh markets, technologies, and customer bases;
- **Rapid technological advancements.** The pace of innovation is swift, and businesses constantly strive to remain at the forefront of technological progress. M&A offers a swift avenue to acquire new technologies and expertise;
- **Operational efficiency and economies of scale.** The consolidation of companies can yield substantial economies of scale, bolstering profitability and competitiveness. This is especially crucial in the face of escalating costs and market fluctuations;
- **Investor attraction.** Investors perpetually seek out companies with growth potential and profitability. Managing investment appeal through M&A can amplify this appealing factor;
- **Business strategy overhaul.** M&A can act as a catalyst for reevaluating and optimizing business strategies, making companies more adaptable to market fluctuations;
- **Enhanced resilience to crises.** Mergers can fortify a company's resilience to economic crises and other adverse impacts, as larger merged entities are often less vulnerable.

The objective of this research is to systematically consolidate theoretical principles and offer pragmatic guidance for effectively managing a company's investment attractiveness using M&A (Mergers and Acquisitions) as a strategic tool.

Currently, among various authors, one can find a multitude of definitions for the concept of a company's investment attractiveness, along with different approaches and methods for its assessment, as well as methods for its formation and enhancement, among which the use of mergers and acquisitions plays a significant role.

From a technological standpoint, mergers and acquisitions are intricately linked to both direct and indirect financial mechanisms. An in-depth analysis of these mechanisms exerts a profound influence on the ultimate management decision regarding corporate transformation. This multifaceted process involves a range of technological dimensions that warrant careful consideration and exploration.

Evaluating the transaction requires a critical examination of companies' assets, their worth, liabilities, and the total shareholder return both before and after mergers and acquisitions. Mergers and acquisitions of various types occur due to specific reasons and are part of a company's strategy implementation. The successful execution of these strategies leads to the creation of company value, which, in turn, directly impacts its investment attractiveness.

Through a thorough analysis of the multifaceted aspects of M&A, this research seeks to equip businesses with a set of actionable insights and strategic directions to maximize their investment attractiveness in today's dynamic and competitive business environment.