

Investment attractiveness of regions: Gender factors

Nugumanova L., Novenkova A., Abdulganiev F.
Kazan Federal University, 420008, Kremlevskaya 18, Kazan, Russia

Abstract

This article deals with different approaches to the interpretation of the term investment potential, analyzes the factors of investment attractiveness of the enterprise. Invited to identify the degree of influence of gender on the investment attractiveness of the enterprise. This analysis allows is to estimate the influence of the gender factors on the state of the brandcapital of the territory. The gender component of the demographic potential way analyzed with regard to the age structure, educational level, span of life and differences in payment for labor. The role of women in the progressive development of the economic and social values of the territorial entities was closely analyzed. It has been proved, that taking into consideration the importance of the gender factor is crucial for the rise of the investment attractiveness of the territorial entity.

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Keywords

Demographic potential of the territory, Economic ally active population, Gender factors, Investment attractiveness, Labor market, Territories