

## **Abstract master's thesis**

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### **STRATEGIES AND TECHNOLOGIES IN THE FORMATION OF THE INVESTMENT IMAGE OF THE REPUBLIC OF MACEDONIA**

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#### **Strategic communications in public relations and advertising**

**Keywords:** image, investment image, tourism, investment climate, strategies and technologies, Republic of Macedonia.

The relevance of this work is determined by the need to systematically use modern marketing techniques to develop high-quality strategy for the promotion of the territory and the investment image of the Republic of Macedonia, as cost-effective and attractive for cooperation, partnerships and public investment.

The novelty and the practical significance lies in the current insufficient amount of scientific and practical work on the investment image of the Republic of Macedonia in the context of the Russian Federation. In addition, the author offers some practical steps to create and to change the country's image.

The object of research is the investment image of the Republic of Macedonia.

The subject of research is the technology of formation of the investment image of the country.

The purpose of the research is to describe the complex technology and investment promotion of the territory of the Republic of Macedonia's image abroad.

To achieve this goal it is necessary to complete the following tasks:

1. Give a general description of the concepts: the image of the territory, territorial investment image and investment climate areas;
3. Revise marketing techniques to further practical application in forming one's own concept of promotion of the country;
4. Describe the empirical object of study (the investment scope of Macedonia) in terms of economic potential and the presence of a favorable investment climate in the country;
5. Use the basic research methods to identify and analyze existing technology advancement of the Republic of Macedonia as an investment object;
6. Assess the activities of IR, used by the agency "Invest Macedonia" in the formation of the investment image of the country;
7. Offer your own tools in order to attract investors improve loyalty and increase the flow of foreign investment in the Republic of Macedonia.

The theoretical basis of the thesis is the work of E. Galumova, D. Gabriel, Yuri Taranova (construction of the territory's image technology); the work "Marketing Places" Kotler; Research Firsov Yu and Shastitko AE about the investment attractiveness.

The empirical basis are official documents of state bodies, "Invest Macedonia" agency documents in the public domain (eg, the Internet), the international credit rating agencies, as well as the publication of Russian online news media.

Content analyses of media texts and documents analysis are the main methods of research in the thesis.

The structure of the work consists of introduction, three chapters, conclusion, list of literature and applications.

In the first chapter, the rationale and analysis are subject to such key concepts and categories as: image, the investment image of the territory, the investment climate, Investor Relations.

In the second chapter, the author discusses the practical aspects of formation of the image of Macedonia: principles of formation, the international rating assessment and analysis of the information in Russian media.

The third chapter covers the analyses of the communication activities of the «Invest Macedonia» agency and provides recommendations to improve the investment image of the Republic of Macedonia.