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IMPACT OF KEY FACTORS ON INVESTMENT INFLOWS INTO KAZAKHSTAN'S ECONOMY: A SOCIOLOGICAL SURVEY APPROACH

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Abstract. This article examines the factors influencing investment inflows in Kazakhstan's economy. Understanding the drivers of investment growth is particularly relevant given the recent slowdown in investment activity. The study aims to identify key factors affecting investment volumes through a sociological survey and an analysis of its results. Factor analysis was used as a research method, which made it possible to determine the degree of influence of factors and form groups of interrelated parameters. Primary data was collected via a sociological survey of representatives from various economic sectors, the financial sector, and government agencies. As a result of the study, three key factors were identified, combining groups of questions based on the calculation of correlation coefficients. Respondents noted a predominantly negative impact of most examined indicators on investment, with the exception of innovation and government policy measures. The highest correlation of the first factor is observed with questions related to external factors (the impact of exchange rate volatility and global energy prices) and inflation. The second factor correlates with questions including the impact of taxes, interest rates in the credit market, environmental restrictions, and innovation on investments. The third factor has a statistically significant correlation value with the question of whether enterprises need investment. The conclusions contain some measures to improve investment policy and expand investment in the economy of Kazakhstan.

Keywords: investment demand, factor analysis, sociological survey, correlation, investment policy.

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КАЗАҚСТАН ЭКОНОМИКАСЫНА ИНВЕСТИЦИЯЛЫҚ САЛЫМДАР КӨЛЕМІНЕ ФАКТОРЛАРДЫҢ ӘСЕРІ: ӘЛЕУМЕТТІК САУАЛНАМА НӘТИЖЕЛЕРІ

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Аннотация. Мақалада Қазақстан экономикасының инвестициялық камтамасыз етілуіне факторлардың әсері қарастырылады. Соңғы жылдары инвестициялардың баяулау үрдісі байқалуына байланысты инвестициялық салымдардың өсу драйверлерін зерттеу өзекті бағыт болып табылады. Зерттеудің мақсаты – әлеуметтік сауалнама жүргізу және оның нәтижелерін түсіндіру негізінде инвестициялық салымдар көлеміне әсер ететін негізгі факторларды анықтау. Зерттеу әдісі ретінде факторлық талдау қолданылды, ол факторлардың әсер ету дәрежесін анықтауға және өзара байланысты параметрлер топтарын қалыптастыруға мүмкіндік берді. Бастапқы деректерді жинау үшін респонденттердің – экономика салалары, қаржы секторы, мемлекеттік басқару органдары өкілдерінің әлеуметтік сауалнамасы жүргізілді. Зерттеу нәтижесінде корреляция коэффициенттерін есептеу негізінде сұрақтар топтарын біріктіретін үш негізгі фактор бөлініп көрсетілді. Респонденттер инновациялар мен мемлекеттік саясат шараларының әсерін қоспағанда, қарастырылған көрсеткіштердің көпшілігінің инвестицияларға теріс әсерін атап өтті. Бірінші фактордың ең жоғары корреляциясы сыртқы факторларға (бағам құбылмалылығының және энергетикалық тасымалдағыштардың әлемдік бағаларының әсері) және инфляцияға байланысты сұрақтармен байқалады. Екінші фактор салықтардың, несие нарығындағы сыйақы мөлшерлемелерінің, экологиялық шектеулердің және инновациялардың инвестицияларға әсерін қамтитын сұрақтармен байланысты. Үшінші фактордың кәсіпорындардың инвестицияларға қажеттілігі туралы сұрақпен статистикалық маңызды корреляция мәні бар. Қорытындыларда инвестициялық саясатты жақсарту және Қазақстан экономикасына инвестицияларды кеңейту бойынша кейбір шаралар қамтылған

Түйін сөздер: инвестицияға қажеттілік, факторлық талдау, әлеуметтік сауалнама, корреляция, инвестициялық саясат.

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ВЛИЯНИЕ ФАКТОРОВ НА ИНВЕСТИЦИОННЫЕ ВЛОЖЕНИЯ В ЭКОНОМИКУ КАЗАХСТАНА: РЕЗУЛЬТАТЫ СОЦИОЛОГИЧЕСКОГО ОПРОСА

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Аннотация. В статье рассматривается влияние факторов на инвестиционное обеспечение экономики Казахстана. Исследование драйверов роста инвестиционных вложений является актуальным направлением, на фоне тенденции замедления инвестиций в последние годы. Целью исследования является выявление ключевых факторов, оказывающих влияние на объем инвестиционных вложений, на основе проведения социологического опроса и интерпретации его результатов. В качестве метода исследования применен факторный анализ, который позволил выяснить степень влияния факторов и сформировать группы параметров, связанных между собой. Для сбора первичных данных был проведен социологический опрос респондентов – представителей отраслей экономики, финансового сектора, государственных органов управления. В результате исследования были выделены три ключевых фактора, объединяющих группы вопросов на основе расчета коэффициентов корреляции. Респонденты отмечают негативное воздействие на инвестиции большинства из рассмотренных показателей, кроме влияния инноваций и мер государственной политики. Наибольшая корреляция первого фактора наблюдается с вопросами, связанными с внешними факторами (влиянием волатильности курса и мировых цен на энергоносители) и инфляцией. Второй фактор коррелирует с вопросами, включающими влияние налогов, ставок вознаграждения на кредитном рынке, экологических ограничений и инноваций на инвестиции. Третий фактор имеет статистически значимое значение корреляции с вопросом о наличии у предприятий потребности в инвестициях.

Выводы содержат некоторые меры по улучшению инвестиционной политики и расширению инвестиций в экономику Казахстана.

Ключевые слова: потребность в инвестициях, факторный анализ, социологический опрос, корреляция, инвестиционная политика.

Introduction. Attracting and effectively utilizing investment is a crucial task for any nation. Investments serve as the foundation for developing production facilities, infrastructure, and modern technologies, thereby boosting productivity and driving GDP growth. Capital directed toward new projects, construction, and enterprise modernization fosters job creation, enhances living standards, and ensures social stability. A well-structured investment framework enables a country to align with global trends, create an attractive environment for foreign investors, and accelerate exports and technological progress. A sufficient volume of investment is essential for building a sustainable, innovative, and competitive economy that can adapt to changes and thrive in the global market.

Analyzing Kazakhstan's historical data reveals that the country experienced high economic growth rates in the early 2000s, closely tied to strong investment growth. However, the global financial crisis of 2008-2009 and the COVID-19 pandemic led to a slowdown in investment, a key driver of economic expansion. Kazakhstan was no exception: investment in fixed assets declined from 31.9% in 2005 to 14.7% in 2023. This downward trend has persisted for more than a decade (World Bank, 2025).

The slowdown in investment has been exacerbated by growing imbalances in sectoral investment distribution. Addressing these challenges requires an in-depth assessment of the factors influencing investment dynamics in Kazakhstan.

In an era of globalization and economic uncertainty, understanding the factors that shape investment flows is particularly important for sustainable economic development. This is especially relevant for developing and emerging market economies like Kazakhstan, where both domestic and foreign investments play a crucial role in fostering growth. Examining the determinants of investment flows helps identify key challenges and opportunities for improvement, enabling policymakers to develop strategies that encourage investment and its effective use.

This study aims to identify the key factors influencing the volume of investment in Kazakhstan's economy based on a sociological survey and an analysis of its results.

By conducting a survey and applying factor analysis to the collected data, this research seeks to provide deeper insights into the various aspects and dynamics of investment. Using this approach, the research aims to provide a deeper understanding of the various aspects and dynamics of investment. The findings contribute to the ongoing discussion on investment determinants and economic growth, addressing existing knowledge gaps. Additionally, the study proposes measures to enhance investment policies and expand investment flows in Kazakhstan.

Economic literature identifies numerous factors affecting investment and economic growth. He & Yoo (2024) examine the determinants of investment

efficiency, arguing that financial development positively influences investment efficiency but only up to a certain threshold. Empirical findings by Farooq et al. (2023) suggest that financial development, alongside inflation, positively impacts corporate investment decisions by enabling «cheap financing and the effect of rising prices on production profitability» (Farooq, et al, 2023).

In turn, Zhang et al. (2024) emphasize the significance of institutional quality in attracting foreign direct investment (FDI). Sağdıç et al. (2021) highlight the role of government investment incentives in fostering regional and industrial growth.

For investment-driven economies, macroeconomic and political stability, as well as government effectiveness, are crucial factors, as noted by Geda & Yimer (2024). Additionally, natural resource abundance stimulates investment inflows, but primarily in the short term. Over the long run, this factor is more relevant for unstable and resource-dependent economies.

It should be emphasized that recently researchers have been paying particular attention to digital investments and investments in the development and implementation of artificial intelligence (AI), as the most promising technological direction. Companies use AI to improve the efficiency of business processes, increase labor productivity, improve the quality of products and services, and create new opportunities for innovation. As Chen et al (2024) argue, reducing digital disparities in industries and regions and increasing investment in AI, big data, and digital technologies can enhance the non-linear impact of companies' digitalization on capacity utilization.

In Kazakhstan, few studies have analyzed investment determinants. Existing research primarily explores the relationship between FDI, economic growth, inflation, and foreign exchange reserves (Isatayeva, et al, 2024). The impact of direct investment on Kazakhstan's energy sector has been examined by Tumatay & Zhantore (2024).

Imashev & Utebaliyeva (2024) investigated investment attractiveness across Kazakhstan's industries, identifying regional disparities in capital investment distribution and highlighting priority sectors for investment attraction. Meanwhile, Shin et al. (2024) assessed investment effects on manufacturing industry competitiveness. Belgibayev & Praliev (2024) found that a region's economic level correlates with investment volume. Petrovskaya (2024) examined Kazakhstan's modern investment policy, identifying key challenges and opportunities.

While extensive literature reveals some features of the development of investment provision in the economies of different countries, some gaps remain, particularly regarding the extent of the influence of individual factors on the volume of investment. One of the significant gaps is the limited attention to factors in the investment sphere of Kazakhstan, where differences in the structure of the economy and the dominance of the extractive sector significantly predetermine the movement of investment flows. In this regard, there is a need to apply qualitative analysis approaches, such as a sociological survey, which offers opportunities for analyzing difficult-to-measure aspects.

Based on this literature review, the study seeks to answer the following research question: what factors influence Kazakhstan's investment environment, and which are the most significant? The study hypothesizes that investment volumes are shaped by both macroeconomic conditions and domestic policies.

Materials and methods

To determine the most important factors influencing the effectiveness of investment and industry performance, a sociological survey was conducted among representatives of various sectors of the economy of Kazakhstan using a Google form. Respondents were selected by random sampling. Data collection was carried out in the fall of 2024.

The sample size was N=78 respondents – representatives of small and medium-sized businesses, the financial sector, the scientific sphere, public administration bodies, and development institutions. The research area is the Republic of Kazakhstan. Representatives of enterprises and organizations in agriculture (17.9%), manufacturing (3.8%), construction (3.8%), trade (16.7%), transport and communications (1.3%), the financial sector (11.5%), and other types of economic activity (Figure 21) participated in the survey. Among the respondents, heads of organizations (38.5% of the sample), heads of departments (11.5%), financial directors (6.4%), and other representatives were surveyed.

The questionnaire consisted of closed-ended questions. The statements were obtained by reviewing the available literature on the investment activity of organizations, the types and sources of financing for investment activities, and the factors that may affect the volume of investments. The variables were set on a five-point Likert scale, where 1 represents complete disagreement, and 5 represents complete agreement.

Factor analysis was used as a method of analyzing the results of the sociological survey, which made it possible to determine the degree of influence of factors and form groups of interconnected parameters. With the help of factor analysis, it is possible to identify hidden variables (factors) that explain the relationships between observed phenomena. The factor analysis was carried out in the interactive Google Colab environment, with which the Python code was executed, and the data analysis and visualization were performed.

Results and discussion

When determining the overall need of respondents for investment, the following survey results were obtained. More than half of the respondents believe that their organization needs investment. Of these, 15.4% of respondents (mainly representatives of the agriculture and manufacturing industries) stated that their organization requires a significant amount of investment. 21.8% of respondents answered that a small amount of investment is required. For 30.8% of respondents, investments are desirable but not critical. A third of the respondents answered that there is no need for investment in their organization.

To determine the level of investment need, points were calculated by multiplying

the numerical value of each level by the number of respondent answers. The calculation results are shown in Table 1.

Table 1 - Investment Need Level Based on Respondents' Answers

Level of investment need	Numeric value	Answers	Scores
No, investments are not required	1	16	16
Probably not, rather than yes	2	9	18
Investments are desirable, but not critical	3	24	72
A small amount of investment is required	4	17	68
A significant amount of investment is required	5	12	60
Total score			234
Numerical value of the investment demand level			3
Note – calculated by the authors			

Since the numerical value of the investment need level is 3, this means that respondents generally indicate the desirability of investment in their enterprises (organizations).

Regarding the question «In your opinion, are sufficient investments being made in your enterprise (organization)?» approximately half of the respondents (47.4%) stated that their organization does not utilize investments in its activities. 34.6% of respondents confirmed that the investment volumes being made are insufficient for their organization. Only 15.4% of respondents replied that the investment volume in their organization is at a sufficient level. Significantly more investment than necessary is received by 2.6% of respondents.

To determine the level of investment adequacy, scores were calculated by multiplying the numerical value of each level by the number of respondent answers. The results of the calculations are presented in Table 2.

Table 2 - Investment Sufficiency Level Based on Respondents' Answers

Level of investment sufficiency	Numeric value	Answers	Scores
Investments are not used	1	37	37
Investments are significantly less than necessary	2	16	32
Investments are slightly less than necessary	3	11	33
The volume of investments is sufficient	4	12	48
More investments than necessary	5	2	10
Total score			160
The numerical value of the investment adequacy level			2
Note – calculated by the authors			

Since the numerical value of the investment sufficiency level is 2, this means that, generally, respondents' enterprises either do not utilize investments in their activities, or the investment volume is significantly less than required.

Regarding the question «In your opinion, how do investments affect the increase in production (output) volumes in your organization (enterprise)?» the majority of

respondents (82%) noted that increased investments positively influence the growth of production volumes. Furthermore, 50% of respondents indicated that investments are a key factor in production (output) growth. 18% of respondents indicated either no correlation between investments and output, or a negative impact of investments on output.

To determine the correlation between investments and production volumes, scores were calculated by multiplying the numerical value of each level by the number of respondent answers. The results of the calculations are presented in Table 3.

Table 3 - Degree of Investment Impact on Production (Output) Volumes Based on Respondents' Answers

Degree of investment impact on production (output) volumes	Numeric value	Answers	Scores
Investments have a negative impact on production (output) volumes	1	6	6
Investments have no impact on the increase in production volumes	2	8	16
An increase in investment results in a marginal growth in production	3	14	42
Increased investment leads to a significant increase in production volumes	4	35	140
Increased investment is the primary driver of production volume growth	5	15	75
Total score			279
Numerical value of the degree of investment impact on production (output) volumes			3,6
Note – calculated by the authors			

Since the numerical value of the degree of investment impact on production (output) volumes is 3.6, this means that respondents generally indicate a positive influence of investments on the growth of production (output) volumes.

According to respondents, the most common types of investments are fixed capital investments (35.9%), government investments (33.3%), and other types of investments (35.9%). 10.3% of respondents utilize foreign direct investment. 19.2% of respondents invest in human capital development, while 5.1% of respondents invest in R&D.

For a more detailed analysis of the sociological survey results, factor analysis was applied, which allowed us to determine the degree of influence of factors and form groups of interconnected parameters. Data from the survey results was uploaded to the Google Colab environment, Python code was executed, and data analysis and visualization were performed. Table 4 presents the data output on the number of respondents and selected factors.

Table 4 - Results of the sociological survey

Respondent number	Need for investment	Impact of Public Policy on Investment	Impact of Taxes on Investments	Impact of Environmental Restrictions on Investments	Impact of Innovation on Investment	Impact of Interest Rates on Investments	Impact of Inflation on Investment	Impact of Exchange Rate Volatility on Investments	Impact of World Energy Prices on Investments
1	5	5	5	5	5	5	2	2	5
2	5	5	2	2	4	2	1	1	2
3	3	4	5	5	4	4	1	4	2
4	4	5	2	4	2	1	1	5	4
5	3	5	4	3	2	1	3	1	2
...	...	...	...	...	...	...	...	...	...
76	3	2	1	1	4	1	1	1	1
77	4	3	3	3	3	2	2	3	3
78	1	3	4	2	5	2	1	1	1
Note – compiled by the authors based on the results of a sociological survey									

The next step was to analyze the data in Table 4 and the respondents' total scores to identify and exclude anomalous respondents. These are respondents who could have answered most questions with minimum or maximum scores, or who did not provide answers to a large number of questions. Presumably, such respondents can significantly distort the analysis of the survey results.

The upper and lower boundaries of the boxplot correspond to the first (75th percentile) and third (25th percentile) quartiles, respectively. They demonstrate the interquartile range. The lines (whiskers) extending from the upper and lower boundaries of the boxplot show the range of values that are within 1.5 times the upper and lower quartiles. The round points on the graph are values that lie outside the lines (whiskers) and are considered outliers.

According to the calculations, the upper boundary is 36, and the lower boundary is 12. Therefore, the upper boundary represents respondents' total scores above 36 points, and the lower boundary represents respondents' total scores below 12 points. Respondents' answers falling outside these boundaries were excluded from the analysis. Their number was 4, and their proportion in the total number of respondents was only 5.13%.

The next step was to determine the Spearman's rank correlation between the questions. Spearman's rank correlation is a non-parametric method that assesses the monotonic relationship between two variables, i.e., how one variable changes as the other changes. In our case, the proportion of questions with a Spearman's correlation of 60% or more was only 5%. This means that most questions are independent or weakly correlated with each other. This fact makes it possible to perform a factor analysis.

To determine whether the obtained data were suitable for factor analysis, a check was performed using Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) test.

Bartlett's test includes the Chi-square value and the P-value. Chi-square measures how much the data deviate from the hypothesis that the correlations between the variables are equal to zero. The higher the Chi-square value, the more likely it is that the variables are correlated and that factor analysis can be performed. The P-value represents the probability that the observed data could be the result of random factors if the null hypothesis is true. In our case, the Chi-square value is 193.75, and the P-value is $1.6769706424867574e-23$. The Chi-square statistic value of 193.75, and the P-value is significantly less than 0.05, which indicates a statistically significant difference in variances between the indicators. The results of Bartlett's test show that the data are suitable for performing factor analysis, as the variables have sufficient correlations to identify factors.

In turn, the Kaiser-Meyer-Olkin (KMO) test helps to avoid using inadequate data in factor analysis [16]. In our case, the KMO value is 0.71, which indicates a moderate suitability for conducting factor analysis.

The next step is to determine the groups of questions whose results are similar to each other. Figure 1 shows the scree plot for determining the required number of factors.

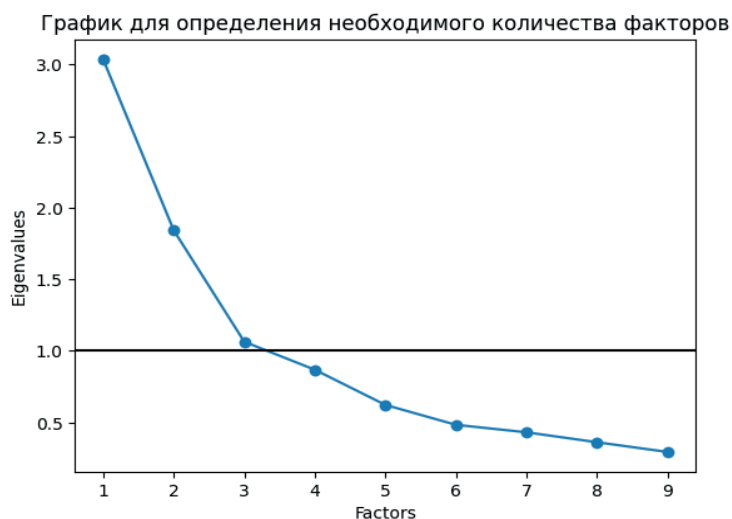


Figure 1 - Factor values for grouping questions
Note: compiled by the authors using Python

Eigenvalues indicate the measure of importance of each factor. If an eigenvalue is greater than 1, then the factor explains more variability than an individual variable and should be considered. The following values were obtained: 3.03623324, 1.84226333, 1.06334449, 0.86784609, 0.6220549, 0.48295681, 0.43061857, 0.36125856, 0.29342401. Consequently, there are 3 factors with a value greater than 1. The remaining factors explain a smaller portion of the variability.

The next step is to calculate the correlation matrix between the questions and the three identified factors. Questions related to the impact of inflation, exchange

rate volatility, and global energy prices have a high loading on the first factor. Questions related to the impact of taxes, interest rates, environmental restrictions, and innovation on investment have a high loading on the second factor. The question related to the need for investment has a high loading on the third factor.

The correlation matrix is presented in Figure 2.

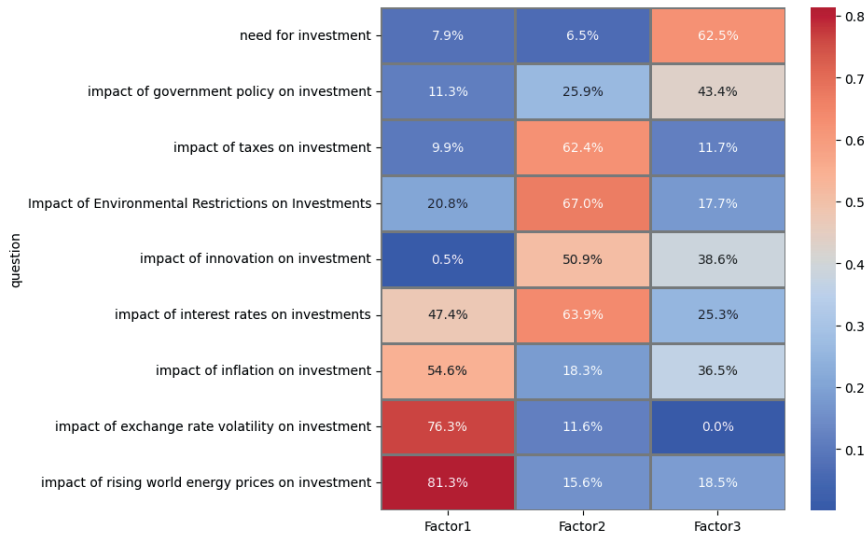


Figure 2 - Heat map of factor correlation values
Note: compiled by the authors using factor analysis

The heat map allows us to visualize the correlation between questions and the formed factors. The dark red color displays a strong positive correlation, while the blue color displays a weak correlation or its absence. On the graph, it is easy to see groups of questions that are related to each other and have a significant correlation with a factor. Thus, questions related to exchange rate volatility and energy prices have a bright red color, indicating their strong positive correlation with the first factor. This factor can be interpreted as a group of macroeconomic indicators.

The next step is to construct the final Table 5.

Table 5. Correlation coefficient values and average scores of questions and factors

Question	Average question score	Factor 1	Factor 2	Factor 3
the need for investment	3	0,079	0,065	0,625
the impact of government policy on investment	3,27	0,113	0,259	0,433
the impact of taxes on investments	2,85	0,099	0,624	0,117
the impact of environmental restrictions on investments	2,79	0,207	0,670	0,177
the impact of innovation on investment	3,38	0,005	0,509	0,386

the impact of interest rates on loans on investments	2,5	0,474	0,639	0,253
the impact of inflation on investment	2,06	0,546	0,183	0,365
the impact of national currency exchange rate volatility on investments	2,24	0,763	0,116	0,000
the impact of rising global energy prices on investment	2,28	0,813	0,156	0,185
Weighted average score by factors		2,21	2,85	3,00
Average score on all questions and factors	2,71	2,69		
Note – calculated by the authors				

The calculation of the average score for the questions showed that respondents mainly note the negative impact of the considered indicators, as the average score for most questions is below 3. Only for two questions is the average score above 3, indicating a slight positive impact of government policy and innovation on investment volumes in the economy of Kazakhstan. The average score of the question about the need for investment is 3, which indicates that 1/2 of the respondent enterprises need investment.

The highest correlation of factor 1 is observed with questions related to external factors (the impact of exchange rate volatility and global energy prices). At the same time, the impact of global energy prices has a correlation of 0.813, which means that this question has the greatest impact on the assessments of this group of questions. Consequently, when conducting investment policy, increased attention should be paid to this aspect. The lowest score in this group is for the question - the impact of inflation on investments, which means a significant negative impact of inflationary processes on investment dynamics. It is possible that this situation is related to a significant increase in prices for imported goods, accompanied by a weakening of the tenge exchange rate and other processes.

Factor 2 correlates with questions including the impact of taxes, interest rates in the credit market, environmental restrictions, and innovation on investments. This group of questions can be attributed to factors of a domestic nature. At the same time, the highest correlation coefficient (0.670) is for the question about the impact of environmental restrictions on investments. The lowest correlation coefficient is for the impact of innovation (0.509). However, the question about the impact of innovation has the highest average score among the considered group of questions and has an increasing effect on factor 2.

Factor 3 has a significant correlation with only one question – the need for investment. This question has a neutral average score.

The average score results for all questions and factors are almost identical, with a difference of 0.02. This confirms the significance of the factor analysis results.

Conclusion

As a result of the conducted research, key factors influencing the volume of investment in the sectors of the Kazakhstan economy were identified. In this regard, primary data were collected using a questionnaire, showing that more than half of

the respondents believe that their enterprises need investment. A study of the level of investment adequacy demonstrated that, in general, respondent enterprises either do not use investments in their activities or the volume of investments is significantly less than required. More than a third of respondents confirmed that the invested volumes of investment are insufficient for their organization. When studying the issue of the effect of investments on production volumes, the majority of respondents noted that an increase in investments positively affects the growth of production volumes. The preferred types of investments, as the survey results showed, are investments in fixed assets, government investments, and other investments.

To study the significance of the investigated questions, factor analysis was applied. Nine questions concerning the impact of government regulation, economic stability, and the level of innovation use on investment activity were analyzed. The calculation of Spearman's rank correlation confirmed that most questions are independent. The check using Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) test showed that the data are suitable for performing factor analysis. As a result of grouping the questions, 3 factors were identified: the first factor, characterizing macroeconomic trends, included questions related to the impact of inflation, exchange rate volatility, and global energy prices; the second factor included questions related to the impact of taxes, interest rates, environmental restrictions, and innovation on investments; the third factor included a question related to the level of investment need.

Based on the results of the analysis, it is necessary to emphasize that current global economic trends can influence investment flows in Kazakhstan. The impact of global energy prices proved to be the most significant, indicating the vulnerability of Kazakhstan's economy to external shocks and requiring additional analysis of possible strategies to reduce external risks and diversify the economy.

The influence of factors such as taxes, interest rates, environmental restrictions, and innovation highlights the importance of creating a stable and predictable domestic policy to support investment activity in the country. This indicates the need to improve government regulation of the economy, tax and monetary policies to stimulate domestic investment, improve the investment climate, and increase investment in scientific development.

Further research could focus on examining other variables that may affect investment but were not included in this analysis, such as access to financing, social factors, education level, and others. In addition, a promising direction for further research could be to compare the results of factor analysis of indicators from other countries.

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