

The methodological approach incorporates both quantitative and qualitative elements, enabling comprehensive analysis of investment policy effectiveness during crisis periods. Financial performance metrics, market positioning indicators, and strategic decision-making processes undergo thorough examination to identify critical success factors and potential areas for enhancement. Through systematic evaluation of historical data and strategic documentation, the research establishes a robust foundation for developing practical recommendations applicable across diverse business contexts.

The comprehensive nature of the research methodology ensures that findings maintain relevance across different market contexts and organizational structures. By combining theoretical analysis with practical case study examination, the research provides a robust framework for understanding investment policy transformation during crisis conditions. The resulting recommendations offer valuable guidance for organizations seeking to enhance their investment strategies while maintaining operational stability during periods of economic uncertainty.

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TRANSFORMATION OF THE FINANCIAL SUPPORT SYSTEM IN THE CONTEXT OF REFORMING THE ADMINISTRATIVE AND TERRITORIAL STRUCTURE OF UKRAINE: PROBLEMS AND PROSPECTS

The work is devoted to the urgent problem of adapting the financial support system to changes in the administrative-territorial organization of the state. The authors investigate the impact of the decentralization reform and the formation of united territorial communities on the mechanisms of financing regional and local development.

The work analyzes the theoretical foundations of financial support in the context of the administrative-territorial system. The authors consider the essence and functions of financial support, its role in stimulating the socio-economic development of territories. Particular attention is paid to the principles of fiscal decentralization and subsidiarity as the basis for the formation of an effective financial support system.

The current state of financial support of local government in Ukraine is investigated. The authors analyze the dynamics and structure of local budget revenues and expenditures, identify the main problems and imbalances in the financing of territorial communities. In particular, the insufficient level of financial autonomy of local government bodies, high dependence on inter-budgetary transfers, and uneven distribution of tax potential are noted.

Considerable attention is paid to the analysis of the impact of the decentralization reform on the financial support system. The authors consider changes in the distribution of powers and financial resources between levels of government, the features of budget formation of united territorial communities. The positive effects of the reform are noted, such as the growth of local budgets' own revenues, increasing the investment attractiveness of territories, and the activation of intermunicipal cooperation.

At the same time, the work reveals a number of problems and challenges that face the financial support system in the context of the transformation of the administrative-territorial system. Among them is the need to improve budget

equalization mechanisms, ensure the financial capacity of united territorial communities, and stimulate the endogenous development potential of territories.

The authors propose ways to improve the financial support system in the context of reforming the administrative-territorial system of Ukraine. In particular, the need to expand the revenue base of local budgets, optimize the system of interbudgetary transfers, and introduce innovative instruments for financing regional development projects is substantiated. The importance of strategic planning and the programtargeted budgeting method at the local level is emphasized.

The paper also examines the prospects for implementing participatory budgeting and other forms of public participation in the process of forming and using financial resources of territorial communities. The authors emphasize the need to ensure transparency and accountability in the management of local finances, strengthen financial control and audit.

In their conclusions, the authors note that effective transformation of the financial support system is a necessary condition for successful reform of the administrative-territorial structure of Ukraine. This requires a comprehensive approach that combines improving the regulatory framework, strengthening the institutional capacity of local self-government bodies, enhancing inter-sectoral cooperation and involving the public in the management of financial resources of territories.

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**РОЛЬ ПРОФЕСІЙНИХ КОМПЕТЕНЦІЙ У ЗАБЕЗПЕЧЕННІ
СТРАТЕГІЧНОЇ ПОЗИЦІЇ ОРГАНІЗАЦІЇ**