

НАПРЯМ 9. МЕНЕДЖМЕНТ У ГЛОБАЛІЗАЦІЙНОМУ СЕРЕДОВИЩІ: ПРОБЛЕМИ, ТЕНДЕНЦІЇ ТА ПЕРСПЕКТИВИ

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MANAGEMENT OF STATE ECONOMIC POLICY OF UKRAINE IN THE CONDITIONS OF GLOBALIZATION AND POST-WAR RECOVERY

In the twenty-first century, globalization shapes a new architecture of management and governance. It links national economies into a network of interdependence, accelerating technological exchange, capital mobility, and competition among states [2, p. 14]. For Ukraine, which is now in the process of post-war recovery and active European integration, the management of state economic policy has become a key challenge to national security and sustainable development. The state must balance openness to global markets with the protection of national interests, strengthen institutions, and create favorable conditions for innovation and investment [1, p. 37]. Therefore, improving the mechanisms of economic policy management under globalization is one of the most urgent tasks of public administration [3, p. 4]. Theoretical background The management of state economic policy is a coordinated system of decisions, institutions, and tools through which governments ensure stability, growth, and competitiveness. Under globalization, this system is influenced by external actors – international financial organizations, transnational corporations, and regional integration structures [4, p. 19].

The efficiency of public management depends on its ability to adapt to global dynamics while preserving internal resilience [5, p. 28].

Globalization has intensified the interconnection of financial markets, trade flows, and technological innovations, while also increasing exposure to crises, sanctions, and geopolitical shocks. The COVID-19 pandemic and the full-scale war in Ukraine have demonstrated the vulnerability of traditional governance models and the urgent need for flexibility and strategic foresight [3, p. 4]. Modern management approaches A key priority of Ukraine's economic policy is digital transformation. The introduction of e-Governance, data-driven decision-making, and online services has improved transparency and efficiency in public administration [5, p. 33]. The "Diia" platform has become a model of managerial innovation, reducing bureaucracy and increasing citizen engagement. Digitalization enables faster monitoring of economic indicators and better coordination between ministries and regions [6, p. 22]. Another important reform is financial decentralization, which has expanded fiscal autonomy for local communities and strengthened their managerial capacity. This allowed municipalities to attract investments and implement local development strategies [1, p. 44]. Thus, regional economic management has become a vital element of the overall national policy, contributing to balanced growth and social cohesion [7, p. 15]. In the global context, Ukraine's policy management also relies on cooperation with international partners – the EU, OECD, World Bank, and IMF – which provide financial support and expertise for structural reforms [3, p. 4; 5, p. 30].

Adapting Ukrainian legislation to European standards requires understanding the principles of New Public Management and Good Governance, emphasizing accountability, efficiency, and transparency [6, p. 18]. Innovation and sustainable development An important direction of modern policy management is innovation and technological modernization. Investment in R&D, industrial parks, and start-ups is crucial for competitiveness and recovery. The state should facilitate innovation ecosystems, fostering cooperation between business, academia, and government – the so-called triple helix model [3, p. 4]. Equally significant is the integration of sustainability and green transformation into post-war recovery. ESG (environmental, social, governance) principles should guide reconstruction, combining economic growth with environmental responsibility [7, p. 42].

Globalization also offers Ukraine access to green technologies and climate finance instruments, helping accelerate recovery while reducing ecological risks [5, p. 36]. However, globalization also poses risks – debt dependence, capital outflow, and the erosion of economic sovereignty.

Thus, economic policy must strengthen resilience through stable financial systems, diversification of markets, and protection of critical infrastructure [4, p. 22]. Only a secure and adaptive economy can effectively

respond to external shocks and sustain development [1, p. 50]. Human capital and institutional capacity The effectiveness of economic management depends not only on institutions but also on people. Professional competence, leadership, and motivation of public servants are critical for the success of reforms [2, p. 31]. Training programs, digital skills, and human-centered management approaches are key to ensuring effective governance and citizen trust [6, p. 25].

Conclusions The transformation of Ukraine's state economic policy management is a decisive factor for its sustainable future. Public governance must move from reactive responses to proactive strategies built on digitalization, partnership, and innovation [3, p. 4]. Effective collaboration between the government, private sector, and international partners will enable large-scale recovery, attract investment, and enhance economic sovereignty [5, p. 40]. To ensure this transformation, Ukraine should: – institutionalize strategic planning mechanisms at all levels; – deepen international cooperation and alignment with EU standards; – foster innovation-oriented management and green transition; – invest in human capital and public-sector leadership; – and conduct regular assessments of policy effectiveness [7, p. 45]. In the post-war period, Ukraine has a historic opportunity to rebuild its economy on the principles of transparency, innovation, and sustainability. By integrating global experience with national priorities, the country can emerge as a resilient and competitive member of the international community [3, p. 4].

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