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ATTRACTING INVESTMENT FOR UKRAINE'S FUTURE DEVELOPMENT

Strategic management is critical in the context of investment attraction to post-war reconstruction in Ukraine. Return to economic stability and growth after the war needs a structured approach that will be reassuring for the investors and facilitate effective resource allocation. Investors want to know where the opportunities lie, in which sector opportunities exist, and how their investment can assist in creating economic recovery as well as long-term sustainable growth. A well-defined strategy assists in defining recovery targets, identifying the most paramount investment requirements, and laying out the horizon of returns for stakeholders. Technology to energy, manufacturing, agriculture, and infrastructure, and investment in high-end sectors renders the economy stronger.

Apart from vision creation, institutional and legal pillars must be anchored to attract investment. Investors require predictability in which contracts are being met, in which government is stable, and where financial commitments are being held. Legal clarity and the institutional development that reinforces the rule of law help in generating investor confidence. Simplification of corruption and assuring policy-conducive policy can render Ukraine more desirable for international as well as domestic investors. An effective institutional framework ensures effective expenditure of reconstruction funds, resulting in economic recovery that is sustainable.

Risk management is also an essential part of strategic management of post-war investment in Ukraine. Rehabilitation from war involves inherent risks like uncertainty, damaged infrastructure, and security risks. Strategic management introduces policies

that minimize financial risks, like offering tax relief, loan guarantees, and investment capital specifically for post-war reconstruction. By minimizing the riskiness of investment, Ukraine is able to lure private sector investment and eliminate fear of volatility. Furthermore, possessing insurance mechanisms that protect investors from sudden interruptions is able to boost the attractiveness of investment opportunities.

Public-private partnerships (PPPs) also hasten Ukraine's recovery by uniting private sector knowledge and capital with state action. Mass-scale reconstruction efforts such as repairing infrastructures are highly costly and entail a lot of investment that will be hard for the government to fund alone. Private firms can help in renovating transport infrastructure, repairing energy lines, and rebuilding houses with long-term returns through collaborative planning. Sector-oriented investment promotion aims to enhance Ukraine's capacity to attract different sources of capital.

Certain sectors, such as agriculture, technology, renewable energy, and manufacturing, are the most prospective in relation to foreign capital attraction. Agriculture has been a reliable pillar of Ukraine's economy in the past, and innovation in farms is capable of enhancing its performance and export growth. The energy industry, and renewable energy industry in particular, is at the core of the goal of rejuvenating and decoupling reliance on foreign resources. The technology sector, with the help of the quality of Ukrainian talent, offers potential to transform Ukraine into an innovation hub. The manufacturing industry also offers potential to revive production capacity and build global value chains. Positioning Ukraine within the international economy is also strategic management's top priority. Establishing good trade policy and aligning legislation with world trends, particularly with the European Union, makes Ukraine a more stable economic partner. Building partnership with overseas markets supports investment and enables business to attract international capital. In expressing interest in economic modernization and trade liberalization, Ukraine can position itself as being capable of accepting long-term investment.

Restoring confidence is the most abstract but most important investment pull factor. Confidence that Ukraine will recover is what it requires for investors to invest.

Other than fiscal policy, social stability, anti-corruption drives, and security policies influence investor sentiment. Strategic management establishes measures such that not only are fiscal incentives utilized to recover, but also a system where businesses and investors feel safe. Effective communication policies are also necessary in this context, as investors must see genuine development to believe. Last but not least, strategic management is the foundation upon which Ukraine will be reconstructed from war. By opening up channels of investment, building institutional mechanisms, avoiding the risk, encouraging public-private partnership, and selling sectoral opportunities, Ukraine will be able to attract sustainable investments.

Strengthening global integration and rebuilding trust will also persuade investors to invest in the country's reconstruction. Adopting a whole-cycle strategy of strategic management, Ukraine will be able to create a sustainable economy that not only recovers from war-time challenges but flourishes in the decades ahead.

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