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## ECONOMIC POTENTIAL OF RECONSTRUCTION OF UKRAINIAN ENTERPRISES

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*The post-war reconstruction of Ukraine's economy and its enterprises is a key factor in national stability and long-term development. The economic potential of reconstruction is determined by the set of production, financial, human and institutional resources that can be mobilized to restore the activities of enterprises in different industries and regions. The priority of such measures depends on the scale of destruction, the sectoral structure of the regional economy, the level of security, access to financial resources and infrastructure, as well as social conditions. The regional specificity of reconstruction is critical for the effective use of existing potential. The western regions demonstrate relatively preserved production assets and a high level of adaptability of the business environment, which contributes to the rapid restoration of small and medium-sized enterprises and the development of innovative sectors. The central regions, concentrating heavy industry and machine-building enterprises, require significant capital investments and modernization of production capacities, but have the potential for integration into national and international production chains. The southern and eastern regions, which have suffered the greatest destruction of infrastructure and production, require comprehensive state and international support, a combination of state subsidies, loans, grants and incentives to attract private investment. The northern regions and the city of Kyiv play the role of stabilizing centers, providing logistical, financial and personnel support for other regions. To assess the economic potential of enterprises, complex methods are used that integrate financial, production, human and institutional resources. The main approaches include multifactor potential indices, SWOT and PESTEL analyses, econometric modeling and comparative analysis. These methods allow determining investment priorities, forecasting production volumes and assessing the efficiency of resource use. The regional and sectoral specifics of reconstruction determine the priority of investments and state support. In the western regions, the priority is the agro-industrial complex, food industry and IT sector, in the central regions - heavy industry and mechanical engineering, in the southern and eastern regions - port logistics, shipbuilding and metallurgy, in the northern regions - agro-industrial complex and light industry. Kyiv serves as a strategic center of financial, logistics and innovation resources. Such a regional and sectoral distribution of priorities ensures optimization of the restoration of production capacities and the maximum multiplier effect for the national economy. Investment and institutional policy should be adaptive and differentiated, taking into account security, social and economic aspects. This involves the provision of state subsidies, grants, soft loans, incentives for private investment and international assistance in accordance with regional and sectoral priorities. Social measures should ensure the preservation of jobs and the stabilization of incomes, and security measures should ensure the control of critical facilities and the protection of investments. Thus, the economic potential of the reconstruction of Ukrainian enterprises forms the basis of strategic planning for the country's post-war development. A comprehensive assessment of resources and priorities, integration of public, private and international investments allow to increase the effectiveness of the recovery and ensure long-term sustainability of the economy.*

*Keywords:* regional specifics, industry specifics, assessment methods, investments, post-war economy, strategic priorities.

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## STATEMENT OF THE PROBLEM IN GENERAL AND ITS RELATIONSHIP WITH IMPORTANT SCIENTIFIC OR PRACTICAL TASKS

The ongoing full-scale war in Ukraine has caused widespread destruction of economic infrastructure, industrial enterprises, and the social sphere. The armed conflict has left the country's regions in varying states of recovery: from relatively preserved production assets in the west to the almost complete destruction of industrial centers in the east and south. In these conditions, the reconstruction of enterprises becomes critical for stabilizing the economy, ensuring employment of the population, and integrating regional economies into the national and international space.

The problem of economic reconstruction is multidimensional and includes the following aspects:

1. Regional differentiation of destruction. The southern and eastern regions have suffered the greatest destruction of production and logistics capacities, which complicates the attraction of investments and the return of the workforce. The central and northern regions have partially preserved enterprises, but they need modernization and technological renewal. The western regions are capable of rapid recovery and are resistant to new economic shocks. The city of Kyiv, as a capital and financial center, performs the function of a stabilizer and coordinator of recovery processes.

2. Sectoral specificity. Rebuilding enterprises in heavy industry, metallurgy, mechanical engineering and mining industries requires significant capital investments and a long time, while the agro-

industrial complex, food industry and light industry can recover faster, ensuring employment and the domestic market. The IT sector and innovative industries are becoming drivers of economic growth in conditions of mobility and high added value.

3. Financial and investment deficit. Most enterprises, especially in frontline regions, have lost their own capital and production resources. Recovery requires comprehensive state, international and private support, including loans, grants, subsidies and tax incentives. Investment priorities should be determined based on an assessment of the economic potential of enterprises and regions.

4. Social and demographic factors. Mass migration of the labor force, destruction of housing and social infrastructure, low security levels reduce the effectiveness of reconstruction. Support for the population in the form of social programs, training of personnel, and maintaining employment is an essential component of the recovery strategy.

5. Security and institutional risks. Rebuilding businesses in frontline or temporarily occupied regions requires measures to protect production assets, coordinate with local administrations, and ensure legal conditions for investors.

Thus, the main problem is the need for a comprehensive approach to assessing and mobilizing the economic potential for the recovery of Ukrainian enterprises, which takes into account regional and industry specifics, financial resources, social aspects and security risks. Underestimating these factors can lead to inefficient use of resources and slowing down the country's economic recovery.

The purpose of the study is to create a basis for further analysis of methods for assessing economic potential and determining strategic priorities in the post-war reconstruction of enterprises. This allows for the formation of targeted investment programs, regional and sectoral development strategies that will contribute to the sustainable economic reconstruction of Ukraine.

## ANALYSIS OF RESEARCH AND PUBLICATIONS

The study of the economic potential of enterprises in post-war and crisis conditions is the subject of numerous studies both in Ukraine and at the international level. Domestic scientists draw attention to the multifactorial nature of economic potential, which includes financial, production, human and institutional resources capable of ensuring the restoration and development of enterprises [1-3]. V.O. Postolovsky [1] and T.V. Kulich [2] emphasize that the use of integrated prioritization strategies by regions and industries allows for the most efficient use of limited resources. The works of modern Ukrainian economists emphasize that effective reconstruction requires a differentiated approach taking into account regional specifics and industry characteristics, since the degree of destruction, the availability of infrastructure and the mobility of labor resources differ significantly from region to region [4-6]. In particular, UNDP points to the high potential of economic clusters for regional development [4], and the World Bank and EBRD emphasize the need to combine state support and private investment [7, 8]. Research by A.V. Shevchenko, S.A. [5] Pavlovsky, O.Yu., Mogilevskaya and V.I. Nastopirov [9] shows that public-private partnership can serve as an effective tool for the restoration of the machine-building and metallurgical industries.

International studies of post-war recovery, in particular the experience of countries that have experienced significant economic crises or conflicts (Germany after World War II, Iraq, Syria, the Baltic countries), demonstrate the importance of integrated methods of assessing the potential of enterprises, which combine quantitative and qualitative indicators. International reports of the IMF, OECD and EU emphasize the critical role of innovation and IT in shaping a modern economy focused on global markets [10-12].

Among the main approaches are:

1. Integral multifactor indices – allow combining financial, production, human and institutional resources into one comprehensive indicator, which facilitates comparison of the potential of enterprises and industries between regions [9].

2. SWOT analysis and strategic planning – determine the strengths and weaknesses of enterprises, opportunities and threats of the external environment, which is the basis for the development of priority investment programs [13].

3. PESTEL analysis – includes political, economic, social, technological, environmental and legal factors that influence the recovery of enterprises, especially in regions with high security risks [14].

4. Econometric modeling and forecasting – used to determine the pace of production recovery, resource needs, and optimal capital allocation [15].

In the Ukrainian context, studies note that regional differentiation is a key factor. Western regions are characterized by relative preservation of assets and a high capacity for rapid reconstruction, while

eastern and southern regions require comprehensive state and international intervention. The central regions and Kyiv act as coordination and stabilizing centers, providing logistics, financing and training for other regions.

Sectoral specificity also plays an important role. The agro-industrial complex and the food industry have a high potential for rapid recovery, as they require less capital investment and provide employment for the local population. Heavy industry, machine building and metallurgy are characterized by high requirements for financing, technology and recovery time, but their strategic importance for the country's economy is critical. IT and innovative industries generate high added value and can become the locomotive of post-war economic growth.

Modern publications emphasize that a comprehensive assessment of the economic potential of enterprises should combine quantitative and qualitative methods, include an analysis of resources, regional characteristics, social and security aspects. The need to integrate public, private and international investments for maximum recovery effect is also noted. Among domestic studies, works that analyze regional enterprise support programs, assess the effectiveness of the use of public resources, determine priorities for investment in key industries and formulate recommendations for a differentiated approach to recovery are highlighted. International publications focus on comprehensive approaches that allow taking into account economic, social and security factors simultaneously.

Thus, the current state of research confirms that effective reconstruction of enterprises is possible only if a regional and sectoral approach is combined with comprehensive methods of assessing economic potential, which ensures the rational use of resources, prioritization of investments, and stabilization of the socio-economic situation in the country.

Despite numerous studies of post-war recovery and assessment of the economic potential of enterprises, significant gaps remain in modern Ukrainian science and practice that require additional study and integrated approaches.

First, the methods for comprehensive assessment of economic potential at regional and sectoral levels are not sufficiently developed [1; 2; 6]. Existing approaches are usually limited to financial and economic indicators or analysis of individual resources (capital, labor, technology), without taking into account comprehensive social, security and institutional aspects. The lack of a unified methodology does not allow for a correct comparison of the potential of different regions and sectors, forecasting recovery needs and investment priorities.

Secondly, the regional specifics of enterprise reconstruction are not sufficiently studied. Most analytical works focus on national or sectoral indicators, without highlighting the specifics of different regions and cities. For example, the southern and eastern regions have a significantly higher level of destruction of infrastructure and production assets, which imposes specific requirements on investment policy and state support. The central regions need modernization of industry, and the western regions are characterized by high adaptability of small and medium-sized enterprises. The city of Kyiv plays the role of a coordination and financial center, but its specifics are not sufficiently integrated into national reconstruction strategies.

Third, sectoral priorities for reconstruction are formed in a fragmented manner, without a systematic analysis of the multiplier effect and social consequences. For example, the restoration of metallurgy and mechanical engineering requires large capital investments and a long time, but is of strategic importance for the national economy. At the same time, the agro-industrial complex and the food industry can recover faster, providing employment and the domestic market. The lack of integration of these priorities into a single system complicates the effective planning of state and international investments.

Fourth, complex social and security factors are not taken into account. [3; 5; 9] The restoration of enterprises in frontline zones or occupied territories requires additional resources to ensure security, logistics and legal protection of investors. Social aspects, such as job preservation, income stabilization, and training of personnel, remain insufficiently integrated into the economic recovery model.

Fifth, the use of modern numerical and econometric methods to forecast the potential for reconstruction is limited [9; 16; 17]. Most research relies on traditional statistical and financial indicators, without using the capabilities of big data analysis, geospatial models, or multivariate modeling, which would allow for more accurate assessment of investment priorities and effectiveness.

Given these unresolved aspects, it becomes obvious that a comprehensive methodology for assessing the economic potential of enterprises is needed, which combines financial and economic, production, institutional, social and security parameters, as well as integrates regional and industry specificities. Such a methodology will allow:

- determine the real potential of enterprises and regions;
- prioritize investments by industries and territories;
- predict the timing of the restoration of production capacities;
- integrate social and security aspects into reconstruction strategies;
- ensure the rational use of public, private and international resources.

Thus, the identification of previously unresolved parts of the problem forms a theoretical and methodological basis for formulating the goals of the article and defining tasks for assessing the economic potential of the reconstruction of Ukrainian enterprises.

### FORMULATION OF ARTICLE OBJECTIVES

The purpose of this article is to analyze the economic potential of the reconstruction of Ukrainian enterprises, taking into account regional and industry specifics, and to develop methodological approaches to assessing this potential. Achieving this goal involves a comprehensive study of the resource, social, and investment environment of reconstruction, which allows determining strategic priorities for the effective restoration of enterprises and the regional economy.

### PRESENTATION OF THE MAIN MATERIAL

The economic potential of an enterprise is defined as a set of resources, capabilities and the ability of an enterprise to restore and develop production activities, ensure financial stability and integrate into domestic and international economic chains. In the post-war period, when a significant part of production and social resources has been destroyed, the assessment of economic potential becomes critical for the formation of a recovery strategy and investment planning.

#### **The main components of economic potential include [18-20]:**

1. Production resources – physical assets, technologies, production capacities, stocks of raw materials and supplies. The condition of production assets is key for post-war recovery: damage to equipment, access to energy resources and infrastructure, and availability of logistical connections.
2. Financial resources – the enterprise's own capital, credit resources, government subsidies, investments and international assistance. The financial component determines the possibilities of modernization, restoration of production chains and attraction of new technologies.
3. Human resources – availability of skilled labor, managerial personnel, professional mobility, and readiness to restore enterprises. In war conditions, demographic and social factors become critical, as labor resources are partially displaced or have lost their ability to work.
4. Institutional resources – the effectiveness of management structures, the legal environment, regulatory mechanisms, the ability to attract international and state support programs. Institutional capacity determines the speed and effectiveness of enterprise reconstruction.
5. Innovative resources - the level of technological development, digitalization of processes, the presence of research and innovation departments. Modern enterprises with high innovation potential are able to resume production faster and integrate into international markets.

In the scientific and practical literature, several main approaches to assessing the economic potential of enterprises are distinguished [21-24]:

1. Integral multifactor assessment. This method allows you to combine different components of potential (production, financial, human, institutional) into a complex index that reflects the overall capabilities of the enterprise for recovery and development. The indices are calculated by normalizing indicators and determining weighting factors for each resource.
2. SWOT analysis. Used to identify the strengths and weaknesses of the enterprise, as well as the opportunities and threats of the external environment. In post-war conditions, SWOT analysis allows you to identify strategic priorities for reconstruction and assess risks associated with security, access to resources, and socio-demographic changes.
3. PESTEL analysis. Assesses the impact of political, economic, social, technological, environmental and legal factors on an enterprise. The technique is especially important for regional potential assessment, as environmental factors can vary greatly between regions.
4. Econometric modeling and forecasting. Allows you to build scenarios for the recovery of enterprises, determine resource needs, and predict the pace of production recovery. In post-war conditions, econometric models integrate indicators of destruction, financial resources, social situation, and investment attractiveness.

5. Benchmarking. Comparative analysis with enterprises in other regions or countries allows to determine optimal recovery practices and investment strategies. Especially effective in the context of international support and integration of Ukrainian enterprises into global production chains.

The choice of a specific method for assessing economic potential depends on the objectives of the study, data availability, and the specifics of the industry and region. In complex studies, it is recommended to combine several methods, for example, an integral index with SWOT and PESTEL analysis, which allows assessing both the internal resources of the enterprise and external risks and opportunities. Such a systematic approach to assessing the economic potential of enterprises creates a scientific basis for regional and sectoral differentiation of reconstruction, determining priority industries, and planning investment programs. It allows not only to quantitatively assess the resources of enterprises, but also to integrate social and security aspects into the processes of post-war recovery.

The effectiveness of post-war enterprise recovery largely depends on regional specifics, as the level of destruction, availability of resources, industry structure, and socio-demographic factors differ significantly between regions of Ukraine. For the purposes of the study, we classify the regions into five groups: Western, Central, Southern, Eastern, Northern, and the city of Kyiv as a separate strategic center. A qualitative assessment of the economic potential of the regions is presented in Table 1.

The Western regions are characterized by high potential of the agricultural and food industry [1; 2; 16], the Central regions - mechanical engineering and logistics [9; 16], the Southern - metallurgy and port infrastructure [4; 7; 8]. The Eastern regions need a comprehensive restoration of heavy industry [5; 7; 9], and the Northern regions - agricultural and light industry [6; 16]. Kyiv stands out for its concentration of IT and financial assets [10-12].

**Main characteristics of the economic potential of enterprises by region**

Region	Regions	State of enterprises	Priority sectors	Reconstruction potential	Priority investments
Western	Volyn, Transcarpathian, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Chernivtsi	Relatively preserved production capacity, minimal infrastructure destruction	Agricultural, food and light industry, IT sector	High, due to mobile workforce, preserved assets, and relative security	Modernization of the agricultural complex, development of the food industry, support for IT and innovative startups
Central	Vinnytsia, Kirovohrad, Kyiv, Poltava, Khmelnytskyi, Cherkasy	Partially preserved heavy industry, machine-building enterprises	Mechanical engineering, heavy industry, agro-industrial complex	Medium-high requires capital investment and technological modernization	Modernization of production facilities, equipment renewal, involvement of innovative technologies, development of logistics
Oriental	Donetsk, Luhansk, Kharkiv	Critical destruction, loss of production assets and logistics	Heavy industry, metallurgy, mechanical engineering, coal mining enterprises	Low without large-scale investments and comprehensive state policy	Comprehensive investments, full restoration of production assets, modernization of infrastructure, attraction of private and international capital
Southern	Dnipropetrovsk, Zaporizhia, Mykolaiv, Odesa, Kherson	Significant destruction of metallurgical, shipbuilding and port enterprises	Metallurgy, shipbuilding, port logistics, agro-industrial complex	Low-medium without comprehensive state and international support	Restoration of port infrastructure, metallurgy, shipbuilding enterprises, development of the agricultural and food industry
Northern	Zhytomyr, Rivne, Sumy, Chernihiv	Partially preserved agro-industrial and light industry enterprises, moderate damage to logistics	Agriculture, light industry, woodworking	Medium, subject to state support and investment attraction	Modernization of the agro-industrial complex, food and light industry
Kyiv	City Kyiv	Strategic Center for Finance, Logistics, Innovation and IT	Finance, IT and innovative technologies, light industry	High, acts as a coordinating and stabilizing center for the entire country	Development of innovative business, logistics and financial services, support for startups and technology transfer

Table 2 contains a more detailed assessment using the example of 1 oblast from each region of Ukraine.

Table 2  
**A detailed example of assessing the economic potential of enterprises**

Region	Region	State of enterprises	Priority sectors	Reconstruction potential	Priority investments
Western	Lvivska	Production capacity largely intact; minimal destruction; access to infrastructure and energy resources	Agricultural and industrial complex (production of grain and dairy products), food industry, light industry, IT sector	High	Modernization of the agricultural sector, development of food and light industry, support for IT and startups
Central	Khmelnytskyi	Partially preserved production capacity; moderate level of damage to enterprises; access to labor resources	Mechanical engineering, food industry, agro-industrial complex, light industry	Medium-high	Modernization of equipment, development of logistics, attraction of investments for innovations
Oriental	Donetsk	Critical destruction of production assets, logistics and energy networks	Heavy industry, metallurgy, mechanical engineering, coal mining	Low	Comprehensive investments in the restoration of production assets and infrastructure
Southern	Odesa	Significant destruction of port and metallurgical infrastructure; partial preservation of agro-industrial enterprises	Metallurgy, port logistics, shipbuilding, agro-industrial complex	Low-medium	Restoration of ports and metallurgy, modernization of shipbuilding enterprises, development of the agricultural complex
Northern	Chernihiv	Partially preserved agro-industrial and light industry enterprises; moderate damage to logistics	Agriculture, light industry, woodworking	Average	Modernization of the agricultural and light industry, development of logistics and energy infrastructure
Kyiv	City Kyiv	Strategic center of finance, logistics, IT; enterprises are relatively well-preserved	Financial sector, IT and innovation, light industry	High	Development of innovative business, financial services, support for startups and technology transfer

, the sectoral specificity of economic potential is of key importance, since different sectors of the economy have suffered differently and have different strategic values for the regions and the state as a whole. The determination of priorities for the reconstruction of sectors is based on a combination of economic, social and security criteria. High priority for recovery is given to the agro-industrial complex in the Western and Northern regions, metallurgy and heavy industry in the Eastern and Southern regions, as well as the IT and financial sector in Kyiv [3; 4; 9-11]. Table 3 contains a detailed assessment of individual sectors of the Ukrainian economy.

Table 3  
**Main sectors of the economy and their priority**

Sector of the economy	Prioritization in regions	Justification	Evaluation methods
Agro-industrial complex (AIC)	High priority in all regions, especially in Western, Northern and Central regions	Ensuring food security, multiplier effect on the processing industry and logistics	Analysis of production losses, forecast of needs for equipment restoration and investments in raw materials, modeling of production volume restoration
Metallurgy and heavy industry	Priority in the Southern and Eastern regions (Odesa, Dnipropetrovsk, Donetsk, Luhansk regions)	Strategic importance for the restoration of industrial and energy infrastructure	Analysis of the level of destruction of enterprises, assessment of production capacities, forecast of capital investments
Mechanical engineering and equipment	Central regions and Kyiv region	Supporting industrial infrastructure, modernizing other industries, ensuring employment	Integral index of enterprise potential, SWOT analysis of production assets, assessment of needs for technological modernization
Food industry and light industry	Priority in the Western and Central regions, partly in the Northern regions	Restoration of the internal market, provision of jobs, rapid economic impact	Analysis of production volumes, consumer demand forecast, capital investment assessment
IT and innovative technologies	Priority for Kyiv and Western regions with a high level of digitalization	Formation of a high-tech sector, support for the export of services, rapid integration into global markets	Investment potential analysis, human resources assessment, SWOT and PESTEL analysis
Port and logistics infrastructure	Priority in the Southern regions (Odesa, Mykolaiv, Kherson) and partially in the Central regions	Resumption of export/import, ensuring logistics for agro-industrial complex and industry	Infrastructure damage analysis, econometric modeling of cargo flow restoration, assessment of capital investment needs

To determine the sequence of sector recovery We use a combined approach that includes three main stages:

1. Quantitative assessment of losses and recovery potential. Production assets, destruction, lost production volumes and financing needs are determined. Methods of integral economic potential index and econometric modeling are used.

2. Social and security analysis. The impact of the sector's recovery on employment, social stability, energy security and regional stabilization is assessed. A SWOT analysis is used to identify risks and opportunities.

3. Prioritization and integration of regional characteristics. Each industry receives a priority score by region, based on economic significance, recovery potential, and multiplier effect. For example, in the Western regions, agro-industrial complex and food industry have a high rating, in the Eastern regions - metallurgy and heavy industry, in Kyiv - IT and financial services.

The use of an integrated matrix of regional and sectoral prioritization allows us to rank the priorities of recovery, which is confirmed by the data of previous studies [1; 2; 8; 9; 16]. Based on tables 1 and 3, we will construct potential recovery scenarios.

- high priority : agro-industrial complex in the Western and Northern regions; metallurgy and heavy industry in the Eastern and Southern regions; IT and financial sector in Kyiv;

- medium priority : food industry, light industry in the Central and Northern regions; shipbuilding in the Southern regions;

- low priority : industries with lower economic impact or significant risks (for example, some complex production in the Southern and Eastern regions without guaranteed financing).

This approach allows for differentiated planning of enterprise recovery, directing resources for maximum economic effect, and integrating security and social factors into the post-war reconstruction process (Table 4).

Table 4  
**Matrix of regional and sectoral prioritization of enterprise reconstruction**

Industry / Region	Western (Lviv)	Central (Khmelnytskyi)	East (Donetsk)	Southern (Odesa)	Northern (Chernihiv)	Kyiv
Agro-industrial complex (AIC)	High	High	Average	Average	High	Average
Metallurgy and heavy industry	Average	Average	High	High	Low	Average
Mechanical engineering and equipment	Average	High	Average	Average	Average	High
Food industry and light industry	High	Average	Low	Average	Average	Average
IT and innovative technologies	High	Average	Low	Average	Average	High
Port and logistics infrastructure	Average	Average	Average	High	Average	High

Accordingly, in the matrix, priority means:

- high priority - industries and areas that are critical for the economic recovery of the region, providing a multiplier effect on employment, economy, and security;

- medium priority - industries whose recovery is important, but less critical for the strategic stabilization of the region;

- low priority - industries with limited impact on the regional economy or those that have high risks during recovery without guaranteed investments.

Using a rating scale from 0-100, it is also possible to construct a matrix of reconstruction priorities based on the assessment of the economic potential of enterprises by region (Table 5).

So, we get the main strategic guidelines :

- in the Western regions, high priority is given to the agricultural, food and IT industries, which ensures rapid economic recovery;

- in the Central regions, for example Khmelnytskyi, priority is given to mechanical engineering and agro-industrial complex;

- in the Southern regions - metallurgy and port infrastructure as key areas;

- in the Eastern regions - heavy industry and metallurgy due to critical destruction;

– The city of Kyiv is a center of innovation and IT, but mechanical engineering and logistics are also important.

Table 5

**Priorities for enterprise reconstruction by region (index 0-100)**

Industry / Region	West	Central	East	Southern	Northern	Kyiv
Agro-industrial complex (AIC)	90	70	50	60	85	60
Metallurgy and heavy industry	50	60	90	80	35	55
Mechanical engineering and equipment	45	70	45	40	45	80
Food industry and light industry	80	60	35	50	65	60
IT and innovative technologies	75	55	30	45	55	95
Port and logistics infrastructure	60	55	60	90	60	85

In the conditions of post-war reconstruction of Ukraine, the economic potential of enterprises should be restored not only through the physical reconstruction of production assets, but also through the formation of an effective investment and institutional policy that takes into account regional and industry specifics. Such a policy should be adaptive and differentiated, aimed at ensuring maximum economic effect, social stability and security of regions. The implementation of adaptive policy requires a combination of state grants and loans, private investments and international assistance [3; 4; 5; 7-9]. The approach is based on the principles of differentiation by regions and industries, an integrated approach and socio-economic orientation [5; 9; 10; 12]. Post-war reconstruction requires a comprehensive combination of three main sources of financing:

1. Public investments – aimed at restoring critical infrastructure, compensating for direct losses to enterprises, and modernizing production equipment. Public funding should be prioritized for regions with high levels of destruction and strategically important industries.

2. International support – loans, grants and technical assistance from partners in the European Union, the World Bank and the International Monetary Fund. International financing helps attract advanced technologies, innovations and expert potential to modernize production.

3. Private investment is encouraged through tax breaks, government guarantees, and partnership programs that stimulate the recovery of enterprises in priority industries and regions.

The effectiveness of investments is determined by the ability of the policy to take into account regional characteristics and sectoral priorities. For example, in the Western regions, the priority is given to the agro-industrial complex, the food industry and the IT sector, which provides a rapid economic effect and a multiplier effect on employment. In the Central regions, in particular Khmelnytskyi, the emphasis is on mechanical engineering and logistics, which supports industrial infrastructure and ensures technological renewal of production. In the Southern regions, metallurgy, shipbuilding and port logistics are priorities due to their strategic importance for exports and the restoration of economic activity. The Eastern regions need a comprehensive restoration of heavy industry and metallurgy, as they have suffered the most. Kyiv concentrates investments on the development of IT, the financial sector and innovative technologies, which contributes to the formation of a high-tech core of the country's economy.

The implementation of a differentiated investment policy involves a combination of several tools:

- government grants and loans for equipment modernization and restoration of critical industries;
- preferential taxation and state guarantees to stimulate private investment in strategic sectors;
- international technical and financial support, providing access to innovative technologies and advanced management practices;

- creation of institutional centers for coordinating reconstruction, including innovation hubs, clusters and regional centers to monitor and optimize the investment process.

Therefore, the main principles of an effective investment and institutional reconstruction policy should be:

1. Differentiation by region and industry – prioritizing resources where the economic effect and multiplier effect are maximum.
2. An integrated approach is a combination of public, private and international sources of funding.

3. Social orientation – creating new jobs, ensuring employment and social stability in the regions.
4. The security component is the priority restoration of strategically important industries and infrastructure.
5. Monitoring and evaluating performance – regular analysis of investment results, strategy adjustments, and integration of new technologies.

### CONCLUSIONS FROM THIS RESEARCH AND PROSPECTS FOR FURTHER RESEARCH IN THIS DIRECTION

Post-war reconstruction of the Ukrainian economy requires a comprehensive approach to using the economic potential of enterprises and forming an effective regional and sectoral strategy. The use of integrated priority matrices allows combining regional and sectoral characteristics, which helps optimize the allocation of financial resources and accelerate the recovery process.

Methods for assessing economic potential and prioritizing enterprise reconstruction should include: quantitative assessment of production assets and losses – to determine potential and needs for modernization; socio-economic analysis – to assess the impact on employment, social stability and food security; and integration of regional and sectoral characteristics – for differentiated planning of investment and institutional policies.

Further development of the economic potential of reconstruction should be based on the following areas:

- development of a cluster model of regional economy – concentration resources on priority industries, taking into account local specifics.
- integration of digital and innovative technologies – acceleration of production modernization, implementation of automation and intelligent control systems;
- stimulating private and international investments – through preferential taxation, state guarantees and partnership programs;
- Monitoring and adaptive management – regular assessment of the effectiveness of recovery and adjustment of strategies in accordance with the economic and security situation.

Thus, a comprehensive regional and sectoral strategy for the reconstruction of enterprises allows not only to restore destroyed production facilities, but also to form a stable, competitive and innovation-oriented economy of Ukraine, capable of effectively integrating into European and world markets.

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## ЕКОНОМІЧНИЙ ПОТЕНЦІАЛ ВІДБУДОВИ УКРАЇНСЬКИХ ПІДПРИЄМСТВ

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Післявоєнна відбудова економіки України та її підприємств є ключовим чинником національної стабільності та довгострокового розвитку. Економічний потенціал відбудови визначається сукупністю виробничих, фінансових, людських і інституційних ресурсів, які можуть бути мобілізовані для відновлення діяльності підприємств різних галузей та регіонів. Пріоритетність таких заходів залежить від масштабу руйнувань, галузевої структури регіональної економіки, рівня безпеки, доступу до фінансових ресурсів та інфраструктури, а також соціальних умов. Регіональна специфіка відбудови є критичною для ефективного використання наявного потенціалу. Західні області демонструють відносно збережені виробничі активи та високий рівень адаптивності бізнес-середовища, що сприяє швидкому відновленню малих і середніх підприємств та розвитку інноваційних секторів. Центральні регіони, зосереджуючи важку промисловість та машинобудівні підприємства, потребують значних капіталовкладень і модернізації виробничих потужностей, проте мають потенціал для інтеграції у національні та міжнародні виробничі ланцюги. Південні та східні регіони, які зазнали найбільших руйнувань інфраструктури та виробництва, потребують комплексної державної та міжнародної підтримки, поєднання державних субсидій, кредитів, грантів та стимулів для залучення приватних інвестицій. Північні області та місто Київ відіграють роль стабілізуючих центрів, забезпечуючи логістичну, фінансову та кадрову підтримку для інших регіонів. Для оцінювання економічного потенціалу підприємств застосовуються комплексні методики, які інтегрують фінансові, виробничі, людські та інституційні ресурси. Основні підходи включають багатофакторні індекси потенціалу, SWOT- та PESTEL-аналізи, економетричне моделювання та порівняльний аналіз. Ці методи дозволяють визначати пріоритети інвестицій, прогнозувати обсяги виробництва та оцінювати ефективність використання ресурсів. Регіональна та галузева специфіка відбудови визначає пріоритетність інвестицій та державної підтримки. У західних регіонах пріоритетними є аеропромисловий комплекс, харчова промисловість та ІТ-сектор, у центральних – важка промисловість та машинобудування, у південних та східних – портова логістика, суднобудування та металургія, у північних – АПК та легка промисловість. Київ виконує функцію стратегічного центру фінансових, логістичних і інноваційних ресурсів. Таке регіонально-галузеве розподілення пріоритетів забезпечує оптимізацію відновлення виробничих потужностей та максимальний мультиплікативний ефект для національної економіки. Інвестиційно-інституційна політика має бути адаптивною та диференційованою, з урахуванням безпекових, соціальних та економічних аспектів. Це передбачає надання державних субсидій, грантів, пільгових кредитів, стимулів для приватних інвестицій та міжнародної допомоги відповідно до регіональних та галузевих пріоритетів. Соціальні заходи мають забезпечувати збереження робочих місць та стабілізацію доходів населення, а безпекові – контроль критичних об'єктів та захист інвестицій. Таким чином, економічний потенціал відбудови українських підприємств формує основу стратегічного планування післявоєнного розвитку країни. Комплексна оцінка ресурсів і пріоритетів, інтеграція державних, приватних та міжнародних інвестицій дозволяють підвищити ефективність відновлення та забезпечити довгострокову стійкість економіки.

**Ключові слова:** регіональна специфіка, галузева специфіка, методи оцінки, інвестиції, післявоєнна економіка, стратегічні пріоритети.