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**Anna Pavlovska\***

Doctor of Economic Sciences, Professor  
Cherkasy State Technological University  
18000, 460 Shevchenko Blvd., Cherkasy, Ukraine  
<https://orcid.org/0009-0004-7716-8319>

**Olesia Finagina**

Doctor of Economic Sciences, Professor  
<https://orcid.org/0000-0002-7305-7441>

**Oleksandr Bilyk**

Candidate of Historical Sciences, Associate Professor  
Cherkasy State Technological University  
18000, 460 Shevchenko Blvd., Cherkasy, Ukraine  
<https://orcid.org/0000-0001-6793-325X>

**Financial management technologies:  
anti-crisis policy and fiscal administration of business  
environment in the conditions of global and regional challenges**

**Abstract.** The article examines the relevance of improving anti-crisis policy, outlines the achievements of scientific thought in the context of the expansion and target involvement of financial management technologies. The study highlights global and regional challenges in the field of financial management that affect the stability and adaptability of economic systems. Strategic priorities of updated anti-crisis policy, which provides for the reform of fiscal mechanisms and the expansion of the possibilities of financial regulation, are determined. The prospects for integrating the Ukrainian financial system into global markets are considered, in particular in the conditions of post-war recovery, when it is especially important to attract foreign investments and strengthen the competitiveness of the economy. Global and regional challenges in the world's financial system are determined from the standpoint of attracting experience in future projects. The vision of the possibilities of anti-crisis policy and changes in fiscal administration is updated. National interests in post-war recovery, active movement towards entering global financial markets in the conditions of information and intellectual progress are analysed. The vision of the possibilities of anti-crisis policy in changing fiscal administration is systematised and generalised (a generalised sequence of anti-crisis policy in the system of the hierarchy of macroeconomics and target technologies of financial management is presented). The relevance of attracting the world experience of target fiscal administration in order to stimulate business environment in the conditions of post-war economic recovery and financial market activity are determined. Examples and recommendations of soft models and target fiscal administration in order to stimulate business environment in the conditions of Ukrainian realities are given. The obtained results can be used to develop strategies for stabilising and developing the financial sector. They can also contribute to the formation of effective anti-crisis policy in the conditions of post-war economic recovery

**Keywords:** financial sector of economy, financial markets, strategic priorities, crisis, fiscal management, target technologies, post-war economic recovery

\*Corresponding author



## Introduction

Financial globalisation as a component of the general process and the result of the integration of national financial markets under the auspices of international institutions is actively spreading around the world and gaining its assessment. This process is the result of gradual transition of the world from the industrial model of national economies to the post-industrial, informational or innovative-informational one, which is the effect of rapid, not always controlled informational progress, and turbulent and bifurcating nature of its dissemination.

Let's note the unevenness, regional differences of such a movement of humanity from the standpoint of different conditions for organising national social reproduction, the action of multi-vector market forces, the presence or absence of resource support for progressive transformations and the transition to a new model of informational and intellectual labour support. Globalisation, by its very nature, does not solve the problems of humanity, conflicts of managerial support of international institutions and governments of countries. Negative manifestations in the system of international relations, conflicts, wars accompany the information and intellectual era of the global economy since 2000, the inequality and uneven development of countries and regions continues to grow, which is a researched fact and a recognised manifestation of the present.

Accelerated information, scientific and technological development changes the nature of the global market, enhances the effect of economic and social progress, activates competition, which occurs on the conditions of attracting and managing knowledge, primarily the financial management, its anti-crisis technologies, fiscal administration measures. Such knowledge gradually not just becomes a source of competitive advantages, but also provides steady progress in business environment, activates communications in the paradigm of "power-business-population" relations, simplifies access and consolidation in world markets. The ability to develop, adapt and adjust new technologies, to attract and take into account the trends of world financial globalisation, to introduce innovations in administration is a real prospect for transformation of the existing business system, a movement towards the progress of science and practice.

For Ukraine, the post-war recovery of the national economy, the stimulation of progressive business development, knowledge about a well-founded anti-crisis policy, clearly aimed not at curtailing production and services, but at getting out of problem areas, opening of new businesses and enterprises, building of potential and gradual growth, is in high demand. Financial management technologies, which adjust the activities of enterprises and industries, update the regional economy in the direction of knowledgeable and practically oriented progress of business environment, are of great importance in such a movement.

Anti-crisis economic policy in the post-war recovery of the country, improvement of business conditions is a real tool of financial management in obtaining positive changes and shifts. The analysis of the dynamics and trends of globalisation changes over the past decade outlines the possibility of recovery of the Ukrainian economy after a series of crises (the Covid and full-scale war) and forms the prerequisites for positive shifts in further socio-economic development based on modern models of economic growth.

The issues of research and dissemination of ideas of anti-crisis economic policy based on systemic transformations in financial management have been dealt with by leading scientists and specialists of the national top management system. The work of O. Vlasiuk (2011) in the context of a comprehensive consideration of economic security, taking into account the challenges of the global world and shifts in the system of market transformations, the development of anti-crisis regulation of enterprises activities, requires recognition. Scientists I. Katan and N. Demchuk (2018) study and disseminate technologies for the interaction of banks and other financial institutions with enterprises under the conditions of new challenges of financial markets, complications in lending and fiscal administrating, high risks and crises in conducting economic activities. The issues of market uncertainty, market failures are considered and systematised by scientists E. Zabarna *et al.* (2019). The issues of global shifts in the activities of enterprises, industries, and government

institutions in the conditions of an innovation-oriented economy are studied in the works of V. Syzonenko (2019). The latest trends in fiscal administration are defined and characterised in the studies of T. Kalinesku (2021), the scientist actualises and disseminates the ideas of implementing socially oriented accounting and financial mechanisms for the development of complex management systems as a group of tools for stable activity and actualised scientifically oriented way out of crisis situations. Systematic study and substantiated reflection of financial mechanism of Ukrainian enterprises are considered and evaluated in the works and author's ideas of N. Marusiak (2021), the author recommends measures to improve financial management in difficult conditions of change and uncertainty of economic centre. Global challenges of the modern world economy are comprehensively considered and assessed in the study of H. Lykhonosova (2022) from the standpoint of adapting multidirectional methods and technologies of the accounting and financial mechanism of innovative interaction of business entities. Theoretical support, the latest ideas are developed and systematised in the monograph “Financial mechanism for ensuring public welfare: theoretical conceptualisation and problems of functioning” (V. Horyn, 2020). The challenges of the information era, the achievements of information progress and the effects of globalisation processes in innovative breakthroughs, the spread of electronic interaction are studied by researchers V. Danich and M. Tatar (2021), which have identified indicators that determine the development of e-commerce and have analysed their dynamics in the conditions of economic management in Ukraine and the world.

The post-war recovery of the national economy of Ukraine is associated with the renewal, expansion, and target adaptation of financial management technology in the formation of anti-crisis policy and changes in fiscal administration of business environment in the context of global and regional challenges. Financial management in the system of accumulated knowledge contributes to the formation of correct and relevant assessments of global and regional challenges in the world financial markets. Active study and conceptualisation of the prospects for involving anti-crisis policy at all levels of economic activities expand modern boundaries of financial management, prove the need and relevance of observing national economic interests in all spheres of life as a condition for the post-war recovery of the national economy and will ensure economic development. The purpose of the study was to comprehensively integrate financial management technologies as a system of knowledge to accelerate the country's economy out of crisis, as well as to define global and regional challenges that arise as knowledge experience at all levels of economic reproduction.

The purpose was to substantiate scientific principles and practical recommendations for the implementation of anti-crisis economic policy measures, financial management technologies in modern, extremely difficult conditions of global and regional shifts, changes in the fiscal administration system in accordance with the interests of the country's post-war recovery.

### **Materials and methods**

The study is based on methods for systematisation and classification of scientific research, assessment of target technologies in the field of financial management, taking into account the correspondence of the problems to modern interests of the post-war recovery of business environment, government and industry institutions of Ukraine, the possibilities of anti-crisis policy and changes in fiscal administration.

### **Results and discussion**

The general orientation and goal-setting of the country's economic development in crisis conditions should be interconnected, adjusted, regulated in the format of taking into account global shifts in the world financial system, target involvement of a complex of knowledge and adaptation of current technologies of the financial management knowledge system (Howkins, 2001). The goals of such a movement will be of a simultaneous strategic, tactical and operational nature, reflect the problems

of both the national and regional economy, as well as the global one (Huang, 2007). In anti-crisis management and, accordingly, in the system of ideas and concepts of anti-crisis economic policy, a large number of modern target tools and technologies should be involved, which will ensure the consideration of such complex processes as global shifts in financial markets, informational and innovative progress in credit and monetary services, increase in the potential of the crypto market, intellectualisation of banking sector services, regional experiments with crypto markets, expected reform of the international financial system, spread of electronic interaction between markets and financial institutions.

Globalisation contributes to the emergence of new technologies, ideas and innovations at macro and meso levels, connecting economic, social and political aspects of the life of each country. At the same time, the desire for integration can counteract national identification and increase the promotion of other values, which do not always correspond to national interests, disrupt harmony in relations between countries (Kalinesku, 2021). Such manifestations are not perceived by society at the local (the level of a business entity), regional or national level (Pinto, 2024). In this situation, it is very important to find such tools that would make it possible to balance (or level) those disparities in development in order to achieve all set strategic tasks, which is the main goal of the principles of modern financial management and adaptation of the accounting and financial mechanism of business entities (Bondar, 2024).

Today, Ukrainian business, national producers, top management at all levels of economic activities require a system of knowledge regarding the latest approaches and optimal use of modern technologies of finance, management, accounting based on consideration of global shifts in the world economy, peculiarities of the functioning of world markets, international regulatory institutions in the field of financial security, which in the future should provide business and top management with various and updated tools, technologies and proven measures that meet the needs of the time.

The success of financial management of Ukrainian business is a prerequisite for the post-war recovery of the national economy, the formation of a modern competitive business based on adaptation to a changing external and internal environment, market risks and cyclicity in conducting economic activities, taking into account negative factors and threats from competitors.

In pre-war times, and this is actually until 2014, our country faced the tasks of a socially oriented movement in the market transformation model and consideration of the vectors of information progress. This situation has changed and has not actually become relevant since February 2022, the time of the full-scale invasion of the Russian Federation into the territory of Ukraine. With the beginning of a full-scale war, the preservation of the population and the potential of the economy, the formation of a successful and competitive military-industrial complex in order to restore the growth in the post-war period, modernisation and catch-up development, the transition to the innovative stage of economic development and the creation of the infrastructure of a post-industrial society become the main task, the target vector for the period of active military operations. It results in the transition to the zone of macroeconomic stability, the formation of sustainable economic growth at a level of at least 8-10% per year, which is a condition for recognising the country's ability to be economically successful and independent in implementing economic recovery policies. Ukraine is entering a phase of weakened position in economic, social and demographic development, not only enterprises but also entire cities have been destroyed. This state is not just a crisis, but a fact of target destruction of the economy and social sphere. Anti-crisis policy in the system of recovery measures is required by enterprises and businesses, commercial and state institutions, health care system, education and science.

In difficult conditions of functioning and reproduction of the national economy of Ukraine, research and assessment of global and regional challenges and problems that have occurred in the global financial market over the past 10 years (2012-2023) become the priority. Let's briefly outline the most influential of them and those that have their own medium and long-term consequences,

features of stimulating or inhibiting the national financial system, need to be taken into account in the areas of the development of financial management knowledge, and form a vision of future scenarios for the country's recovery.

First, the Covid pandemic of 2020-2022, which has shown the vulnerability and instability of the global economy and the financial sector in rapid response to changes in priorities in financial provision, the need to urgently invest large amounts of money in social projects actually on a non-repayable basis. Governments around the world are faced with a difficult choice between engaging in anti-crisis fiscal measures to support the economy and the healthcare sector during the pandemic or curtailing fiscal incentives and interrupting the trend of increasing public debt. The financing of branches and industries of innovative orientation and high-quality provision of the main value of each person (their health) requires its increase (Bohdan, 2024).

Positive experience in the system of actions of central banks of countries awaits its study. Monetary expansion technologies (which are implemented in most of developed countries of the world) play a positive role in countering the global coronavirus financial shock and are recognised as successful, timely and included in the elements of current anti-crisis policy.

Global challenges of modernity, such as the coronavirus pandemic, lead to a change in the forms of interaction between entities, transformation of traditional communications and intensification of the transition to e-commerce, which for most business entities has become a necessary condition for survival and continued activities under socio-behavioural quarantine restrictions. Modern development of the economy of developed countries is characterised by rapid processes of automation and informatisation, which update and modernise existing business models of the functioning of business entities, influence the formation of consumer behaviour of the population and require governments to use new technologies for effective management activities. Identification of the main factors, mechanisms, risks and effects of electronic interaction, complicated by the pandemic, lockdowns and general quarantine restrictions, is one of the current problems of today (Danich, 2021).

During the pandemic, the rule that rich countries spend as much money on their programmes as is necessary to preserve social potential and the economy, while poor countries spend as much as they can (which is, of course, very small financial resources) has been recorded and recognised (Bohdan, 2024).

The study of the experience of economic troubles and crisis processes shows that the way out of negative economic dynamics is usually quite difficult and much longer than falling into a crisis abyss. And even the end of active phase of the decline is unlikely to immediately mean the balancing and strengthening of leading economies, the tasks for emerging ones, including Ukraine, will be even more difficult. Therefore, today it is extremely important to determine the results and consequences of introduced anti-coronavirus measures, as well as fundamental assumptions regarding economic processes that will determine the state and development trends of the countries of the world in the short term. Although complex pandemic situation means that any assumptions and forecasts (even for the short-term horizon) are highly vulnerable to uncertainty and risks, it is rational assessments of economic growth and development that can formulate a correct "vision of the future".

Second, a full-scale war on the territory of the European continent as a fact of unresolved large number of economic, social, political and geopolitical issues in relations with imperialistically oriented countries.

The Russian Federation's attack on our country in 2014 and the full-scale war in 2022 have significantly changed internal and external state of the economy and finance, social sphere, the deterioration in migration processes, ecology and industry structure, reproduction of the national product have occurred. A part of Ukraine has been occupied, enterprises and critical infrastructure have been lost, housing stock and entire cities (small, medium, large ones), towns and villages have been destroyed. The losses for the country, both economic and social ones, are significant. The issues

of conducting military operations and the safety of the population's life come to the forefront of authorities' activities. The assessment of financial losses shows major problems in terms of covering such losses, the total amount of damage to Ukraine's infrastructure due to the war by the end of 2023 has already increased to \$140 billion and the destruction continues (Mann & Babych, 2023).

Third, the existence and development of a new model of the post-industrial global economy, the so-called “sharing economy”, recognised by scientists.

Like much in the digital economy, the sharing economy has instantly become a global phenomenon. According to a PricewaterhouseCooper report, today five key sectors of the sharing economy (travel, car sharing, finance, human resources, and music/video streaming) have the potential to increase global revenues in the economy from \$15 billion in 2014 to \$335 billion by 2025 (Eurostat, 2025). The dynamics of the development of the digital sharing economy and “heavy” industries should be expected. Popular examples of this potential development, such as Airbnb in the hospitality industry and Uber in transportation services, already exist. Both companies have shown that online platforms can be used when organising access to the use of assets on a global scale. The companies have already surpassed the revenue estimate of \$1 billion in less than a decade since their founding and reached market valuations of \$30 and \$66 billion, respectively, with no rooms, apartments, or vehicles (Bondar, 2024).

The expansion of the global financial system and the spread of the sharing economy model lead to the involvement of economically underdeveloped countries in the reproduction activity, create additional risks and are a fact of tension for the participants in cooperation. The process of capital movement, investment protectionism, the promotion of shadow agreements between countries and corporations becomes uncontrollable, and accordingly, the probability of a change of leaders based on influential associated processes increases. And this is far from a complete list of problem states and conflict zones that not only become promising, but already have their own examples of action.

Scientists and business representatives, government officials and top management of the country support the opinion that in the post-war period the impact of globalisation on the economy of Ukraine will be strengthened. Compliance with national economic interests in all spheres of life will be of particular importance as a condition for further development and formation of the security of the financial system. National economic interests are a set of goals, objectives, motives, and needs of the state to implement coordinated and balanced economic interests of the individual, society, and the state, which allow for the formation and implementation of a high quality of public life, sustainable economic development, and growth of national wealth. Transformations of national economic interests in the conditions of the post-war economy and compliance with the vector nature of the movement of the information economy involve the study of the growing needs of the state in ensuring the integrity and development of the national economic system in the paradigm of “state-business-population” relations in synergistic manifestation of globalisation, digitalisation, and innovation processes (Uzbek, 2022).

For Ukraine, its post-war recovery, active movement towards entering global financial markets, as well as compliance with the standards of informational and intellectual progress, the following issues of recognition as national economic interests are becoming relevant:

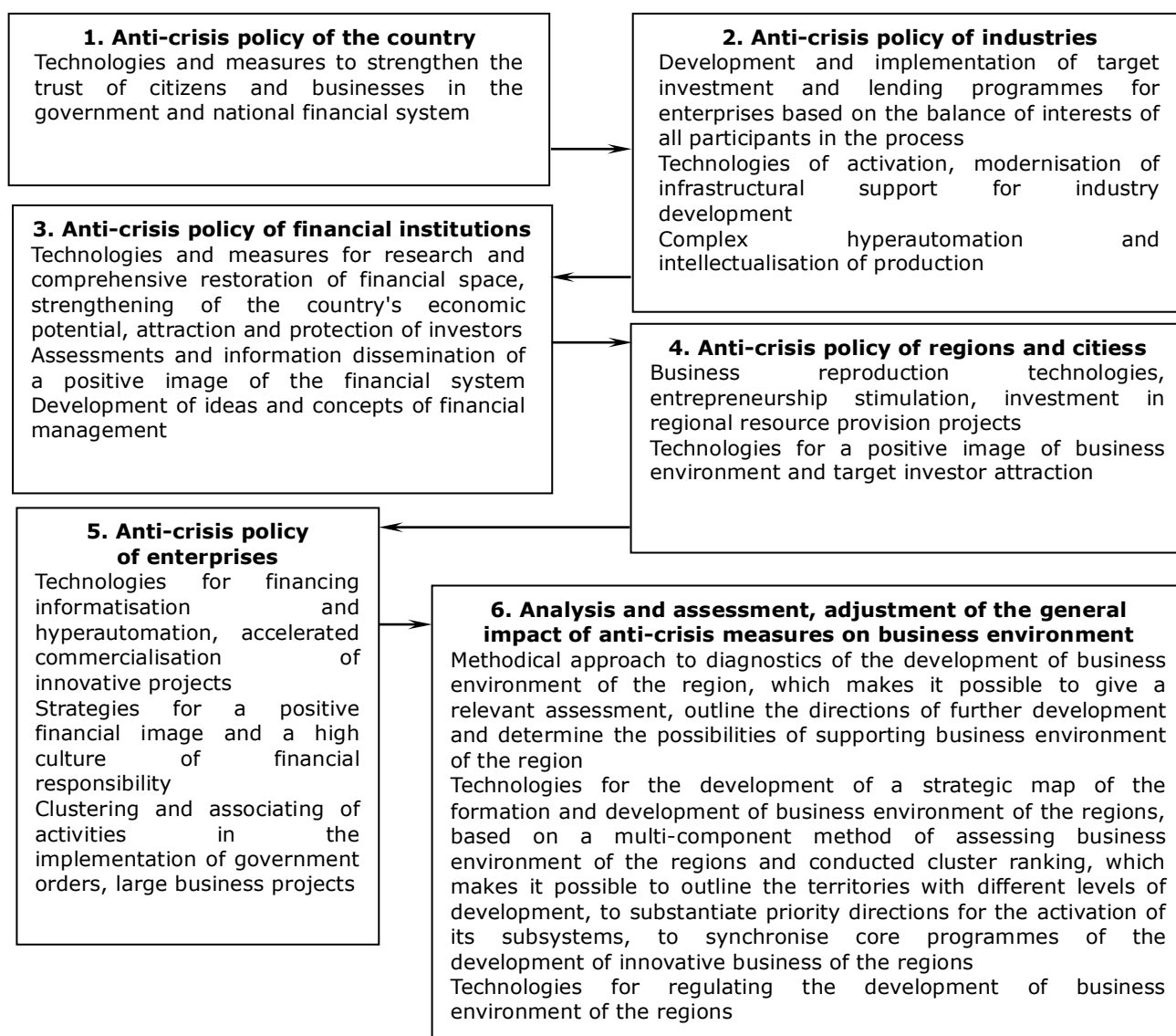
- protection of the interests of the national producer and its support in the world markets;
- identification and bringing to regulatory and legal consolidation of priority, breakthrough industries, enterprises with appropriate state support on the basis of soft fiscal administration;
- expansion of the possibilities of structural reform of industries and services with a vector on military priorities, formation of the country's future military security;
- removal of barriers for the access of Ukrainian business to world markets and creation of conditions for the activation of such a process;
- promotion of the interests of the national producer in attracting and commercialising national and foreign experience of innovation, modernisation of technologies;

development and implementation of a new policy for the placement of production forces and smart specialisation of regions;

elimination of regional asymmetry in the development of productive forces and the placement of administrative units (cities, settlements) on the territory of the country under the conditions of the formation of new principles of post-war security;

formation of the country's target anti-crisis policy as a tool for economic recovery and support of national business.

In the knowledge system of modern financial management, the following sequence of anti-crisis policy measures should be recognised and studied from the standpoint of a hierarchical approach to research, the functioning and prioritisation of national-level measures, the influence of national interests on regional, sectoral, business ones (Figure 1). The goal of anti-crisis policy in its generalised, hierarchical vision should include the formation and implementation of a successful, optimal national model of the economy with vectors of innovative, informational, intellectual, social and economic progress. (Kashif *et al.*, 2024). Each stage has an independent meaning, content and impact on the national and regional, sectoral and corporate economy.



**Figure 1.** Generalised sequence of anti-crisis policy in the system of the hierarchy of macroeconomics and target technologies of financial management

**Source:** developed by the authors

This is a conceptualised vision and orientation to the “national economy-industry-enterprise (business)” model, it provides for the operation of a number of principles that will ensure the logic of studying processes by scientists and experts, government officials and top management of all levels of the national economic system. The influence of the global financial market remains out of consideration, because in most cases it is not anti-crisis in nature. But taking into account the conditions on the global market always becomes a strategic task and an element of medium- and long-term planning.

The vast majority of financial institutions, government structures, and business entities in our country are engaged in the development and implementation of their own anti-crisis policy, the measures of which differ from each other, even within the same industry, business, or corporation. The activation and rapid spread of the impact of globalisation on the national economy form certain features of this process and the similarity of interests, which have their own projection on financial activities of virtually every business entity. As a result, a common plane of principles for the development and implementation of anti-crisis policy, which can be recognised as an objective response to a generalised vision of external influence in the conditions of the information economy, arises. Such scientifically based, conceptualised principles form a group of basic, most common rules for organising target policy processes. And the specificity of economic activities, management systems, and features of financial management organisation will be reflected in additional principles of anti-crisis economic policy.

The principles of a holistic vision and study of anti-crisis policy as a set of decision-making rules in the system of target measures and financial management research can be conditionally unified. It is recommended to consider and form an expanded vision of the following principles: scientific validity of measures and priorities; value orientation in decision-making and policy action; comprehensive research and adoption of the conditions of the game in the activities of market institutions; primacy of state interests over sectoral, regional and business ones; synergy - policy measures in their combination create additional effects, increase potential and form the possibility of combining conditions of activity; information capacity and compliance with the needs of the time; adaptability in the conditions of the national economy; consideration of the action of global financial markets as a globalisation influence on business transformation, provided that national (regional, sectoral) interests are observed.

Within the framework of the updated vision of anti-crisis policy possibilities, fiscal administration changes are required for their expanded vision. They need to be adjusted to the vectors of transformation in such urgent, priority issues regarding the development of the national economy of Ukraine:

creation of protectionist conditions for the activities of the industrial sector, restoration of the country's industrial potential, taking into account the interests of the military-industrial complex;

increase in the competitiveness of the national producer based on the involvement of modern cluster formation technologies, associating of business partners, state support for small and medium-sized businesses, target technologies of fiscal administration;

stimulation of the increase in labour productivity in industry based on comprehensive informatisation, automation and robotisation of production and auxiliary processes;

saturation of the domestic market with national products and services in accordance with the needs of the population and business;

structural shifts in industrial sectors based on the achievements of scientific and technical, informational, and innovative progress as a condition for the country's compliance with European economic standards (Howkins, 2001);



elimination of deformations in financing, which has been focused on short- and medium-term perspective and the transition to the priority of long-term financing of projects and programmes;

transition to a model of intensive use of all national resources (including human labour resources) and prioritisation of resource provision for enterprises of the military-industrial sector;

target support and improvement of the quality of the national business climate based on systemic measures and the formation of a high business culture;

measures to monitor and eliminate imbalances in measures of state (regional, sectoral) financial policy;

information transparency in the distribution of resources based on taking into account national interests and harmonious stimulation of business development;

change in the quality of economic growth, i.e. transition to an innovative and intellectual model of expanded reproduction of the national product;

elimination of institutional barriers for the access of foreign investors to the national financial market on favorable terms regarding the stimulation and investment support of long-term projects, support of national interests in the expansion of the mining industry, attraction of international technology transfers;

increase in the country's investment and innovation attractiveness based on target improvement of legal protection for investors, simplification of procedures for commercialising innovations and attracting scientific (innovative) technology transfers;

fulfilment of mandatory conditions for active entry into the European Union, integration of the financial market into the financial space of European countries, and gradual transition to the so-called euro financial zone;

creation of state institutions that will ensure the formation of an up-to-date image policy, promotion of positive perception of national business (small, medium, large one) in world markets, in assessments of individual industries and regions;

activation of the integration of digital models of business activity in order to increase productivity and efficiency of work based on information progress, which will form unique technological advantages in international markets;

favourable conditions for market reproduction of the national economy with recognition of the priority of the information market (its sectors of IT products and technologies), the scaling of digital technologies for business and the population in order to expand the domestic market;

tax incentives for the IT sector of the national economy in projects and programmes of complex integration with priority industries (for example, with enterprises of the military-industrial complex or agricultural business);

support for developers of digital platforms and businesses that provide network interactions as a special type of activity to activate communications, improve (accelerate) the movement of goods and services;

improvement of digital business transformation based on high-quality provision of state (industry) and commercial consulting services;

change of the savings model as a basic element of the country's investment potential, the ability of the population to be a participant in business processes in various fields of activity and sectors of the national economy.

Such issues are becoming relevant not only for the Ukrainian economy and its successful post-war recovery. Countries around the world are already implementing most of the above provisions in financial management technologies and measures. Updated examples need to be studied and adapted to Ukrainian realities (Table 1). Such experience should be relevant in various anti-crisis policy measures at macro and meso levels.

**Table 1.** Examples of soft models and target fiscal administration to stimulate business environment in the conditions of Ukrainian realities

Financial management technologies	Country of origin of experience	Examples and proposals of soft models and target fiscal administration to stimulate business
<b>Support for agricultural enterprises</b> Target financing and state lending technologies. Strategy and roadmap development	Germany	More than 300 funding programmes and grants from the Federal Government, federal states and the European Union, programmes of the Federal Ministry of Education and Research, programmes of the Federal Government. To support agriculture, there is a separate bank - federal <i>Landwirtschaftliche Rentenbank</i> (literally - Agricultural Pension Bank) - the total assets of the bank supporting German agriculture exceed €90 billion. Lending to agricultural enterprises is carried out on terms of 2-4% per annum (Hollstein, 2022). <a href="https://texty.org.ua/articles/88990/Nimechchyn_a_maje_sotni_program_finansovoji_pidtrymky_biznesu-88990/">[https://texty.org.ua/articles/88990/Nimechchyn_a_maje_sotni_program_finansovoji_pidtrymky_biznesu-88990/]</a>
<b>Institutional support</b> Government body that performs the function of regulating and supporting business structures in the region "Business Affairs Department"; "National Council for Entrepreneurship Development"; "General Directorate of Small and Medium-sized Businesses, Crafts, Services and Liberal Professions"; "Entrepreneurship Support Agency"	USA, Hungary, Germany, Singapore	Given the high level of corruption and low one of law-abidingness, it is advisable to adopt the experience of the USA - to create a "Business Affairs Department". The financing functions should be provided to the "Ukrainian Fund for Entrepreneurship Support"
<b>Consulting support</b> "Service Corps of Retired Executives" (SCORE)	USA, UK, France	Pilot project for regions of high (Lviv, Kyiv) and moderate (Kharkiv, Dnipropetrovsk, Chernivtsi, Vinnytsia, Volyn, Ivano-Frankivsk) levels of development
<b>Innovation support</b> Stimulation of innovative development through the programmes (Small Business Innovation Research - SBIR and Business Technology Transfer - TTR)	USA, Canada	On the basis of the "Ukrainian Fund for Entrepreneurship Support", comprehensive financing of research and development works in key industries (regional branches of the fund will concentrate leading industries typical for each region), such as: agriculture, energy, heavy industry, services, etc. should be introduced
<b>Geoinformation support</b> Stimulation of cluster formations, introduction of special economic zones (SEZ)	USA, Canada, European countries, India	Cluster organisation in Italy is represented by "industrial districts", in France - by "filiers", in India - by "IT clusters". It is advisable to consider regions of moderate and medium development as the territory of the SEZ
<b>Legal support</b> <b>Protection of intellectual property rights</b>	Japan	Creation of a body whose functions will include consideration of the appropriateness of financial support for the patenting of inventions. Financial support is possible through preferential lending
<b>Organisational support for coordination of priorities</b> <b>Two-stage programme to stimulate the development of business environment</b>	UK, France, Singapore, Japan	Allocation of regional enterprises to the first priority group (carriers of strategic potential of the state's development) and the secondary priority group (carriers of regional development potential)

**Source:** developed and systematised by the authors

Among the factors that stimulate the implementation of positive world experience and enhance the effect of financial management technologies, the following ones take priority:

globalisation shifts and changes in the external environment associated with the elimination of the level of uncertainty, high risks and conflict zones in the markets;

information-intellectual and innovative progress in the industry sector and management;

intellectualisation of processes and procedures in the service sector, improvement of the quality of IT support, transparency of management innovations, safety of business operations;

presence and need to develop a knowledge management model based on modern, innovative financial management technologies.

### Conclusions

It should be noted that in difficult war conditions and no less problematic times of the post-war recovery of the national economy of Ukraine, the issues of developing the financial management knowledge system are inseparable from successful anti-crisis policy, updated changes in fiscal administration and consideration of global shifts in world markets. The success of anti-crisis policy of the government and business entities creates conditions for the growth of the national economy, its further progress in industrial recovery, expansion of the service sector, building of new cities and restoration of destroyed ones.

Wars are ending and the renewal of activities is gaining its importance and relevance as an element of future progress, a return to sustainable economic growth, and the formation of a new information and innovation model of the economy. The expected processes of macroeconomic stabilisation involve the formation and implementation of new priorities in the system of state, regional, sectoral, corporate finance, and the acceleration of positive changes in assessments of the country's image and its business environment.

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### Conflict of interest

None.

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**Анна Павловська**

Доктор економічних наук, професор  
Черкаський державний технологічний університет  
18000, бульв. Шевченка, 460, м. Черкаси, Україна  
<https://orcid.org/0009-0004-7716-8319>

**Олеся Фінагіна**

Доктор економічних наук, професор  
<https://orcid.org/0000-0002-7305-7441>

**Олександр Білик**

Кандидат історичних наук, доцент  
Черкаський державний технологічний університет  
18000, бульв. Шевченка, 460, м. Черкаси, Україна  
<https://orcid.org/0000-0001-6793-325X>

**Технології фінансового менеджменту:  
антикризова політика та фіскальне адміністрування  
ділового середовища  
в умовах глобальних та регіональних викликів**

**Анотація.** У статті досліджено актуальність удосконалення антикризової політики, окреслено надбання наукової думки в контексті розширення та цільового залучення технологій фінансового менеджменту. Дослідження висвітлює глобальні та регіональні виклики у сфері фінансового управління, що впливають на стабільність та адаптивність економічних систем. Визначено стратегічні пріоритети оновленої антикризової політики, що передбачає реформування фіскальних механізмів та розширення можливостей фінансового регулювання. Розглянуто перспективи інтеграції української фінансової системи у глобальні ринки, зокрема в умовах післявоєнного відновлення, коли особливо важливим є залучення іноземних інвестицій та зміцнення конкурентоспроможності економіки. Визначено глобальні та регіональні виклики в системі фінансів світу з позиції залучення досвіду в майбутніх проєктах. Оновлено бачення можливостей антикризової політики та зміни фіскального адміністрування. Проаналізовано національні інтереси в питаннях повоєнного відновлення, активного руху до входження на глобальні фінансові ринки в умовах інформаційно-інтелектуального прогресу. Систематизовано та узагальнено бачення можливостей антикризової політики в питаннях зміни фіскального адміністрування (наведено узагальнену послідовність антикризової політики в системі ієрархії макроекономіки та цільових технологій фінансового менеджменту). Визначено актуальність залучення світового досвіду цільового фіскального адміністрування з метою стимулювання ділового середовища в умовах повоєнного відновлення економіки та діяльності фінансового ринку. Наведено приклади та рекомендації м'яких моделей і цільового фіскального адміністрування з метою стимулювання ділового середовища в умовах українських реалій. Отримані результати можуть бути використані для розроблення стратегій стабілізації та розвитку фінансового сектору. Також вони можуть сприяти формуванню ефективної антикризової політики в умовах повоєнного відновлення економіки

**Ключові слова:** фінансовий сектор економіки, фінансові ринки, стратегічні пріоритети, криза, фіскальний менеджмент, цільові технології, післявоєнне відновлення економіки