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MANAGEMENT OF PUBLIC INVESTMENT IN RECOVERY INFRASTRUCTURE

In the context of the ongoing aggression of the Russian Federation against Ukraine, the management of public investment in recovery infrastructure is being transformed from an operational function into a strategic imperative of economic sustainability and European integration. The theoretical basis of this process is based on the concept of public investment as a catalyst for long-term growth, where the state acts not only as a financier, but also as a coordinator of a multi-stakeholder system that combines fiscal resources, international assistance and private capital in a hybrid recovery model. The economic theory of public investment, developed in the works of J. M. Keynes and modern neo-Keynesian models, emphasizes the multiplier effect of infrastructure investments, which manifests itself through the strengthening of logistical chains, increased labor productivity and stimulation of aggregate demand [2]. In wartime conditions, this theory is complemented by the concept of resilient investment which are resistant to shocks, which prioritizes critical infrastructure such as transport, energy and housing as a basis for reproducing the economic cycle [6]. The legal dimension of public investment management is based on the principle of the rule of law, where the state ensures transparency, predictability and protection of investors' rights through institutional reforms harmonized with the European standards of the so called acquis communautaire.

The economic theory of public investment management in post-conflict recovery emphasizes the need to transition from a reactive model as elimination of consequences to a proactive one as a formation of a new economic architecture. In this context, infrastructure acts not only as a physical asset, but also as social capital, ensuring the connectivity of territories, labor mobility and access to basic services. P. Romer's theory of endogenous growth emphasizes the role of infrastructure as a carrier of knowledge and technologies, where the restoration of transport corridors or energy networks becomes a driver of innovative development [5]. During the war, the economic recovery model is based on the principle of hybrid financing, where public spending is supplemented by international aid through conditionality mechanisms – tying financial support to structural reforms. This model corresponds to the theory of development with limited resources, where external financing serves as a catalyst for internal mobilization, rather than a substitute for national efforts. The management aspect is based on the concept of governance of public investment, which includes a three-level system which consists from strategic planning, operational implementation of Digital Restoration Ecosystem for Accountable Management (DREAM ecosystem) and monitoring in the form of digital audit [1]. The theory of agency relations explains the need for digitalization to reduce information asymmetry between stakeholders and minimize corruption risks. The legal framework for public investment management has evolved towards institutional convergence with European law. The theoretical model of legal regulation of public investment is based on the principle of legal certainty, where the state guarantees stable conditions for investors through long-term contracts and mechanisms for protection against political risks. During the war, the legal framework was adapted through the concept of an emergency regime, which allows for simplification of procedures without violating basic principles. The Roadmap for Reforming Public Investment Management acts as an institutional framework that integrates the principles of the OECD Recommendations on Public Investment across Levels of Government, in particular, independent audit, multi-year budgeting and performance assessment [4]. The DREAM digital ecosystem embodies the theory of smart governance, where blockchain technologies ensure data immutability, and artificial intelligence - risk forecasting [1]. The legal theory of public-private partnership (PPP) is transformed from a concession model to a hybrid one, where the state acts not only as a regulator, but also as a co-investor, distributing risks through special project companies. The new Law of Ukraine "On Public-Private Partnership" implements the principle of risk-sharing, where the private partner takes operational risks, and the state - political and force majeure risks [3].

The theoretical model of PPP in infrastructure rehabilitation is based on the concept of value for money, where economic efficiency is achieved through competition, innovation and optimization of the asset life cycle. In wartime conditions, this model is complemented by the theory of resilient PPP, which involves the inclusion of force majeure clauses, war risk insurance and rapid recovery mechanisms. The PPP management cycle includes the such stages as project identification, tender, implementation and transfer.

The theory of stakeholder management explains the need to involve local communities in planning, which increases the social legitimacy of projects. In the context of decentralization, the legal theory of federalism is adapted to Ukrainian realities, where united territorial communities become subjects of investment activity, coordinating with military administrations.

The proposals for improvement are based on the integrative theory of public investment management, which combines economic, legal and managerial dimensions. It is recommended to expand the DREAM ecosystem to the full cycle of PPP with the integration of AI for predictive risk modeling. At the legislative level, it is advisable to consolidate the principle of green public investment, a prerequisite for which is the compliance of projects with EU standards on environmental sustainability. Management recommendations include the creation of an Interdepartmental Investment Council as a coordination platform between central authorities, donors and local authorities. The theory of capacity building emphasizes the need for systematic training of personnel at all levels of investment management.

In conclusion, the economic and legal analysis of the management of public investments in infrastructure recovery demonstrates the need to move to an integrative model, where the economic theory of the multiplier effect is combined with legal mechanisms of transparency and management tools of digitalization. This approach transforms infrastructure from an object of destruction into a source of sustainable growth, ensuring not only physical recovery, but also the institutional transformation of the Ukrainian economy towards European standards.

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LEGAL REGULATION OF INFORMATION PROTECTION IN THE FIELD OF MARKETING RESEARCH IN UKRAINE

In contemporary business environment marketing research plays a critical role in decision-making, brand development and consumer analysis. In Ukraine, marketing research often involves collection, processing and storage of large volumes of data,