Production	Shortage of fuel, fertilizers, machinery	Resource optimization, implementation of energy-saving technologies, development of local fertilizer production
Export	Loss of traditional markets, export restrictions	Market diversification, search for new partners in the EU, Africa, and Asia
Social and Security	Threat of territory occupation, infrastructure destruction, humanitarian challenges	Cooperation with communities, participation in humanitarian programs, property insurance

The prospects for the development of agricultural entities during wartime and in the post-war period are determined by their ability to integrate into new economic and institutional conditions. One of the key directions is the development of cooperation among enterprises, which enables the optimization of resource use and the enhancement of competitiveness. An important factor is integration into European markets, which provides access to modern technologies, financial instruments, and new distribution channels. In this context, the agricultural sector is regarded as a fundamental element of Ukraine's economic recovery after the war.

The strategic directions of organizational and economic development in the agricultural sector encompass several interrelated dimensions that collectively ensure resilience and long-term sustainability. Production diversification serves as a fundamental mechanism for reducing dependency on specific crops or markets, thereby mitigating risks associated with fluctuating demand, climate variability, and geopolitical instability. By expanding the range of agricultural outputs, enterprises can stabilize revenues and enhance food security.

Equally important is the advancement of processing industries, which transforms raw agricultural products into goods with higher added value. This not only strengthens the domestic economy by creating new jobs and stimulating regional development but also enhances export potential through the supply of competitive processed goods to international markets. The implementation of environmentally friendly technologies represents another strategic priority, aligning agricultural practices with global sustainability standards. Such technologies contribute to resource efficiency, reduce environmental impact, and improve the sector's attractiveness for foreign investment, particularly in the context of European integration.

Finally, the formation of innovative business models oriented toward digitalization and integration into global supply chains enables enterprises to adopt modern management systems, utilize big data for decision-making, and engage in e-commerce platforms. These models foster transparency, efficiency, and competitiveness, while also facilitating cooperation with international partners. Collectively, these strategic measures not only provide immediate adaptation to crisis conditions but also establish a robust foundation for the sustainable development of the agricultural sector, positioning it as a driver of economic recovery and modernization in the post-war period.

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INFORMATION SUPPORT FOR TERRITORIAL IMPROVEMENT PLANNING

High-quality planning of land improvement requires accurate, reliable information about the territory, resources, infrastructure condition, and population needs. To make informed decisions, a

comprehensive analysis of information obtained from primary and secondary sources is conducted. Primary data is usually collected using quantitative and qualitative methods [1-3].

Quantitative methods allow us to obtain numerical, statistically analysed information about the condition and use of the territory, which contributes to objective decision-making in the process of planning improvements. The main tools are surveys and questionnaires. They help to assess the level of satisfaction with the quality of the environment, its comfort and safety, or to determine the need for additional infrastructure elements. Structured closed questions are used in the survey. This allows for a large volume of responses from respondents and ensures that the results are highly representative.

Measurements play an important role among quantitative methods: counting pedestrian, transport and bicycle flows, observing the intensity of space use at different times of the day, analysing lighting levels, noise pollution, air quality and other environmental parameters. In addition, instrumental methods are used, such as motion sensors, counters, drones, and geographic information systems, which provide accurate data collection on the characteristics of the territory and its functioning. The quantitative information obtained allows for the comparison of different solutions, the modelling of development scenarios, and the evaluation of the effectiveness of proposed improvement measures [4]. All this makes quantitative methods an indispensable component of comprehensive terrain analysis.

Furthermore, quantitative data enables the comparison of alternative solutions, the modelling of development scenarios, and the assessment of the effectiveness of proposed improvement measures, making it an integral part of a comprehensive analysis of the territory [5].

Qualitative methods of collecting primary data allow us to investigate people's real needs, behavioural characteristics and perceptions of space. The most common qualitative methods are observation, interviews, group discussions and residents' independent identification of problem areas.

Observations are used to study the actual use of space. People and cyclists are observed, places of rest are recorded, ways in which people avoid dangerous places are noted, so-called «desire paths» are analysed, and the behaviour of children in playgrounds is observed. Interviews are aimed at understanding needs and expectations. Group discussions allow for the analysis of different points of view and conflicts of interest.

In addition, video diaries showing people's daily experiences of interacting with the space, open feedback collected in the space using QR codes, and ethnographic research of the territory reflect people's experiences of interacting with the environment. The application of these approaches forms a solid information base for making informed decisions in the field of territory improvement.

Secondary information is obtained using data analysis methods. There are two main types of analysis: traditional (classical) and formalised (quantitative). They differ significantly from each other. These types of analysis are not mutually exclusive, but rather complement each other. This allows the shortcomings of each type to be compensated for. Traditional analysis is a sequence of logical judgements aimed at revealing the essence of the object of study. The necessary information contained in the document is often presented in an implicit form, adapted to the purpose of the document's creation, but it does not always meet the objectives of a specific analysis. Traditional analysis allows you to grasp the main opinions and ideas of the author of the document. Its main disadvantage is subjectivity, which is due to the researcher's own opinion about the document. Formalised analysis allows subjectivity to be eliminated through the use of quantitative methods. The main sources of such information are regulatory and legal documents: state standards, building codes, rules for the improvement of settlements, sanitary and environmental standards; urban planning documentation (master plans, zoning plans), as well as statistical studies covering demographic data, population structure, population density, and transport flows. Scientific publications and analytical reports are also important sources of information. In addition, preliminary projects and the results of public discussions are analysed. Secondary information

allows for the accumulation of experience, available data and regulatory requirements to be taken into account [1-5].

The combination of these sources allows us to form a well-founded view of the state of the territory and make more effective design decisions.

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PROFESSIONAL CREATIVITY OF A MANAGER IN THE PROCESS OF INNOVATIVE DEVELOPMENT OF AN ENTERPRISE

A manager's professional creativity is a key driver of an enterprise's innovative development. Realised through effective decision-making, introducing innovations, designing original management approaches and tools, mobilising the team's creative potential, and achieving innovation outcomes, it transforms the enterprise and enhances its overall competitiveness. In applied research, creativity is understood as a specialist's capacity to increase the variability of both their own activity and the system they manage. Structurally, it comprises problem-solving ability, skills of combination and recombination, inventiveness, flexibility and divergent thinking, a sense of novelty, empathy and intuition, the ability to overcome stereotypes, generate new ideas, and accept justified risk. Together with organisational, innovative, and praxeological components, these qualities constitute a manager's integral professional creativity.

In a praxeological context, creativity is associated with pragmatic, goal-oriented, innovative activity that produces tangible effects. Drawing on H. Joas's reinterpretation of the classical approaches of T. Parsons, É. Durkheim, and J. Dewey, creativity can be analysed as a continuous, dynamic process of the subject's becoming, characterised by contextuality, continuity, adaptability, interactivity, and the emergence of new elements within routine practices. By contrast, creativity in the narrow sense denotes freedom from necessity, contemplative activity, and unpredictable results without explicit pragmatic intention. It is linked to the transcendence of the individual — a movement beyond existing meanings. In this perspective, creativity allows for a "process for the sake of the process", whereas creativeness is a "process for the sake of the result" [1].

Accordingly, the basic aspects of a manager's professional creativity are: 1) **Targeted change** that introduces innovations into organisational processes: optimisation of operations, service redesign, improvement of business processes/ 2) **Creation of new management technologies and methods:** decision-making frameworks, approaches to prioritisation (for example, idea portfolios, experiments), programmes for the development and implementation of innovations. 3) **Search, adaptation and implementation of effective practices** (Lean/Agile,