

Alla Vintoniak

Ivano-Frankivsk Educational and Scientific Institute of Management
West Ukrainian National University
ORCID: <https://orcid.org/0000-0002-7729-7602>

**BRAND MANAGEMENT OF TERRITORIAL COMMUNITIES AS A PUBLIC
ADMINISTRATION TOOL IN THE CONDITIONS OF POST-WAR RECONSTRUCTION OF
UKRAINE**

The article examines the brand management of territorial communities as a tool of public administration in the context of post-war reconstruction of Ukraine.

Brand management of territorial communities is an important tool of modern public administration, especially in the conditions of post-war reconstruction of Ukraine. It goes beyond marketing communications and acquires strategic importance as a mechanism for attracting investments, developing territories and strengthening trust in government bodies. Analysis of scientific approaches has shown the absence of a single interpretation of the concept, but allowed us to define it as a comprehensive system of territorial brand management. It is shown that the effectiveness of community reconstruction largely depends on the ability to form and implement a holistic branding policy. The scientific novelty of the study lies in the formation of a new approach to understanding brand management of territorial communities, according to which the brand is considered not only as a means of positioning the territory, but as a management resource of post-war reconstruction aimed at mobilizing the human, investment and social capital of the community. Prospects for further research can be aimed at improving practical mechanisms for implementing brand management in the system of strategic development of territorial communities.

The growth of its importance as an intangible resource that affects investment attractiveness, human capital development and the formation of a positive image of territories is substantiated.

Scientific approaches to the interpretation of brand management of territories are summarized and it is defined as a comprehensive system of management and communication measures aimed at the formation and promotion of a unique community identity. The relationship between branding of territories and public administration is established, where the brand acts as a tool for increasing trust in government and attracting development resources.

Key challenges and prospects for the development of brand management of communities in Ukraine are outlined, in particular in the context of digitalization and post-war reconstruction. A conceptual approach to the integration of brand management into the system of strategic management of territorial communities is proposed.

Keywords: brand management, territorial communities, public administration, territorial brand, post-war recovery.