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INTELLECTUAL POTENTIAL AS A DRIVER OF ECONOMIC DEVELOPMENT OF TERRITORIAL COMMUNITIES: ASSESSING MUNICIPAL GOVERNANCE EFFICIENCY ON CIRCULAR ECONOMY PRINCIPLES

The article examines the theoretical and practical foundations for integrating municipal infrastructure recovery project management, the experience economy, and the principles of the circular economy into a unified system of community business process management. It is substantiated that contemporary challenges associated with post-war reconstruction, limited financial resources, global economic instability, and the need to ensure sustainable development require a fundamental reconsideration of traditional approaches to infrastructure project implementation. It is argued that focusing solely on the technical restoration of infrastructure assets within the classical project management triangle of time, cost, and quality does not ensure the maximum socio-economic benefits for territorial communities.

A conceptual model of infrastructure project value escalation is proposed, according to which value creation evolves through four interconnected levels: asset restoration, service provision, environment creation, and experience generation. The study develops a matrix integrating the phases of the project life cycle with the four dimensions of the experience economy, ensuring that user needs and customer experience are systematically incorporated throughout every stage of project implementation. Particular attention is devoted to the relationship between the proposed model and the principles of the circular economy, including efficient resource utilization, reuse of construction materials, energy efficiency, adaptive reuse, and minimization of environmental impacts.

The findings demonstrate that the integration of these approaches significantly enhances the effectiveness of municipal business process management by increasing the investment attractiveness of territories, stimulating tourism development, encouraging entrepreneurial activity, strengthening local identity, and improving the long-term socio-economic resilience of communities. The proposed framework shifts the focus of reconstruction projects from the mere restoration of physical infrastructure to the creation of sustainable value for residents, businesses, and visitors. The practical significance of the research lies in the possibility of applying the

proposed methodological approaches by local governments, project managers, and other stakeholders when planning and implementing municipal infrastructure recovery projects aimed at creating comprehensive public value, improving citizens' quality of life, and ensuring the sustainable development of territorial communities.

Keywords: institutional resilience; project management; municipal infrastructure; experience economy; circular economy; business process management; global turbulence; territorial community; sustainable development; empirical analysis.