

SCIENTIFIC AND METHODOLOGICAL PRINCIPLES OF FORMATION OF FINANCIAL SUPPORT STRATEGIES FOR THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF PASSENGER TRANSPORT ENTERPRISES

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ABSTRACT

This section analyzes the current state of passenger transportation in Ukraine and evaluates the main sources of its financing. It has been found that in addition to traditional problems with insufficiency of financial resources, the activities of the enterprises have caused the consequences of war. In particular, the volume of passenger transportation decreased by 47.2 % compared to the pre-war 2021. Transport infrastructure lost part of the functional capacity. The fall of passenger income has further aggravated the situation.

In view of these challenges, the relevance of the development of the strategy of financial support for the functioning of passenger transport enterprises is substantiated. The proposed strategy is based on the principles of sustainable development, which provide for a harmonious combination of economic, social and environmental aspects.

The study defines the key stages of formation of a comprehensive strategy for financing transport enterprises. Its implementation will help to create a high quality, environmentally friendly and socially responsible transport system. This will not only improve the quality of services and ensure the financial stability of enterprises, but also contribute to the overall socio-economic development of the country, maintaining the balance between economic benefits, citizens' needs and environmental protection.

KEYWORDS

Passenger transportation, financial support, sustainable development, transport infrastructure, economic efficiency, social responsibility, environmental cleanliness, development strategy.

6.1 ASSESSMENT OF THE CONCEPT OF FINANCIAL SUPPORT FOR THE SUSTAINABLE DEVELOPMENT OF PASSENGER TRANSPORT ENTERPRISES: PROBLEMS AND SOLUTIONS

Passenger transport is one of the main components of the infrastructure of each country, and its development has always been closely linked to the economic well-being and success of the state. Historically, the transport sector has acted as an important indicator of economic development, and its condition and efficiency directly affected the rates of economic growth, social progress and national security. That is why the sustainable development of passenger transport enterprises is a key element of the strategy for the sustainable development of society as a whole. In the context of growing urbanization and increasing load on transport systems, it is important to ensure the efficient, environmentally safe and economically sustainable functioning of passenger transport enterprises.

Financial support for the sustainable development of passenger transport enterprises is an important component for achieving efficiency, environmental safety and economic sustainability of this industry. Financing is a key factor that allows enterprises to innovate, modernize infrastructure, reduce negative environmental impacts and ensure the accessibility of transport services for the population.

For passenger transport enterprises, it is important to make optimal use of financial resources to improve the quality of service and introduce new technologies. Since these enterprises often operate in the field of public services, it is important to ensure their financial stability in order to reduce costs and increase efficiency. Investing in new vehicles, process automation and improved logistics can significantly reduce operating costs and improve the level of service.

In today's conditions, the introduction of environmentally friendly technologies is a major challenge. This requires significant financial resources, since the re-equipment of the transport fleet with environmentally friendly models, such as electric or hydrogen buses, requires large capital investments. This also applies to the modernization of infrastructure, in particular the creation of charging stations for electric vehicles or hydrogen refueling stations. Without adequate financing, such initiatives may become impossible or economically inefficient for enterprises.

Financial stability allows passenger transport enterprises not only to perform their basic functions, but also to provide flexibility in responding to changes in the economic situation, such as fluctuations in energy prices or changes in tariff policy. A key factor is the ability of the enterprise to ensure stable income through the effective use of available resources and cost optimization.

Today, most passenger transport enterprises face problems of lack of financial resources to cover their costs and ensure their development. Problems with financial resources of passenger transport enterprises are a serious challenge to their sustainable development. Insufficient funding, high operating costs, low profitability, difficulties in attracting investments and inefficient financial management – all this requires a comprehensive approach to solving. The introduction of modern financial instruments, attracting additional sources of financing, cost optimization and improving financial transparency can help overcome these problems and ensure sustainable development of passenger transport enterprises.

6.2 SCIENTOMETRIC ANALYSIS OF EXISTING PUBLICATIONS ON THE DEVELOPMENT OF METHODOLOGICAL APPROACHES TO THE FORMATION OF A STRATEGY FOR FINANCIAL SUPPORT OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF PASSENGER TRANSPORT ENTERPRISES

Financial support for the sustainable development of passenger transport enterprises is one of the main factors determining the success and efficiency of this industry. Reliable and stable financing allows enterprises not only to support their current activities, but also to invest in future development, introduce innovations, modernize infrastructure and comply with environmental standards. However, most passenger transport enterprises in Ukraine lack funds to cover their costs. Due to insufficient financing, many enterprises cannot afford to purchase new vehicles or modernize existing ones. This leads to the use of outdated equipment that has high fuel consumption and frequent breakdowns. Old vehicles do not meet modern

standards of comfort and safety, which negatively affects passenger satisfaction. The lack of investment in improving infrastructure and maintenance also reduces the quality of services. The lack of proper financing forces enterprises to operate at a loss. This leads to the accumulation of debts, which complicates further functioning and development. To overcome these problems, comprehensive solutions are needed, which include attracting additional sources of financing, optimizing costs, introducing modern technologies and improving the skills of personnel. Only in this way can the sustainable development of passenger transport in Ukraine be ensured and its competitiveness increased.

However, the ways of finding financial resources for passenger transport enterprises should be considered in the context of their further sustainable development.

The issue of expanding traditional sources of financing for the enterprise is addressed in the work of O. Solodovnik [5] In her work, she notes that financing the sustainable development of enterprises should be carried out with the involvement of a wide range of participants on the basis of cooperation and partnership, taking into account their interests. One of such sources is proposed to consider public-private partnership, which is defined as cooperation between public authorities and the private sector for the purpose of implementing socially significant projects in a wide range of economic activities and is carried out taking into account the interests of all stakeholders. However, to implement the involvement of private-public partnerships to finance passenger transport development projects, it is necessary to create a clear legal basis for PPP, which defines the rights and obligations of both parties, financing mechanisms, risk sharing and dispute resolution methods. The partnership must also comply with all regulatory requirements, including environmental standards, safety standards and other regulatory acts. It is important to ensure its compliance with local, national and international standards.

The paper also highlights the characteristic features of financing sustainable development of enterprises, namely, the implementation of sustainable development goals in the functioning of enterprises creates positive social and environmental effects; creates the opportunity to involve a wide range of participants – international financial organizations, supranational state administration bodies (within the framework of integration associations), state administration bodies, state and non-state enterprises, banks and non-bank financial institutions, individuals, etc. is carried out on the basis of cooperation and partnership, taking into account the interests of all interested groups of stakeholders; expands the range of sources of financial resources formation – allows to mobilize not only own and nationally attracted financial resources, but also international public and private financial resources; ensures the emergence and dynamic development of new methods and tools for the formation and use of financial resources, taking into account global priorities and development trends.

The work [6] is devoted to the issue of determining the economic essence and features of financial support for sustainable development of the enterprise.

A special place in the process of forming sufficient sources of financing for the enterprise's activities is occupied by the strategy of financial support. In the work [4] it is determined that the financial strategy should be aimed at implementing such areas of the company's activity as attracting financial resources, balanced placement (investment) of financial resources, ensuring the necessary level of financial security and achieving high quality management of financial activities.

6.3 RESULTS OF THE DEVELOPMENT OF SCIENTIFIC AND METHODOLOGICAL PRINCIPLES FOR THE FORMATION OF STRATEGIES FOR FINANCIAL SUPPORT OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF PASSENGER TRANSPORT ENTERPRISES

The aim of the study is to develop and substantiate methodological approaches that will contribute to the formation of effective strategies for financial support of sustainable development of passenger transport enterprises. This includes an analysis of the current state of financial support, identification of key problems and barriers, as well as the development of recommendations for overcoming them, taking into account modern trends and innovations in the field of financing transport systems.

To achieve the aim, the following objectives were set:

- analysis of the current state of financial support of passenger transport enterprises and identification of the main sources of financing and assessment of their adequacy to ensure sustainable development;
- identification of internal and external factors affecting the financial stability of passenger transport enterprises;
- identification of key problems associated with insufficient funding, high operating costs, low profitability and other aspects;
- determination of scientific and methodological principles for the formation of effective strategies for financial support;
- development of models and tools that will contribute to the optimization of financial flows, cost reduction and increase in profitability of passenger transport enterprises.

The object of the study is passenger transport enterprises that operate in conditions of increasing load on transport systems and the need to ensure sustainable development. The object of the study covers a wide range of aspects of the activities of passenger transport enterprises that determine their financial support, efficiency, environmental safety and social responsibility. The study of these aspects will allow developing scientifically sound methodological principles for the formation of financial support strategies aimed at ensuring the sustainable development of passenger transport enterprises.

To achieve the set aim, a set of well-known scientific methods was used in the study. Generalization methods were used to generalize modern approaches to the implementation of sustainable development goals in the activities of passenger transport enterprises and to determine the sources of their financing, as well as to form conclusions and recommendations. The logical synthesis method was used to theoretically substantiate the importance of studying the financial support of sustainable development of passenger transport enterprises. The use of analysis and synthesis methods allowed to show the features of ensuring the functioning of passenger transport enterprises in conditions of sustainable development. For a clear presentation of the research results and their schematic interpretation, the method of constructing schemes and models was used.

The proposed general approach to the formation of a financial support strategy is based on the goals of sustainable development and provides for a comprehensive approach to developing a strategy taking into account economic, social and environmental aspects to ensure the sustainable development of the passenger transport industry. Such an approach will ensure not only the financial stability of enterprises, but will

also contribute to improving the quality of transport services, preserving the environment and meeting the social needs of the population

6.4 RESULTS OF THE ANALYSIS OF THE CURRENT STATE OF FINANCIAL SUPPORT FOR PASSENGER TRANSPORT ENTERPRISES

Passenger transport plays an important role in the economy of any country. Its importance goes far beyond the simple movement of people from one place to another. This industry is the foundation for many economic, social and environmental processes, influencing various aspects of society and contributing to its development. Efficient passenger transport contributes to the mobility of the workforce, providing workers with the opportunity to quickly and conveniently get to their workplaces. This increases labor productivity, stimulates economic activity and contributes to GDP growth. However, its impact on the economy is much broader and includes several key aspects:

- the presence of a well-developed transport system allows workers to reduce the time spent traveling to and from work. This reduces stress, increases overall job satisfaction and improves the balance between work and personal life;
- thanks to reliable transport, people can consider work in a wider radius from their place of residence. This expands employment opportunities, reduces unemployment and promotes a more even distribution of the workforce across regions;
- efficient public transport allows employees to arrive at work on time, reducing tardiness and loss of working time. This contributes to increasing the productivity and efficiency of enterprises;
- reducing travel time and improving travel conditions helps reduce fatigue and stress among employees, which has a positive effect on their health and efficiency;
- accessibility increases the attendance of shopping centers, restaurants, cultural and entertainment institutions. This contributes to the growth of local business income and the creation of new jobs;
- the development of the transport system requires significant investments, which stimulates economic activity in the construction industry, production and transport services;
- developed transport allows for the integration of labor markets of different regions, reducing regional imbalances in the level of employment and wages. This contributes to a more even economic development of territories. Accessibility of transport makes cities and regions more attractive for highly qualified specialists, which contributes to the growth of innovative potential and the development of new industries.

The economic activity and development of the country are largely reflected in the volume of passengers transported by passenger transport. The dynamics of gross domestic product (GDP) is one of the key indicators that affects the transport sector (**Fig. 6.1**). The crises that occurred in the country's economy also significantly affected the passenger transport industry. But the industry suffered the greatest shocks in connection with the war. The volume of passengers transported by urban passenger transport in 2022 decreased by 47.6 % compared to the pre-war year 2021. Passenger transport enterprises themselves also suffered significant losses as a result of the war. According to analytical calculations, direct losses caused

to municipal enterprises and private carriers, in particular to destroyed transport, amount to 0.83 billion USD – these are destroyed trolleybuses, trams, buses.

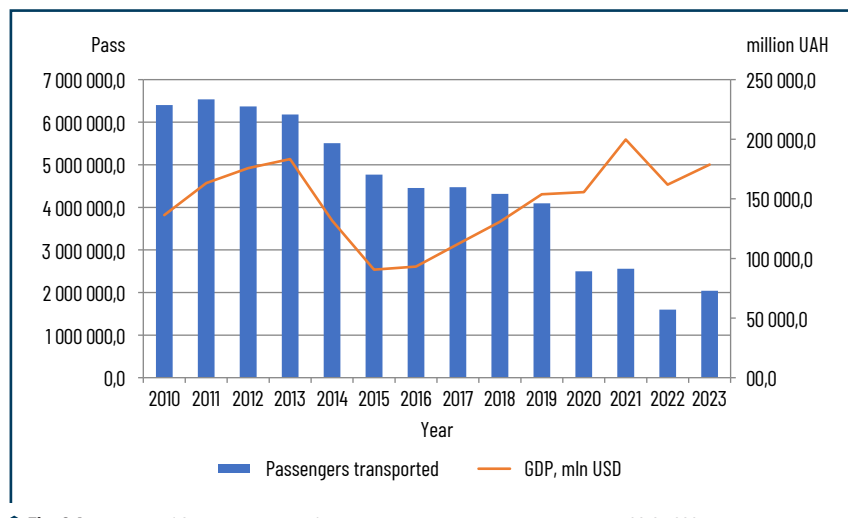


Fig. 6.1 Dynamics of GDP and number of transported passengers in Ukraine during 2010–2023

Table 6.1 presents the losses of rolling stock of passenger transport enterprises of Ukraine. As of January 2024, 11 % of trolleybuses, 7.9 % of trams and more than 5 % of buses from their total number were lost. And these losses are not final, since every day the cities of Ukraine suffer from enemy missile attacks.

Table 6.1 Losses of rolling stock of passenger transport enterprises of Ukraine

Types of damaged rolling stock	Units	Initial number of objects	Number of damaged objects
Trolleybuses	Units	2 980	344
Trams	Units	1 922	152
Buses	Units	241 426	13 182

The largest enterprise in the city of Kyiv, which carries out passenger transportation by both buses and electric transport, is the Municipal Enterprise “Kyivpastrans”. The financial resources of the enterprise are presented in **Fig. 6.2**. The enterprise is dependent on borrowed credit resources. Over the past three years, the amount of bank loans of the enterprise has increased threefold. There has also been a sharp increase in the enterprise’s accounts payable for goods, works and services to its counterparties.

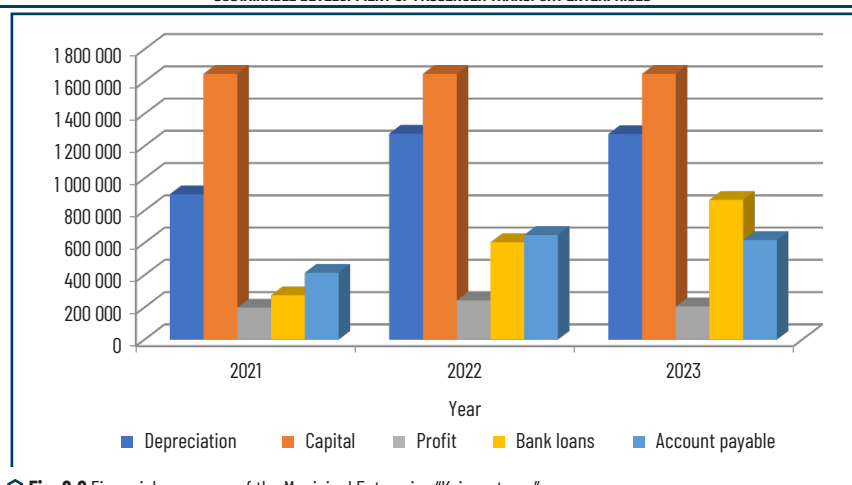


Fig. 6.2 Financial resources of the Municipal Enterprise "Kyivpastrans"

Source: [16, 17]

Therefore, the enterprise operates mainly at the expense of borrowed funds, which indicates a lack of its own financial resources. This creates significant pressure on the financial stability of the enterprise, since high dependence on external financing can lead to increased financial risks. Attracting loans or other external resources may be necessary to ensure current activities, but it also increases debt servicing costs and reduces the flexibility of the enterprise in managing financial flows. Therefore, to achieve financial stability and reduce dependence on external sources, the enterprise needs to develop a strategy for increasing its own financial resources, optimizing costs and increasing profitability. It should be noted that this situation is observed in most passenger transport enterprises.

Analysis of the current state of financial support of passenger transport enterprises shows that they face a number of financial problems, in particular, a lack of own resources and high dependence on external financing. To ensure financial sustainability and support long-term development, it is necessary to implement comprehensive strategies aimed at optimizing costs, diversifying sources of financing and strengthening the role of state support. Only in this way will enterprises be able to improve their financial situation, improve the quality of services and contribute to the sustainable development of the transport sector.

6.5 RESULTS OF DETERMINING SCIENTIFIC AND METHODOLOGICAL PRINCIPLES FOR THE FORMATION OF EFFECTIVE STRATEGIES FOR FINANCIAL SUPPORT OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF PASSENGER TRANSPORT ENTERPRISES

The concept of "strategy" is key in various fields of activity, including business, public administration, social sciences and others. A strategy is a long-term action plan aimed at achieving certain goals or

objectives in conditions of uncertainty and limited resources. It includes an analysis of the current state, defining goals, developing ways to achieve them and monitoring implementation. A strategy is a fundamental tool for achieving long-term success. That is why there is a need to form an effective strategy for financial support of the concept of sustainable development. Forming a strategy for financial support of the concept of sustainable development of passenger transport enterprises is a critical element for achieving long-term success and stability of this industry. In modern conditions of urbanization and increasing load on transport systems, it is important to ensure the efficient, environmentally safe and economically sustainable functioning of passenger transport enterprises. The purpose of forming a strategy for financial support of the concept of sustainable development of passenger transport enterprises is to create an effective and reliable financial base to support the long-term and balanced development of transport enterprises, as well as to ensure environmentally responsible and economically efficient functioning of this industry. It should also be noted that when developing this strategy, it is necessary to take into account the goals of sustainable development in order to ensure a comprehensive and balanced approach to the development of the passenger transport industry (Fig. 6.3). A fundamental aspect of sustainable development is economic sustainability, as it provides the basis for the long-term and balanced growth of enterprises and society as a whole. It determines the ability of economic systems to withstand internal and external shocks, adapt to changes and ensure sustainable development in the long term.

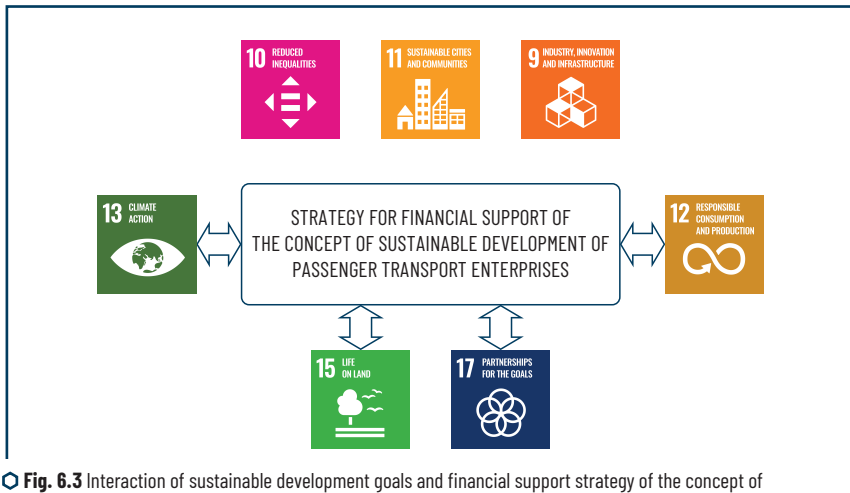


Fig. 6.3 Interaction of sustainable development goals and financial support strategy of the concept of sustainable development of passenger transport enterprises

The basis of economic stability is financial stability, which provides for:

- effective financial management through optimization of financial flows, control over costs and ensuring a sufficient level of liquidity;

- diversification of financing sources;
- financial risk management through the implementation of mechanisms for identifying, assessing and minimizing financial risks.

Economic stability is an integral part of the competitiveness of enterprises. It allows enterprises not only to survive in a competitive environment, but also to thrive, ensuring stable and effective functioning in the long term.

Effective use of resources is a key factor in ensuring economic stability and competitiveness of enterprises. Cost optimization and increasing the efficiency of operational activities allow enterprises not only to reduce costs, but also to increase the productivity and quality of their services. Cost optimization consists in analyzing and reducing costs at all stages of the enterprise's operational activities. Increasing the efficiency of operational activities allows enterprises to use their resources more productively and provide high quality services. This is achieved through process automation, optimization of logistics processes, and the implementation of advanced management practices.

Environmental responsibility is an integral part of the concept of sustainable development. It consists in ensuring the use of natural resources and waste management in a way that minimizes the negative impact on the environment, preserves it for future generations, and promotes the harmonious coexistence of man and nature. Reducing emissions of harmful substances into the atmosphere, water, and soil is an important component of environmental responsibility, which is especially relevant for passenger transport enterprises. Environmental responsibility of passenger transport enterprises is a critical aspect of their activities aimed at reducing the negative impact on the environment and promoting sustainable development. Ensuring environmental responsibility includes several main areas, such as optimizing resource use, implementing environmentally friendly technologies, reducing emissions, waste management, and raising environmental awareness among employees and passengers. Implementation of this principle involves optimizing and rational use of fuels and lubricants, implementing energy-efficient technologies, implementing environmentally friendly technologies, reducing harmful emissions and raising the environmental awareness of enterprise employees.

The social responsibility of passenger transport enterprises involves taking into account the needs and interests of different groups of the population that use their services. This includes creating comfortable and accessible conditions for all passengers, ensuring safety, supporting social programs and initiatives, and promoting community development. Social responsibility is an important aspect of the activities of enterprises, which allows increasing the trust and satisfaction of customers, as well as strengthening their reputation in society. The social responsibility of passenger transport enterprises includes the following components:

- accessibility and inclusiveness. passenger transport should be accessible to all segments of the population, therefore vehicles and infrastructure should be equipped with ramps, elevators and special places for passengers with disabilities. This also includes accessibility for the elderly and families with children;
- passenger safety. Transport companies must adhere to high safety standards through regular maintenance of vehicles, the implementation of modern security systems, such as surveillance cameras, GPS trackers, emergency communication systems. Also, the implementation of this requirement involves regular training and courses for drivers and other personnel on passenger safety, first aid and emergency response;

- social programs and initiatives. This component involves providing discounts on travel for pensioners, students, large families and other socially vulnerable categories of the population;
- environmental initiatives involve the implementation of measures aimed at reducing harmful emissions, saving energy and resources, as well as conducting information campaigns among passengers on the environmental aspects of using transport and supporting environmentally conscious behavior.

The social responsibility of passenger transport enterprises covers a wide range of measures aimed at ensuring accessibility and safety, improving the quality of service, supporting social programs and environmental initiatives. Taking into account the needs and interests of different groups of the population is a key element of social responsibility, which contributes to increasing the level of trust in the enterprise, improving its reputation and ensuring sustainable development. The implementation of socially responsible practices allows passenger transport enterprises to effectively use their resources, adapt to changes and achieve long-term success. Innovation is a key factor contributing to the sustainable development of passenger transport enterprises. They allow introducing the latest technologies, improving the quality of services, reducing costs and environmental impact, as well as increasing competitiveness. In the context of rapid technological development and growing requirements for environmental and social responsibility, innovations are becoming an integral part of the sustainable development strategy. The financial strategy of passenger transport enterprises should be focused on creating favorable conditions for the implementation of innovations. This includes investments in research and development, attracting external investments, optimizing costs, creating internal innovation funds, supporting environmental and social innovations. An effective financial strategy will allow enterprises not only to implement advanced technologies, but also to increase competitiveness, ensure environmental and social responsibility, and promote sustainable development of the industry as a whole.

Institutional capacity and effective management play a key role in ensuring the sustainable development of passenger transport enterprises. Development of the regulatory framework, organizational structure, professional resources, strategic and financial planning, operational management, monitoring and evaluation – all this contributes to achieving sustainable development goals. Effective management ensures optimal use of resources, improving the quality of services, reducing risks and increasing the competitiveness of enterprises, which, in turn, contributes to the sustainable development of society as a whole. These components contribute to the proper functioning of enterprises, ensuring the quality of services, efficient use of resources and adherence to the principles of sustainable development.

It should also be noted that the formation of a strategy for the financial support of passenger transport enterprises should be closely correlated with the goals and objectives of the general strategy for the development of the industry, the region and the economy of the country as a whole. This ensures consistency of actions at all levels, contributes to the effective use of resources and allows for comprehensive development. Therefore, when forming a strategy, the goals and objectives of the general strategy for the development of the transport industry should be taken into account, namely, harmonization with industry priorities, coordination with infrastructure projects.

The formation of a strategy for the financial support of sustainable development of passenger transport enterprises is a multi-stage process that requires careful planning, analysis and coordination. The main

stages of the formation of a strategy for the financial support of the concept of sustainable development of passenger transport enterprises are presented in **Fig. 6.4**. The first initial stage of the formation of the strategy is the formulation of its mission. The mission of the strategy for the financial support of the concept of sustainable development of passenger transport enterprises is to create conditions for sustainable, environmentally responsible and socially oriented development of the industry. This includes ensuring financial stability, supporting innovation, reducing environmental impact and improving the quality of life of the population through the accessibility and quality of transport services. It also means creating conditions that allow transport enterprises not only to survive in the face of economic challenges, but also to develop, responding to the modern needs of society and the environment.

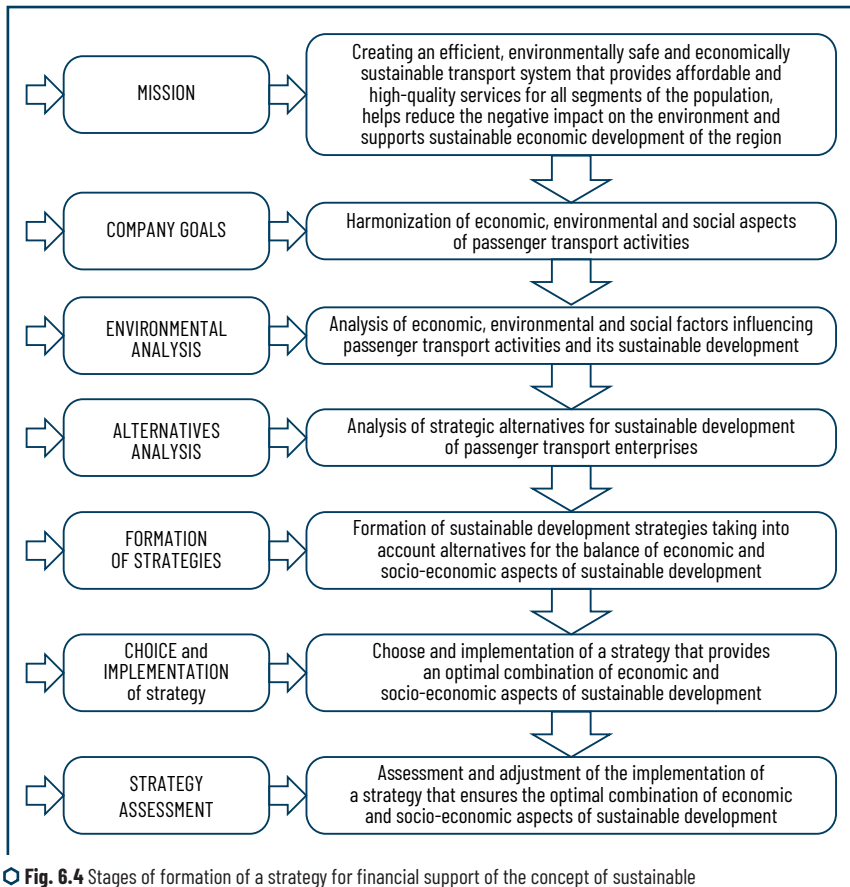


Fig. 6.4 Stages of formation of a strategy for financial support of the concept of sustainable development of passenger transport enterprises

Accordingly, the mission objectives should be:

- ensuring long-term financing involves creating conditions for stable financing of sustainable development projects through diversification of income sources, attracting investments and implementing financial instruments;
- increasing competitiveness through efficient use of resources, optimizing costs and implementing innovations;
- preserving and improving the environment by reducing environmental impact through the implementation of environmental initiatives and technologies;
- supporting social equality – involves ensuring accessibility and quality of transport services for all segments of the population, with an emphasis on social justice and inclusiveness.

The phased implementation of the stages of formation of a strategy for financial support of the concept of sustainable development of passenger transport enterprises will contribute to the development of a high-quality, environmentally friendly, cost-effective and socially responsible transport system. This will not only improve the quality of services, but also contribute to the overall economic and social development of the country, while maintaining a balance between the needs of citizens, economic benefits and environmental protection.

A generalized scheme of the strategy for financial support of the concept of sustainable development of passenger transport enterprises is presented in **Fig. 6.5**.

The generalized scheme of the financial support strategy of the concept of sustainable development of passenger transport enterprises is an important tool for systematizing and optimizing financial flows in this area. The proposed strategy should take into account not only economic aspects, but also social and environmental factors, since sustainable development requires a balance between work efficiency, environmental care and social needs of citizens.

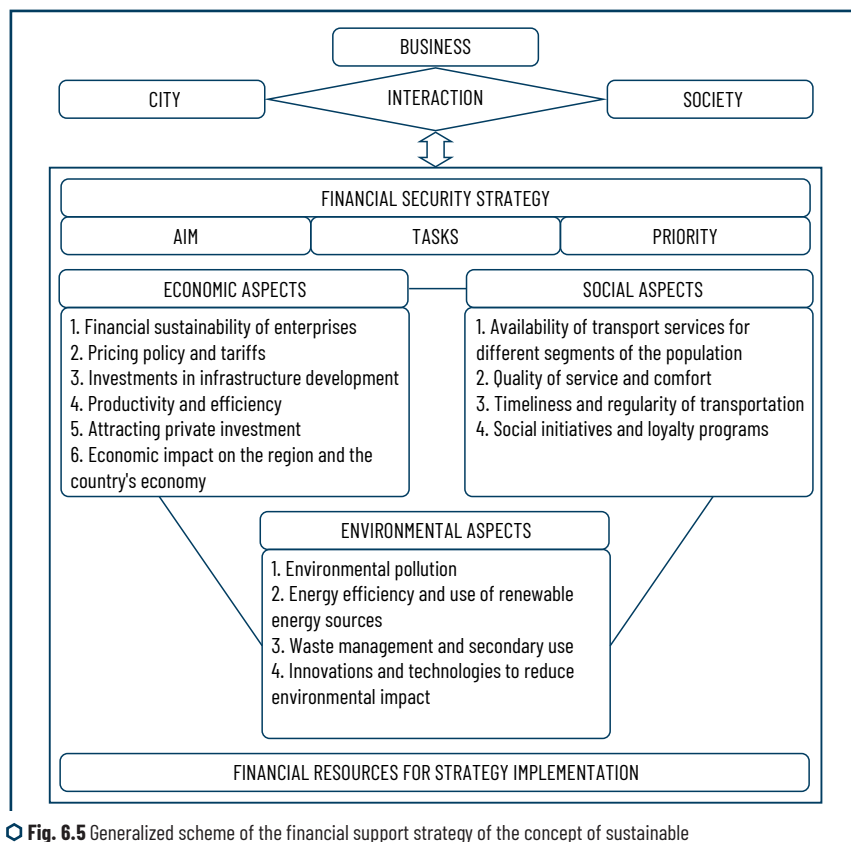
The economic aspects of the financial support strategy are aimed at ensuring stable and effective use of enterprise resources. Their components are:

1. Financial sustainability of enterprises. Passenger transport faces high costs for infrastructure maintenance (roads, stops, depots), technical maintenance of vehicles (buses, trolleybuses, trams, trains), personnel remuneration, fuel and energy. On the other hand, the main sources of income are fares from passengers, budget financing and other payment sources. Cost optimization and revenue growth are important for achieving financial sustainability of enterprises. In many countries, including Ukraine, passenger transport often requires state subsidies due to low transportation tariffs. This is due to the fact that passenger transport is a socially important service, and tariffs often do not cover all costs.
2. Pricing policy and tariffs. Setting tariffs that correspond to the level of costs and revenues of the enterprise is one of the most important economic aspects. Determining fair and affordable tariffs, as well as ensuring their flexibility depending on demand, is of great importance for achieving economic efficiency.
3. Investments in infrastructure development. Investments in new, more efficient vehicles (electric buses, low-floor trams, new routes) can reduce fuel and maintenance costs, increase the level of safety and comfort for passengers.

4. Productivity and efficiency. Proper route planning, including determining the frequency of runs and load levels, can significantly increase transport efficiency. Route optimization can reduce service costs and reduce waiting times for passengers.

5. Attracting private investment. In conditions of limited budget financing, private investment can become an important source of capital for the development of passenger transport. For large infrastructure projects, bond loans or other forms of financing can be used, which allows attracting private investors and minimizing dependence on the state budget.

6. Economic impact on the region and the country's economy. Passenger transport directly affects the economy of a city or region, ensuring labor mobility, supporting the labor market, and promoting the development of trade and tourism. Increasing the availability of transport contributes to increased economic activity, improving access to jobs, and maintaining economic stability in regions.



Social aspects of passenger transport activities focus on ensuring accessibility and quality of services for all segments of the population. This includes:

1. Accessibility of transport services for different segments of the population. Passenger transport should be accessible to all segments of the population, including people with disabilities, pensioners, children, students, as well as socially vulnerable groups. Adaptation of infrastructure (ramps, elevators, special places for wheelchairs) and ticket benefits are important.
2. Quality of service and comfort. High quality of service and comfort during trips are of great importance for citizens using passenger transport. This includes cleanliness, availability of air conditioning, comfortable seats, provision of Wi-Fi and access to other amenities.
3. Timeliness and regularity of transportation. For passengers, it is important that transport runs regularly and the schedule is convenient and predictable. Irregular or delayed runs can lead to increased travel time, which creates significant social inconvenience.
4. Social initiatives and loyalty programs. The development of loyalty programs, in particular for frequent travelers or for students and pensioners, encourages citizens to use public transport. This may include cards with bonuses, discounts or free trips after a certain number of uses.

The environmental aspects of the financial security strategy are aimed at preserving the environment and reducing the negative impact of transport on the environment. They include:

1. Environmental pollution. Passenger transport is a significant source of carbon dioxide (CO₂) emissions, which contribute to climate change. CO₂ emissions depend largely on the type of transport (buses, trams, trolleybuses, trains). Transport running on fossil fuels (diesel, gasoline) is the main source of these emissions. In addition to CO₂, traditional vehicles also emit nitrogen oxides (NO_x), sulfur dioxide (SO₂), particulate matter and other harmful substances that cause air pollution, impair human health and can lead to the formation of acid rain.
2. Energy efficiency and the use of renewable energy sources. The use of energy from renewable sources, such as solar, wind and hydropower, to charge electric vehicles is an important component of reducing the negative impact on the environment. For example, electric buses or trams powered by energy produced from renewable sources significantly reduce emissions of pollutants into the atmosphere.
3. Waste management and recycling. One aspect of environmental responsibility is the proper management of waste generated during the operation of vehicles. This includes the disposal of old vehicles, batteries and other components that can pollute the environment.
4. Innovation and technologies to reduce environmental impact. The introduction of new technologies, such as automation, unmanned vehicles and intelligent transport systems, can significantly increase the efficiency of transport and reduce its environmental footprint.

The overall strategy for financial support for the concept of sustainable development of passenger transport enterprises is complex and multifactorial. It should synthesize economic, social and environmental aspects to ensure the sustainable development of the industry.

Such an approach will ensure not only the financial sustainability of enterprises, but will also contribute to improving the quality of transport services, preserving the environment and meeting the social needs of the population.

6.6 DISCUSSION OF THE RESULTS OF DETERMINING THE SCIENTIFIC AND METHODOLOGICAL PRINCIPLES OF THE STUDY

The state of the passenger transport industry was analyzed and the main sources of financing were assessed. In addition to the problem of lack of financial resources, the war made significant adjustments to the activities of passenger transport enterprises. The decline in passenger transport volumes was 47.2 % compared to the pre-war year of 2021. The infrastructure of passenger transport enterprises also suffered significant losses. The decrease in passenger income also negatively affected the volume of transportation. In view of this, the development of a strategy for financial support for the activities of enterprises is particularly relevant. However, the development processes of passenger transport enterprises should take place taking into account the concept of sustainable development and based on the principles of sustainable development.

As a result of the study, the main stages of forming a strategy for financial support for the concept of sustainable development of passenger transport enterprises were formed. The implementation of the stages of forming a strategy for financial support for the concept of sustainable development of passenger transport enterprises will contribute to the development of a high-quality, environmentally friendly, cost-effective and socially responsible transport system. This will not only improve the quality of services, but also contribute to the overall economic and social development of the country, while maintaining a balance between the needs of citizens, economic benefits and environmental protection.

A generalized strategy for financial support of the concept of sustainable development of passenger transport enterprises has been developed. The general strategy for financial support of the concept of sustainable development of passenger transport enterprises is comprehensive and multifactorial. It is based on the principles of sustainable development and synthesizes economic, social and environmental aspects to ensure sustainable development of the industry. Such an approach will ensure not only the financial sustainability of enterprises, but will also contribute to improving the quality of transport services, preserving the environment and meeting the social needs of the population.

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