THE EFFECTS OF THE COVID-19 PANDEMIC ON STRATEGIES FOR ATTRACTING AND UTILIZING EUROPEAN FUNDS IN PUBLIC ADMINISTRATION

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Abstract

The COVID-19 pandemic has reshaped public administration's approach to European fund attraction and utilization, influencing strategic planning, allocation, and project management. This article explores the pandemic's impact on European fund strategies, particularly in how public administrations address urgent needs, manage remote processes, and adapt to new regulations and funding priorities. Using cause-effect and extended SWOT analyses, the study examines factors affecting fund utilization efficiency and highlights opportunities and challenges faced by public administrations during the pandemic. Findings suggest that while the pandemic accelerated digital adoption and strategic realignment, it also introduced constraints, such as resource limitations and regulatory complexities, necessitating innovative solutions for effective fund management.

Keywords*:* COVID-19 pandemic, European funds, public administration, fund utilization, strategic adaptation, remote processes, digital transformation
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