

METHODOLOGY FOR ASSESING THE DEGREE OF DIGITALIZATION OF THE PROCESSES OF ESTABLISHING BUSINESS ENTITIES IN UKRAINE

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The ultimate aims of the research are to identify, on the basis of a systematic analysis, the peculiarities of digitalization of the processes of establishing business entities in Ukraine, to structure the relevant totality of organizational and managerial actions in the context of the actual state and potential of their digitalization, to develop a methodology for quantifying the degree of digitalization in the business establishment procedure and assess the impact of its individual organizational components on the final integrated indicator of digitalization.

In modern research, significant attention is directed towards the digitalization of economic activities. The article proves the importance of systematically structuring the processes involved in establishing business entities to determine the extent of their digitalization. Such an approach enables the identification of components within the business establishment process that hold promise for digital transformation, representing a crucial factor in enhancing the efficiency of both the business sector and state regulatory institutions.

The article provides a comparative analysis of the digitalization processes involved in establishing businesses in the “individual entrepreneur” and “Limited Liability Company” formats. This comparison enabled the identification of specific dependencies regarding the degree of digitalization within the establishment process based on the organizational and legal structure of the business being established.

Methodical approaches for quantifying the degree of digitalization in the processes of establishing business entities were proposed. The article presents a structure for the processes of establishing business entities in Ukraine, which consists of six stages. Within each stage, corresponding sets of organizational actions are outlined, distinguishing between digital and non-digital forms. The potential for transforming non-digital organizational actions into digital ones was also identified.

A methodology for expert evaluation of the weighting coefficients of the importance of individual components (organizational actions) of the overall process of business establishment was proposed. Based on the application of this methodology, quantitative parameters for assessing the strength of the impact of individual organizational actions on the overall level of digitalization of the process of establishing business entities were suggested. The article also justifies the priority directions for further digitalization of the process of establishing business entities in Ukraine. The key actors in implementing these directions are both the founders of business entities and managers, as well as the relevant state bodies.

The article introduces indicators of the average and marginal propensity of founders to digitalize organizational actions when establishing business entities. The indicator of the marginal propensity for digitalization is essential for evaluating the dynamics of digitalization in the processes of establishing business entities. Its utilization enables the determination of how the overall level of digitalization in the business establishment process will change due to the transformation of another “traditional” organizational action into a digital format.

The article calculates the actual degree of digitalization of the processes of establishing business entities in Ukraine on the examples of “individual entrepreneur” and “Limited Liability Company”. A methodology was developed and calculations were conducted to assess the potential for its enhancement through further digitalization of a certain totality of organizational actions.

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