

- development of a national concept of venture business development;
- simplifying the venture financing procedure for SMEs;
- the introduction of tax incentives for investing in Seed companies;
- improvement of the venture business infrastructure and its information support;
- transition of the country to a radically innovative way of development using the entrepreneurial potential of youth.

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COMPARATIVE ANALYSIS OF BUSINESS CONDITIONS IN EU COUNTRIES BY DOING BUSINESS RATING

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В роботі проаналізовано рівень розвитку бізнесу в країнах Євросоюзу за допомогою рейтингу легкості ведення бізнесу Doing Business. Складе-

но рейтинг країн ЄС, які мають сприятливе бізнес-середовище. Зроблено висновки про покращення умов ведення бізнесу, оскільки Євросоюз надає підприємцям єдиний ринок, сприятливі умови для бізнесу та єдину інформаційну базу.

Ключові слова: малий бізнес, рейтинг Doing Business, умови ведення бізнесу.

В работе проанализирован уровень развития бизнеса в странах Евросоюза с помощью рейтинге легкости ведения бизнеса Doing Business. Составлен рейтинг стран ЕС, которые имеют благоприятную бизнес-среду. Сделаны выводы об улучшении условий ведения бизнеса, поскольку Евросоюз предоставляет предпринимателям единый рынок, благоприятные условия для бизнеса и единую информационную базу.

Ключевые слова: малый бизнес, рейтинг Doing Business, условия ведения бизнеса.

Global experience and management practice shows that an important element of business development in many countries is the presence and effective interaction of large, medium and small enterprises, which allows to create a competitive market environment. The development of small and medium-sized businesses is the driving force behind the national economies of the world's leading countries. That is why research into the development trends of this sector of the economy is a pressing issue today.

Nowadays, international organizations calculate several different investment attractiveness ratings, which, based on different methods and bases of objective and subjective primary data, reflect the quality of the investment climate in most countries of the world:

- World Bank: Doing Business Rating;
- Taoist World Economic Forum: Economic Growth Competitiveness Index, International Trade Engagement Index;
- United Nations Human Development Program: Human Development Index;
- UNCTAD: Trade and Development Index;
- Price Auditing firm PricewaterhouseCoopers (PwC): Ranking of countries by tax system complexity;
- International Monetary Fund: macroeconomic indicators;
- UNESCO: Research and Development Expenditure Index;

• European Bank for Reconstruction and Development: Macroeconomic indicators.

Small business in developed countries forms the middle class, which is the basis for the stable development of the country's economy. Business development in Europe is fast-paced, as state policy is aimed at supporting small and medium-sized enterprises, balancing state and business interests and ensuring a favorable business climate. In the EU countries, 99.8 % of business entities belong to the SME segment, and 66.8 % of jobs and 57.8 % of value added are created by small businesses [1]. The main objectives of business support in Europe are to strengthen the EU's single internal market, to unify the legislative framework, to promote the skills of entrepreneurs and all forms of innovation, to allow small businesses to turn environmental problems into opportunities, to encourage and support entrepreneurs in favor of growing markets, responding to public authorities' needs and medium business [2].

European public policy to support small and medium-sized businesses has provided EU countries with growth and rapid economic development. The European Union has strong intellectual and technological potential and can therefore become one of the high-tech hubs of the global economy. He is one of the initiators of innovative sustainable development strategies. Knowledge and innovation economics are the EU's top priorities. The EU countries are pursuing an effective innovation policy that will improve the quality of goods and services and increase the number of entrepreneurs.

We can analyze the business climate in EU countries using the Doing Business rating. Among the 28 EU Member States in the Ease of Doing Business Ranking in 2019, there are 15 countries with favorable business climate, the data of which is presented in Table 1.

As can be seen from Table 1 in the ranking of ease of doing business among EU countries in 2019, Denmark is in first place and is ranked 3 among 190 countries in the world. In the last five years, Denmark has been the most stable country in the ranking. Also in the top ten among the EU countries in terms of business climate favorability is Britain. Countries such as Sweden, Lithuania, Estonia, Finland, Latvia show a good enough result. Ukraine has been trying to show EU countries its ability to quickly change its position in the ranking and has moved from 112 places to 71 in the last five years.

Table 1

Rating of ease of doing business in individual EU countries in 2014-2019 according to Doing Business

| Country | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | Trend |
|----------------|------|------|------|------|------|------|-------|
| Denmark | 5 | 4 | 3 | 3 | 3 | 3 | ↑ |
| United Kingdom | 10 | 8 | 6 | 7 | 7 | 9 | ↓ |
| Sweden | 14 | 15 | 8 | 9 | 10 | 12 | ↑ |
| Lithuania | 17 | 24 | 20 | 21 | 16 | 14 | ↑ |
| Estonia | 22 | 17 | 16 | 12 | 12 | 16 | ↑ |
| Finland | 12 | 9 | 10 | 13 | 13 | 17 | ↓ |
| Latvia | 24 | 23 | 22 | 14 | 19 | 19 | ↑ |
| Ireland | 15 | 13 | 17 | 18 | 17 | 23 | ↓ |
| Germany | 21 | 14 | 15 | 17 | 20 | 24 | ↓ |
| Austria | 30 | 21 | 21 | 19 | 22 | 26 | ↑ |
| Spain | 52 | 33 | 33 | 32 | 28 | 30 | ↑ |
| France | 38 | 31 | 27 | 29 | 31 | 32 | ↑ |
| Poland | 45 | 32 | 25 | 24 | 27 | 33 | ↑ |
| Portugal | 31 | 25 | 23 | 25 | 29 | 34 | ↓ |
| Czech Republic | 75 | 44 | 36 | 27 | 30 | 35 | ↑ |
| Ukraine | 112 | 96 | 83 | 80 | 76 | 71 | ↑ |

Source: compiled by Doing Business [3].

According to Doing Business in 2019, in Denmark, the Performance of Contracts Performance has increased from 68.37 in 2018 to 73.92 in 2019 by 5.55 due to reforms that have facilitated business conditions. The closer the figure is to 100, the better. In the UK, Connecting to the electricity supply has increased from 93.29 in 2018 to 96.45 in 2019 by 3.16, driven by changes in this area that have improved the business climate. In Lithuania, the Minority Investor Protection indicator rose from 65.00 in 2018 to 66.67 in 2019 by 1.67 due to reforms in this area, as well as in taxation and international trade. In France, the changes made in 2019

provided an increase in such indicators as in 2018, such as «Connecting to the power supply system» from 85.89 to 92.01 by 6.12; «Property Registration» from 60.69 to 63.33 by 2.64 and «Taxation» from 78.41 to 79.31 by 0.90. In Poland, changes in the area of contract enforcement have led to an increase in the performance of Contract Performance from 63.44 in 2018 to 64.36 in 2019 by 0.92. A number of reforms have created a more favorable business climate in EU countries.

In view of the above, we can conclude that in the EU countries in 2019 through the reforms have improved business conditions. The most favorable countries for doing business are: Denmark, United Kingdom, Sweden, Lithuania, Estonia, Finland, Latvia, Ireland, Germany, Austria. Although, in the EU countries, the business climate is favorable, as indicated by the country's ease of doing business rankings among 190 countries, as the EU provides entrepreneurs with the following benefits: a single source of information, a favorable business environment, a single EU market that provides free movement of people, goods, services and money. These factors contribute to improving the conditions of entrepreneurs and the quality of goods and services.

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