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METHODOLOGY FOR ASSESSING THE INDICATORS OF THE ENDOGENOUS POTENTIAL OF DEVELOPMENT OF BUSINESS STRUCTURES

The article substantiates a modernized econometric approach to evaluating the endogenous development potential of business structures amidst the expansion of digital platforms and the "green" transition.

Substantiation of theoretical and methodological principles of quantification of endogenous potential of development of business structures appears as a fundamental scientific and applied task of modern economy, the solution of which directly determines the resilience of microeconomic systems in the long term. The traditional paradigm of strategic management for a long time was based on models within which the trajectory of enterprise development was considered mainly as a function of adaptation to macroeconomic conditions, market trends and aggressive exogenous pressure.

However, the cascade of global macrosystem shocks, military destruction and infrastructure limitations has illustrated the critical limitations of such an approach. In conditions when the external environment loses signs of stationarity and predictability, and the level of exogenous entropy tends to infinity, classical adaptation tools lose their anticipatory character, turning into delayed reactions of an inert system. This makes it necessary to shift the focus of scientific research from the analysis of external factors to the assessment of internal drivers of self-organization that form the endogenous potential of the business structure.

A three-dimensional descriptive space is formed, integrating the sub-indices of ecosystem complementarity, circular sustainability, and financial-operational homeostasis. An express methodology has been developed that eliminates the subjectivity of expert assessments by combining a modified min-max normalization and Claude Shannon's information entropy calculation algorithm using a natural base. It is proved that the linear aggregation of sub-indices with dynamic entropy weights implements the effect of a cybernetic regulator: during crisis shocks, the entropy of an unstable contour drops sharply, which automatically maximizes its weight and signals the need to mobilize the firm's internal resources. The proposed approach is adapted for practical programming and operational management.

Keywords: endogenous potential, ecosystem complementarity, circular sustainability, financial-operational homeostasis, Shannon entropy, dynamic weights.