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STATISTICAL ESTIMATION OF THE STRUCTURAL AND DYNAMIC STABILITY OF BUSINESS ENTITIES IN UKRAINE IN THE CONTEXT OF INVESTMENT TRENDS

The article is devoted to the assessment of the development of business entities in Ukraine by their size groups over the past ten years. Theoretical and methodological aspects of state statistics were studied, specifically in terms of classifying business entities in accordance with the Commercial Code of Ukraine and methodological provisions of state statistical authorities. It is proposed to apply a comprehensive approach to analyzing the efficiency of their functioning by calculating the volume of products (goods, services) sold on average per enterprise and labor productivity per employed person. An extended methodological approach was applied to analyze structural and dynamic shifts in the domestic business sector. The dynamics of active business entities and the number of employed persons over 2015–2024 were analyzed.

According to the results of the analysis, the total number of active business entities in Ukraine decreased by 24,910 units (from 1,974,318 in 2015 to 1,949,408 in 2024), while the number of employed persons after the shock of 2022 stabilized at about 7.4 million people. At the same time, the volume of products (goods, services) sold per large enterprise increased more than twofold, exceeding 10.4 million UAH in 2024, whereas for micro-enterprises, this indicator after dropping to 421.2 thousand UAH in 2022 recovered only to 505.5 thousand UAH in 2024. Labor productivity on large enterprises grew 3.6-times (reaching over 4,300 thousand UAH per person), while for micro-enterprises it remained in a state of slowed recovery, reaching only 310 thousand UAH per person.

The analysis of structural changes in the Ukrainian business sector over 2015–2024 was carried out, and the change in the share of enterprise size groups was analyzed. The analysis showed that during 2015–2024, such segments as micro-enterprises and large enterprises slightly improved their structural positions (by +0.19 p.p. and +0.01 p.p., respectively), with micro-entities absolutely dominating the structure at 96.98% in 2024. At the same time, the structural share of small (-0.14 p.p.) and medium-sized (-0.06 p.p.) enterprises decreased. However, despite the quantitative dominance of micro-enterprises, they demonstrate a slowed rate of recovery, which requires appropriate government support policies, particularly in terms of access to finance and stimulating employment. The results of the study proved the need for multi-dimensional statistical approaches to the evaluation of business development and can be used in implementing state programs for economic recovery and enterprise support in any country or region.

Keywords: business entities, large enterprises, medium enterprises, small

enterprises, micro-enterprises, turnover of sold products (goods, services), labor productivity, structural changes