

THE ESSENCE OF ENTREPRENEURSHIP AND THE MODERN APPROACHES TO ITS MEASUREMENT

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Abstract. *Entrepreneurship is an essential factor in the development and prosperity of society. Different economic schools have been studying this phenomenon. However, there is still no unambiguous definition of entrepreneurship, which complicates its measurement and comparison process. Existing entrepreneurship measurement indicators do not thoroughly consider the multifaceted nature of entrepreneurial activity and are difficult to combine with the main components of entrepreneurship. Also, a significant problem is their simplicity, one-sidedness, and adaptability to measuring entrepreneurial activity in developed countries, where it is easy to access information and conduct surveys because a favorable business environment facilitates this. At the national level, the official data of the State Statistics Service and other state institutes focused on a certain business environment are still the main indicators of measuring entrepreneurial activity. Therefore, the purpose of the article is to consider the main approaches to defining the concept of «entrepreneurship», the characteristics of its measurement indicators and their shortcomings. The following methods were used for the research: descriptive, comparative, historical and statistical methods of analysis. To solve the problems concerned with entrepreneurship and its measurement, it is necessary to continue use of official statistics, involve the state and institutions and promote a favorable environment. A single statistical concept for measuring entrepreneurship is also required. All this should contribute to the prosperity of entrepreneurship and the development of the economy.*

Keywords: *entrepreneurship, entrepreneur, measuring entrepreneurship, indicators, government policy, institutional environment, economic growth.*

Formulation of the problem. Entrepreneurship is an essential component of any country's economy. In today's changing, unstable, globalized, and dynamic world, prosperity and development are only possible by understanding the economy's key criteria and driving forces: entrepreneurship.

Each country has its peculiarities in starting and running a business. This is due to historical development, cultural and mental characteristics, and the influence of formal and informal institutions. The reasons for the emergence and functioning of entrepreneurship in developed and developing countries have differences due primarily to the population's level of education, provision, and self-awareness, the legal framework, state policies, availability

and accessibility of information. As a result, the relevance of entrepreneurship measurement study is based on finding solutions to the following two main questions: 1) the definition of clear, generally accepted concepts and 2) the search for indicators that would provide a comprehensive measurement of entrepreneurship and that could be used in countries with different levels of development.

Socio-economic characteristics, such as globalization, digitalization, and the growing interdependence of economies, create new opportunities and contribute to the rapid spread of crises, unemployment, and pandemics worldwide. Recent economic developments have shown the need to create a single measure of entrepreneurship to understand why, in some countries, entrepreneurship thrives despite crises. In contrast, in others, it remains in the shadows. Another area for improvement is that most small business studies have focused on a small and differentiated base of indicators and have been conducted only on the examples of developed countries such as the USA and Canada.

Analysis of recent research and publications. Defining the essence of «entrepreneurship» and «entrepreneur» is impossible without understanding the historical development of views on these concepts. Many scientists were interested in entrepreneurship as the critical component of the prosperity of the economy and society, and the entrepreneur was considered an agent of change.

The search for the essence of entrepreneurial activity goes back to the studies of scientists of the classical schools, among which the most famous are the works of R. Cantillon and J. -B. Say [1, 2]. The study of this issue was continued in the works of scientists of the last century who belonged to the Chicago, Austrian, and German schools of economics [3–5]. The essential aspect of these studies is highlighting the main characteristics of entrepreneurial activity and paying great attention to the person of the entrepreneur as an agent of change in the economy. The growth of uncertainty and rapid changes required the search for new theories regarding the role of entrepreneurship in the efficient functioning of the economy. As a result, this can explain the increased interest of scientists and economists and the publication of works by such scientists as M. Casson [6], M. Blaug, W. Baumol [7], S. Parker [8], K. Godin [4], J. Clemens [4], N. Veldhus [4], etc.

However, despite long-term research, defining the concept of «entrepreneurship,» its characteristics, and its measurement remains relevant even today. The attention of scientists and the growing role of the entrepreneur as a driver of changes in the economy necessitates further study, generalization, systematization of knowledge, and finding ways to measure entrepreneurship.

Research objectives. The article aims to consider the main approaches to determining the essence of entrepreneurial activity and indicators of measuring entrepreneurship and their shortcomings. To achieve the goal, several tasks must be solved: define the nature of the concept of «entrepreneurship» and characterize its features; compare the main approaches to defining entrepreneurship; and determine indicators of measuring entrepreneurship currently used in developed countries.

Research methods: descriptive, comparative, historical, and statistical analysis methods.

Presenting main material. Today, entrepreneurship is a broad field of research for scientists and economists. The growing interest in it is evidenced by the consideration of

entrepreneurship at conferences, the appearance of an increasing number of magazine articles, and the defense of candidate and doctoral theses on this topic. First, everyone is interested in entrepreneurship's impact on the economy's prosperity and competitiveness [8, p. 2].

The answer to this question can be obtained by measuring entrepreneurship in developed and developing countries and comparing the results. The difficulty lies in the need to use indicators that do not represent the situation due to taking into account a narrow list of criteria, which are mainly based on surveys of economic agents and statistical data [4, p. 3].

To solve the tasks and understand the main issues, it is necessary first to define what entrepreneurship is, who an entrepreneur is, and what role he plays. Thus, the emergence and spread of the concepts of «entrepreneurship» and «entrepreneur» are associated with the Irish-French economist R. Cantillon, who, in his writings, in addition to rulers and landowners, divided society into two classes: those who work for wages and entrepreneurs. In his opinion, the main characteristic of entrepreneurs is that they work for an unspecified fee in advance and thus take the risk [1, p. 81].

The next stage of studying and understanding entrepreneurship is associated with the names of such scientists as A. Smith and J.-B. Say. According to A. Smith, an entrepreneur is an owner who takes an economic risk to implement a specific idea and make a profit. That is, the famous economist underestimates the role of the entrepreneur and believes that if labor, land, and capital are available, entrepreneurial activity will arise by itself. The entrepreneur also performs the functions of a manager because he plans, organizes the production process, and disposes of the results [2, p. 21].

At the same time, J.-B. Say believed that an entrepreneur primarily organizes people to produce specific products. According to a scientist from the classical school of political economy, an entrepreneur acts as an economic agent who combines factors of production, namely land, labor, and capital [2, p. 22].

Entrepreneurship is a dynamic phenomenon that changes, manifesting its specificity at different stages of the development of the social and economic system; in entrepreneurship, diverse economic, sociological, psychological, and sociocultural factors are closely intertwined (multifaceted entrepreneurship), which causes specific difficulties in developing a single methodological approach in its interpretation and research; entrepreneurship is both a scientific and a commonly used concept (for example, in everyday practice, a more widely used concept is «business») [9, p. 360].

Taking into account the characteristics of entrepreneurial activity by scientists, several general definitions of the concept of «entrepreneurship» can be identified as:

- entrepreneurship is an independent initiative associated with risk and uncertainty, which arise in resource allocation, production of goods and services, and performance of works and trade to obtain profit and meet public needs [10, p. 45];
- entrepreneurship is a particular type of activity related to decision-making of an evaluative nature to solve the critical problems of the economy associated with the distribution of limited resources and the production of goods [6, p. 4];
- entrepreneurship is the economic behavior of entrepreneurs in developing, producing, and selling goods to obtain profit and social effect. This concept derives

from the definition of what an entrepreneur is. Therefore, an entrepreneur is an entity that combines innovative, commercial, and organizational abilities to find and develop new types of products, methods of production, new goods and their new qualities, and new areas of capital application [2, p. 24].

The essence of entrepreneurial activity is revealed in more detail in the understanding of the functions of entrepreneurship, which consist of the generation of ideas, the introduction of innovations, the search for resources, the organization of the production process, the control and motivation of the effective distribution of the resources to achieve production and distribution efficiency. Combining these functions, rejecting alternative income opportunities, overcoming barriers to market entry, and accepting risk distinguishes an entrepreneur from an inventor, an owner of capital, or a firm manager [6, p. 5].

The entrepreneur ensures the fulfillment of the listed functions, acts as an agent of changes in the economy, and on whose activity it depends on whether the enterprise will prosper or collapse at the nascent stage. In addition, the entrepreneur's choice of the field of application of his abilities depends on whether the entrepreneurship will be productive, the kind that creates and generates new ideas, goods, and services, or will be unproductive and the entrepreneur acts solely to seek rent [7, p. 893].

To understand who an entrepreneur is, it is worth turning to the history of the study of entrepreneurship by three schools of economics: German, Chicago, and Austrian. The most accurate definition of the concept was given by J. Schumpeter, F. Knight, and I. Kirzner [4]. First, all three scholars cite six main components defining the concept of «entrepreneurship.» These elements are shown in Figure 1.

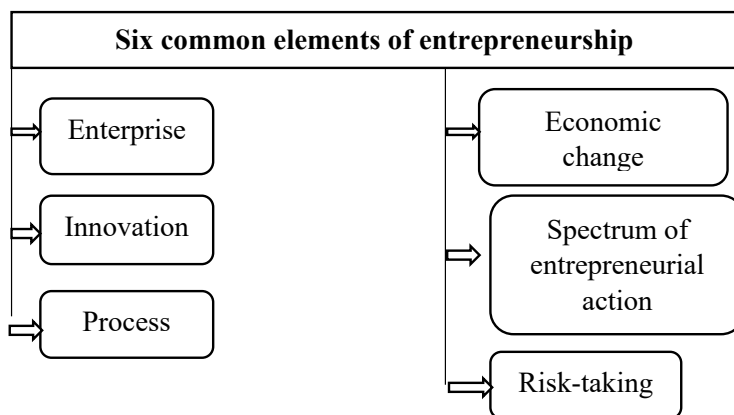


Figure 1. Key elements of entrepreneurship

Source: Compiled by the author [4]

J. Schumpeter viewed entrepreneurship as combining resources in new and different ways to bring ideas to the market. In his opinion, the economy grows in the process of the development of capitalism. At the same time, for him, capitalism is «creative destruction»

where the economic structure and society change due to new products and processes and replacing old markets with new ones [3]. Schumpeter said that the mechanism of economic changes in a market economy turns into entrepreneurial activity. Entrepreneurship also performs various functions in the process of generating new ideas. Thus, he singles out five types of innovation, which are the functions of an entrepreneur [4, p. 8]:

- 1) the introduction of a new good, or a new quality of good, that is currently not known to consumers;
- 2) the introduction of a new method of production or process;
- 3) the opening of a new market in an area where that market had not existed previously, whether or not that market had existed previously in some other area;
- 4) the conquest of a new source of raw materials or other inputs, irrespective of whether that source already exists;
- 5) the effecting of a new organization of any industry [4, p. 8].

Schumpeter also makes a very clear distinction between an entrepreneur and a manager. In his opinion, an entrepreneur who builds his business and manages it ceases to be an entrepreneur and becomes an ordinary manager. He also points out the difference between innovators and entrepreneurs: the first generates ideas, and the second makes ideas bring profits. For this, the entrepreneur needs capital and bears risks associated with the possibility of loss [3].

In conclusion, an entrepreneur is a person who introduces innovations that put pressure on existing firms, which are no longer so competitive due to outdated technologies. Thus, innovations introduced by an entrepreneur lead to economic changes.

Next, we will consider the contribution of F. Knight, one of the founders of the Chicago School of Economics. The approach of F. Knight consists of two points [4, p. 10]: 1) the determination of the nature of entrepreneurship and 2) the specificity of the entrepreneur's functions.

According to F. Knight, an entrepreneur possesses traits such as foresight, managerial ability, confidence in judgment, and the disposition to «back it up» with action. An entrepreneur must use his unique skills to produce a new product. The characteristics shown in Figure 2 are the skills that contribute to the entrepreneur performing his main functions and making a profit.

Therefore, in F. Knight's view, entrepreneurship consists of actions taken by people with specific personal attributes to bring new products and services to the market in the face of uncertain outcomes. Their reward for having these skills and bearing the risk of failure is profit.

According to I. Kirzner, the nature of entrepreneurship is to see the opportunities that arise due to changes in society and the development of technologies, as well as to be ready for new information and creatively use this information to improve well-being. The entrepreneur uses the latest information and resources received to make better decisions; that is, he is attentive to the world around him. From this, Kirzner has a much broader view of entrepreneurship than Schumpeter and Knight [5, p. 16].

This way, the entrepreneur's decision-making process is taken into account. It is essential to know where to look for the necessary information, and since no one has perfect information, there is always room for improvement in the decisions made. Kirzner explains that a spectrum

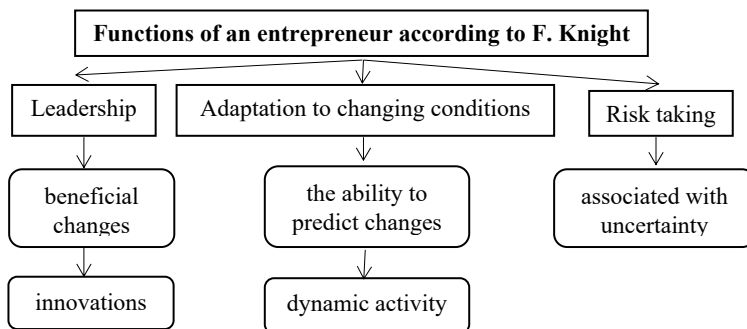


Figure 2. Functions of an entrepreneur, according to F. Knight
Source: Compiled by the author [4]

of entrepreneurial opportunities exists, from the simplest to the most radical innovations. Different forms of entrepreneurship exist precisely for the implementation of various tasks.

Kirzner also explains the difference between an entrepreneur and a capitalist. In his opinion, an entrepreneur does not necessarily have to be an owner. An entrepreneur's function is temporary; after acquiring resources, the entrepreneur ceases to be an entrepreneur.

So, the main characteristics of entrepreneurial activity, according to Kirzner, are [5, p. 16]:

- 1) search processes for previously unnoticed opportunities;
- 2) the opportunity for all people to be entrepreneurs because we all make decisions and seek knowledge;
- 3) the need for perfect information from economic agents.

Based on considering the essence of entrepreneurship by three economic schools, we made a comparative analysis in Table 1. The identified differences are essential for further study and highlighting key conceptual issues that have yet to be resolved.

Table 1

The essence of entrepreneurship according to three economic schools

	The German tradition	The Chicago tradition	The Austrian tradition
Enterprise	The pursuit of profit reward for one's effort – is one of the central drivers of entrepreneurial activity.		
Innovation	The opinion is in the middle of the opinion of the other two schools, but this element is still very important.	Only a particular class of businessmen is capable.	Everyone is capable and shows it in the decision-making process (a unique ability to see opportunities)
Process	The concepts of «entrepreneur,» «owner,» and «manager» are distinguished.	Knight disagrees that entrepreneurship is a process (only temporary). However, like Schumpeter, he distinguishes between the functions of an entrepreneur, a manager, and a resource owner.	Kirzner does not make a clear distinction but agrees with Schumpeter that an entrepreneur, a manager, and a capitalist are not necessarily the same person.

Risk-taking	It is the capitalist, not the entrepreneur, who takes the risk.	The entrepreneur assumes responsibility for uncertainty.	
The spectrum of entrepreneurial action	They range from radical, grandiose, all-new products to refinements and enhancements of existing ones.		
Economic change	An entrepreneur is an agent of economic change.	An entrepreneur introduces innovations that cause increased competition and economic prosperity.	An entrepreneur corrects errors arising from gaps in knowledge and imperfect information.

Source: Compiled by the author [3–5]

The next step is the classification of types of entrepreneurship depending on the key factors by which the distribution of enterprises is often carried out, the measurement of the efficiency of their activities, and the general indicator of doing business in a particular country. To measure entrepreneurship, first of all, it is necessary to classify what types of entrepreneurship there are, depending on the organization, registration, and reasons for its occurrence. Since entrepreneurship is a complex subject of study, its characteristics, dynamics, determinants, and manifestations differ across countries. Several dichotomies commonly used to describe entrepreneurship in developed and developing countries are worth discussing. There are three categories of business classification:

- formal/informal;
- legal/illegal;
- necessity/opportunity [11, p. 2].

The central aspect is the characteristic of the enterprise according to the registration status, that is, the formality of the enterprise's existence. The main features of dividing entrepreneurship into formal and informal are that:

- it is not related to the nature of the enterprise's activity;
- it has an impact on the formation of the business environment;
- the black market can also refer to an informal type of business (very often, it is a small business that the entrepreneur decides not to register to avoid taxes and increase the profit).

If the enterprise owner plans to expand his activities and export products, he cannot avoid official business registration. At the same time, formal/informal and legal/illegal businesses differ, although these classifications often need clarification.

Thus, the classification of the enterprise according to legality/illegality is related to the nature of the enterprise's activity and whether it is engaged. It follows that:

- legal firm – engaged in legal activities;
- illegal firm – engages in illegal activities [11, p. 3].

It is necessary to distinguish between these two classifications, especially in developing countries, where illegal and informal businesses may be the same business in reality. It is also important because, very often, at the nascent stage, enterprises work unofficially (due to the length of registration, lack of confidence in the success of their activities, etc.). Illegal

entrepreneurship refers to the nature of the chosen activity and depends on the legal code of a particular country. To solve this problem, first of all, it is necessary to use such examples and understand that 1) a registered business may carry out illegal activities and 2) companies operating on the black market are informal but not always illegal [11, p. 4].

Also, for practical and representative research and measurement of entrepreneurship, it is essential to understand better why entrepreneurship is prevalent in some countries due to necessity and in others due to opportunity. Research shows that most enterprises are out of necessity in developing countries because people see entrepreneurship as a way to avoid unemployment. At the same time, in developed countries, entrepreneurship is a way of realizing one's ideas, autonomy, and independence in decision-making. Also, in these countries, there are incentives for business registration, support from the state, and the possibility of attracting investments. High rates of entrepreneurship development are often due to examples of successful businesses, which increases the confidence of novice entrepreneurs in implementing their own companies [12].

In addition to the classifications mentioned above, the primary division of enterprises to simplify the measurement of their activity is the division by the number of employees and the volume of sales. Thus, according to these two criteria, enterprises are divided into large, medium, and small enterprises. Detailed classification is shown in Table 2 [13].

Table 2

Classification of enterprises

Small businesses		Medium enterprises		Large enterprises	
By the number of employees	By turnover	By the number of employees	By turnover	By the number of employees	By turnover
up to 50	up to 10 million euros	from 51 to 250	from 11 to 50 million euros	more than 250	more than 50 million euros

Source: [13]

In addition to the considered characteristics, an important role in the creation of an enterprise is played by the choice of its legal status. In general, we are talking about such forms as the creation of a legal or natural person of an entrepreneur, each of which has its own advantages and disadvantages. At the same time, it should be noted that in economic legislation «legal entity» and «individual entrepreneur» are covered common concept of «business entity» [14].

Distinguishing types of entrepreneurship, considering many factors, makes it possible to move on to the next task, the purpose of which is to determine the leading modern indicators of entrepreneurship measurement. The importance of solving this issue lies in the presence of clear criteria for measuring entrepreneurship, which will contribute to creating a productive state policy, the support of which will be directed in the most necessary direction. Some key aspects of measurement include both self-employment and the creation of a new firm, as well as considering the reasons why entrepreneurship arises, whether it is out of necessity or opportunity, and how it affects economic growth [12]. The complexity is caused not

only by the multifaceted concept of «entrepreneurship» but also by the different levels of development of countries and different legal bases. So, discussing measurement indicators is worth considering each country's peculiarities when choosing entrepreneurship measurement indices. The measurement of entrepreneurial activity makes it possible to understand where and why it flourishes and, therefore, should include reasonable and agreed factors.

At the current stage of development of information systems, globalization and standardization of databases, the main source of obtaining statistical information about the activity and functioning of enterprises is still the state statistical services, official reports of enterprises, information and analytical platforms, databases and official websites of analytical centers [15]. The use of the listed tools for obtaining information and measuring entrepreneurial activity is possible both in developed countries and in developing countries. This is due to the increasing standardization of statistical methods in developing countries, such as Ukraine, to Eurostat standards. In general, the use of state statistical information makes it possible to draw conclusions about the state of business development in a certain country, and comparing the number of registered enterprises with the number of liquidated ones, in turn, is an indicator of the favorable business environment and the country's competitiveness [16].

In addition to this for today, the most well-known and widespread indices for measuring entrepreneurship are:

- the Total Entrepreneurial Activity (TEA) Index which is based on the research of the Global Entrepreneurship Monitor (GEM);
- the Kauffman Index of Entrepreneurial Activity;
- Denmark's Entrepreneurship Index series;
- the business start-up rates index which is based on World Bank Entrepreneurship Survey [4, p. 15].

The imperfection and unrepresentativeness in reflecting the actual situation of entrepreneurship development in a particular country is because most of the empirical observations on which the measurement indicators are based could be better consistent with the aspects of entrepreneurship discussed earlier. The problem primarily arises due to the peculiarities of the business environment, the lack of uniform measurement criteria in different countries, and behavioral aspects.

One of the well-known indices for measuring entrepreneurial activity is calculated by the Global Entrepreneurship Monitor (GEM), an international association of researchers that analyzes, with the help of questionnaires and interviews of experts, entrepreneurial activity in 40 countries. The main result of these national surveys is an indicator called Total Entrepreneurial Activity (TEA), a share of the adult population engaged in entrepreneurial activity. Namely, the population engaged in entrepreneurial activity (determined based on data on opening or running a business less than 3.5 years old). The advantage of this index is that it allows a better understanding of the formation process of new firms, the entry of a new firm into the market, and the intentions to create a firm in the future. However, this indicator also has significant drawbacks, including 1) it does not take many factors into account; 2) it takes into account the intention to create an enterprise (this may not happen); and 3) it is based on surveys of people [11, p. 5].

Another important indicator of entrepreneurship is the Kaufman index of entrepreneurial activity. This index, which measures entrepreneurial activity in the US, uses a single indicator, namely the rate of business creation at the sole proprietorship level. Precisely, it measures the proportion of adult non-entrepreneurs per 100,000 people who start a new business each month, including employer and non-employer businesses, as well as incorporated and unincorporated businesses, across all industries. This indicator is better than the previous one, considering only real existing and operating enterprises, and is based on statistical data. However, this indicator is still one-sided because it is based on statistical data that do not fully reflect the volume of entrepreneurial activity in a particular country and do not consider various factors [4, p. 16].

Denmark's Entrepreneurship Index series takes into account several factors. Namely, it is based on two indicators: 1) start-up activity, which measures the registration of new businesses as a percentage of total businesses and includes the GEM's TEA Index, and 2) new firm growth measures the percentage of new businesses with revenue growth of more than 60.0% and the rate of companies with more than 60.0% employee growth [4, p. 17].

The disadvantage of this indicator is the ratio of the importance of the opening level and business growth. The question arises whether business growth is relevant for measuring entrepreneurship because, according to the key characteristics of entrepreneurship, firm growth is more related to business than entrepreneurship.

The last of the most used indicators is the index of the number of start-ups which is based on the World Bank business survey. The World Bank Group Entrepreneurship Database (2022) measures the level of entrepreneurship through business start-up rates in 84 countries. The survey also measures business density and the distribution of businesses by industry. The advantage of this index is the wide range of measurements (surveying, interpretation, and explanation). At the same time, the essential disadvantages consist of not taking into account the peculiarities of entrepreneurship, in particular the collection and interpretation of data, in different countries, depending on the level of development and the peculiarities of the institutional environment, and focusing attention on a particular aspect of entrepreneurship [17].

In addition to the noted indicators, there are others based on considering such aspects as employment level, starting a business (which encourages former employees to create enterprises), and comparing the number of employees and the number of employed.

One of the ways to solve the problems of measuring entrepreneurship should be the standardization of concepts and the development of an indicators list, which in turn should facilitate the collection of summary data. Eurostat, a partner in the OECD's Entrepreneurship Indicators Program (EIP), currently measures entrepreneurship. The main task is the tripartite measurement of entrepreneurship, considering effectiveness, influence, and determinism [18].

We analyzed various indicators and concluded that no comprehensive indicator could qualitatively measure entrepreneurial activity. The described indices are more adapted to the business environment of developed countries, and it is challenging to apply them to developing countries.

Also, we can consider the considered indicators as additional for measuring entrepreneurial activity, and at the national level it is worth considering the data obtained using the indicators

of official state statistical observations in each the country an example can be data obtained from the websites of state statistics services of the countries under study (classifications, surveys, indicators, etc.).

Therefore, the task of finding an indicator for measuring entrepreneurship remains open and consists of creating an index that would include various parameters and, at the same time, could be used in different countries regardless of their level of development. To solve the problems of measuring entrepreneurship, it is necessary to consider the current trends in the development of society. We need to consider not only the number of jobs and the output by enterprises but also the relevance and benefits that these enterprises bring and whether they generate new ideas. One of the solutions may involve support from the state, institutions and reforming the legislative framework; all these measures should be carried out comprehensively and work for qualitative measurement and evaluation of entrepreneurial activity.

Conclusions. Entrepreneurship is an essential component of modern developed and developing economies. Enterprises create new jobs, pay taxes, generate new ideas, introduce innovations, and contribute to increasing the competitiveness of the national economy of any country, which in turn causes a growing interest on the part of the state, economists, and scholars, who must create conditions for the spread of productive entrepreneurship, namely to generate a favorable business environment.

First, we have shown that entrepreneurship is a complex and multifaceted concept, the definition of which scientists have argued for more than a century. The most famous are the approaches of the Chicago, Austrian, and German schools of economics, which determined the main factors of entrepreneurship and the role of the entrepreneur in the economy. Hence, entrepreneurship is an independent, proactive activity associated with risk and creating a new product, method, or production methodology to realize one's idea and earn profit. At the same time, an entrepreneur is an agent of change in the economy who, implementing his ideas, contributes to the development of the economy and the growth of social welfare.

Existing entrepreneurship measurement indices and official statistics do not take into account the full range of factors. The available measurement indices do not consider the entire range of factors. They are separate from the entrepreneurship components identified by J. Schumpeter, F. Knight, and I. Kirzner. In addition, very often, in different countries, they are calculated differently and include one or two indicators. To date, no single statistical base or concept of entrepreneurship would simplify collecting, analyzing, and measuring entrepreneurship.

Also, these indicators are more adapted and used in developed than developing countries. That is why it is essential to promote the creation of a set of new indicators that would take into account the specifics of the business environment of each country and, at the same time, were sufficiently standardized for comparative analysis. Further research is also needed to investigate how changes in legislation and the creation of an enabling business environment will affect the development of small, medium, and large enterprises in developing countries.

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СУТЬ ПІДПРИЄМНИЦТВА ТА СУЧАСНІ ПІДХОДИ ДО ЙОГО ВИМІРЮВАННЯ

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Анотація. Підприємництво на сьогодні є одним з ключових аспектів розвитку, технологічного прогресу, впровадження інновацій та загального зростання добробуту суспільства. Дослідження понять «підприємництво» та «підприємець» розпочалося ще з визначення, запропонованого Р. Кантільйоном. Такі економічні школи, як чиказька, австрійська та німецька продовжили та значно поглибили наші знання в сфері підприємницької діяльності та в дослідженні основних характеристик особи підприємця. Проте, попри всі проведені дослідження та написані наукові праці, досі немає єдиного визначення понять «підприємець» і «підприємництво», що в свою чергу ускладнює процес його вимірювання та порівняння в різних країнах.

Саме тому, основною метою статті є окреслення ключових поглядів на визначення поняття «підприємництва», дослідження показників його вимірювання та їх недоліків. У дослідження використано такі методи: порівняння, історичний, статистичні методи аналізу.

Показники вимірювання підприємництва, які сьогодні найчастіше використовуються, не враховують багатогранність підприємницької діяльності та важко поєднуються з основними компонентами підприємництва. Ще однією проблемою є їх обмеженість в комплексному дослідженні різних аспектів підприємництва та орієнтованість на вимірювання підприємницької активності в розвинених країнах, де досить легко отримати порівняльну інформацію. В країнах, що розвиваються, основним джерелом отримання інформації про підприємницьку діяльність залишається офіційна статистика (дані зібрані Державною службою статистики, звіти про діяльність підприємств, інформаційно-аналітичні платформи тощо).

Для визначення поняття «підприємництва» та його вимірювання необхідно використовувати всі наявні інструменти, а також залучати державні органи й інститути з метою формування ефективного бізнес-середовища. Крім цього, можна сприяти вирішенню проблеми через створення єдиної статистичної концепції вимірювання підприємництва. Всі згадані заходи варто впроваджувати комплексно, що в майбутньому забезпечить позитивні результати та сприятиме процвітанню підприємництва й розвитку економіки.

Ключові слова: підприємництво, підприємець, вимірювання підприємництва, показники, державна політика, інституційне середовище, економічне зростання.

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