ORGANIZATIONAL AND ECONOMIC PRINCIPLES OF OBTAINING THE STATUS OF E-RESIDENT OF ESTONIA BY ENTREPRENEURS OF UKRAINE ОРГАНІЗАЦІЙНІ ТА ЕКОНОМІЧНІ ЗАСАДИ ОТРИМАННЯ СТАТУСУ Е-РЕЗИДЕНТА ЕСТОНІЇ СУБ'ЄКТАМИ ПІДПРИЄМНИЦТВА УКРАЇНИ

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This publication discusses the organizational and economic principles of acquiring the status of e-resident of Estonia by domestic business entities. It is established that the mechanism of e-residence is formed on the basis of ideologies of virtual states. The experience of Estonia in implementing the functions of a virtual state on the basis of electronic administrative resources is considered. The peculiarities of acquiring the status of e-residents of Estonia by the Ukrainian business entities, its advantages and potential opportunities are revealed. It is established that the acquisition of e-resident status does not change a person's citizenship. The sequence of the process of company registration in Estonia through the status of e-resident, its stages and their characteristics are described. Motivational preconditions for opening companies in Estonia on the basis of e-resident status have been determined. Practical recommendations for actions to implement business ideas by the Ukrainian entrepreneurs with the help of e-resident status in the context of globalization have been formed.

Key words: e-resident, e-residence, electronic service "e-Residency", nationality, virtual state, company, entrepreneur.

В этой публикации рассмотрены организационно-экономические основы полу-

чения статуса е-резидента Эстонии отечественными субъектами предпринимательства. Установлено, что механизм электронной резиденства сформирован на основе идеологий виртуальных государств. Рассмотрен опыт Эстонии по внедрению функций виртуального государства на базе электронных админресурсов. Раскрыты особенности приобретения cmamvca е-резидента Эстонии субъектами предпринимательства Украины, его преимущества и потенциальные возможности. Установлено, что получение статуса е-резидента не меняет гражданство лица. Описана последовательность процесса регистрации компании в Эстонии на основании статуса е-резидента, его этапы и осуществлено их характеристику. Определены мотивационные предпосылки для открытия компаний в Эстонии на основании статуса е-резидента. Сформированы практические рекомендации к действиям по реализации бизнес-идей предпринимателями Украины с помощью статуса е-резидента в условиях глобализации.

Ключевые слова: е-резидент, е-резиденство, электронная услуга "e-Residency", гражданство, виртуальное государство, компания, предприниматель.

У цій публікації розглянуто організаційно-економічні засади набуття статусу е-резидента Естонії вітчизняними суб'єктами підприємництва. Встановлено, що механізм е-резиденства не є новинкою та сформований на основі ідеологій віртуальних держав. Естонія є фактично єдиною державою в світі, яка надає віртуальне (електронне) резиденство та на законодавчому рівні визначила статус е-резидентів. Розглянуто досвід Естонії щодо впровадження функцій віртуальної держави на базі електронних адмінресурсів. Розкрито особливості набуття статусу е-резидента Естонії, його переваги та потенційні можливості. Встановлено, що набуття статусу е-резидента не змінює громадянство особи. Проаналізовано інформацію електронного офісу e-Residency та виявлено, що вітчизняними суб'єктами підприємництва було відкрито більше 700 компаній в Естонії, а статус е-резидента отримали понад 3400 осіб. На основі рейтингу ТОП-15 e-Residency встановлено, що по кількості компаній, зареєстрованих електронними резидентами Україна посідає 1 місце у рейтингу, а по кількості осіб, зареєстрованих електронними резидентами – 3 місце. Виявлено, що найбільш популярною програма e-Residency є серед онлайн-підприємців, діджитал номадів (цифрових кочівників), ІТ-фрілансерів, яким важливо працювати з клієнтами по всьому світу та мати можливість організації та контролю окремих бізнес-процесів в дистанційному режимі. Описано послідовність процесу реєстрації компанії в Естонії через статус е-резидента, його етапи та здійснено їх характеристику. Визначено мотиваційні передумови щодо відкриття компаній в Естонії на базі статусу е-резидента, до яких відносять: оптимізацію бізнес-процесів, безперешкодне приймання коштів з карток усіх країн світу, можливість торгувати і обслуговувати клієнтів без кордонів, набуття позитивної репутації, як бізнесу, що працює у Європейському Союзі, корпоративна та фінансова безпека і т.д. Сформовано практичні рекомендації до дій щодо реалізації бізнес-ідей підприємцями України за допомогою статусу е-резидента в умовах глобалізації. Виявлено, переваги віртуалізації держави та її послуг, що полягають у зменшенні її залежності від території та матеріальних благ, збільшенні можливостей нарощення інвестицій, часовій ергономічності.

Ключові слова: e-резидент, e-резиденство, електронна послуга "e-Residency", громадянство, віртуальна держава, компанія, підприємець.

Formulation of the problem. The rapid penetration of information technology in all spheres of life produces the idea of creating virtual states that provide their citizens with virtual (electronic) citizenship. The experience of declaring these ideas was reflected in the self-proclaimed unrecognized Principality of Sealand [1] or Virtland [2].

On August 14, 2008, Virtland was founded on a public initiative as the world's first country to be localized on the Internet. Its emergence was a kind of experiment in creating a state without a geographical territory and the idea of digitizing the status of a citizen with the acquisition of economic rights.

On June 25, 2020, the Cabinet of Ministers of Ukraine adopted a resolution "On the Implementation of a Pilot Project for the Introduction and Implementation of E-Residency in Ukraine" [3], which marked the beginning of the digital era of Ukraine's transformation into e-Ukraine. E-residency is a project of the Ministry of Digital Transformation of Ukraine, which aims to increase the level of investment attractiveness of the state for foreigners by acquiring a special status of a foreign citizen in Ukraine (including the ability to remotely establish and conduct business in Ukraine). This experiment became the basis for the development of the draft Law of Ukraine "On Amendments to

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the Tax Code of Ukraine and Some Other Legislative Acts of Ukraine on Doing Business by E-Residents in Ukraine" dated October 20, 2020 [4], which is currently on completion and has not entered into force yet.

The introduction of the e-residency mechanism is not new and is a borrowed experience of Estonia for Ukraine. At present, this country is almost the only one in the world that provides virtual (electronic) citizenship and has defined the status of e-residents at the legislative level. Since 2014, among the e-residents of Estonia there are a number of Ukrainian businesses that operate using the benefits of this project without changing the nationality of Ukraine [5].

This fact determines the relevance of the study presented in this article on the disclosure of organizational and economic principles of acquiring the status of e-resident of Estonia by domestic entities, substantiation of motivational prerequisites and development of practical recommendations for action to implement their business ideas.

Analysis of recent research and publications. D. Bell studied an important role in the formation of theoretical concepts of the study of virtualization of the state on the characteristics of post-industrial society, which revolutionized the organization and processing of information and knowledge, on the formation of "homo virtualis" as a new type of social individual; J.P. Barlow analyzed the concept of cyberspace; T. Kasimov studied the development of approaches to understanding the essence of cyberspace.

The problem of studying the key concepts of the digital economy and the development of the theory of its virtualization has been carried out mainly in the scientific works of foreign researchers such as W. Isaacson, S. Brand, J. Wales, E. Williams, B. Gates, B. Elbrecht, D. Engelbart, J. Licklider, J. Von Neumann, E. Peters, S. Huntington. the involvement of the following Ukrainian economists in these studies is also valuable: V. Heiets, Yu. Zaitsev, S. Kubiv, O. Moskalenko, T. Yefimenko, H. Chmeruk.

At the same time, significant research in the field of digitalization of the economy and the existence of theoretical concepts of the virtual state with citizens with the status of "homo virtualis" require qualitatively new research to study the organizational and economic foundations of e-resident status, in particular based on domestic experience of acquisition of e-resident status in Estonia.

Setting objectives. The purpose of the article is to justify the motivational components and form organization and economic prerequisites to obtain e-residency of Estonia by the business entities of Ukraine.

Presentation of the main research material. "E-Estonia" is a term often used to describe Estonia as one of the most advanced countries in the world that uses e-government, which involves the use of secure data exchange systems and the introduction of electronic identification – eID through the introduc-

tion of such electronic services: "e-Banking" (1996), "e-Tax Board" (2000), "e-Cabinet" (2000), "m-Parking" (2000), "e-Geoportal" (2001), "e-School" (2003), "e-Ticket" (2004), "e-Police" (2005), "e-Notary" (2006), "e-Business" (2007), "e-Health" (2008), "e-Prescription" (2010), "e-Residency" (2014) [6].

In Estonia, the implementation of the services described above has been carried out through the X-Road system, which functions as an exchange of data between citizens, persons residing in Estonia, government agencies and private companies. All parties provide the information needed to provide individuals with services that they can use with an electronic passport (sell a car, review medical history, fill out a tax return). We also state the fact that in Estonia digital signatures and authentication are legally equivalent to a handwritten signature; eID guarantees a high level of data security and integrity. Currently, eID is actively used by more than 60% of Estonians without any security incidents since its introduction in 2002.

In 2014, the Estonian government introduced e-Residency. It is a transnational digital identity that can be provided to citizens of other countries who are interested in running an online business, regardless of location. This digital identity gives anyone access to online services operating in Estonia, as well as the opportunity to enter into transactions with digital signatures quickly and conveniently in the private sector. The Government of Estonia, as the provider of electronic administrative services, ensures the identification, authentication and verification of the electronic resident and his or her signature on the documents. The basic concept of e-residency is to give anyone in the world the opportunity to apply for a secure digital residency in Estonia, practically without living in its territory. In addition, citizens of non-EU countries can also set up and manage their business in the EU using an Estonian electronic card to set up their company in Estonia [6].

Estonia offers new services to individuals, regardless of their nationality, through the acquisition of e-resident status, thus trying to increase foreign investment. The government has been developing an online infrastructure since the early 1990s. After the collapse of the Soviet Union, Estonia did not have enough resources to organize public services at the Western European level; the local government has decided to use the potential of digital technology to reduce costs. The bureaucratic mechanism was immediately developed regard to the future - without papers and seals; for example, income tax is now paid by Estonian citizens online in just 5 minutes, and registration of a new company takes only 20 minutes. Issuance and maintenance of digital medical cards, issuance of electronic prescriptions - the practice is already established. The success of children in school is recorded by teachers in the system "e-kool" (electronic school). Estonian officials use a special electronic cabinet (e-cabinet), which allows them to make all government decisions in undocumented form; the country has technological solutions for the police (e-police) and the border service (e-border), which provides additional security to the state.

Today, Estonians can use four thousand different services from buying a fishing license to paying for public transport. Services provide "contextual services" – users are offered certain opportunities depending on their personal situation. A large amount of data helps to analyze the context and offer services for each user individually – such online government services do not exist in any other country in the world. However, the public service system, bank websites and the media – as the experience of Estonia shows – are periodically subjected to powerful cyber attacks, so the Internet security is one of the main topics on the state agenda.

Initiated virtual (electronic) citizenship of the Estonian format is granted to businessmen (including potential ones) who want to do business in the country, but do not want to change their place of residence and obtain Estonian citizenship (in its traditional sense). According to the Estonian government, the number of "electronic Estonians" will exceed 10 million people by 2025. Of all e-services for foreigners, only some of them have been identified (in particular, they will not have the right to reside in Estonia, obtain a Schengen visa, and vote). Virtual citizenship is granted to those who are interested in using digital services, obtaining an electronic signature for conducting remote business. A resident in the traditional sense has a stable political and legal relationship with the state of his or her citizenship, while an e-resident is a citizen of any state who does not have in the cyberstate, of which he or she is e-resident, traditional rights and responsibilities, but only some of them.

With regard to immigration law, e-Residency does not change the actual residence, citizenship or right of entry into Estonia or the countries of the European Union. This is not a visa or residence permit. However, in early 2017, certain changes were made to Estonian immigration legislation to facilitate the e-residency program. The purpose of the amendments is to facilitate and simplify temporary stay, residence in Estonia. These amendments change the immigration rules for startups and investors coming to Estonia. e-Residency allows citizens of any country to do business through Estonia. The registration of the company takes 20 minutes, it can be managed 24/7 at least from a smartphone, and as a bonus – easier access to the EU and US markets [6].

Most Ukrainians are in the program. More than 700 companies were opened in Estonia by domestic businesses, and more than 3,400 people received e-resident status [7]. In particular, according to the number of companies registered by e-residents, Ukraine ranks 1st in the ranking of the TOP-15 countries according to the e-Residency e-office and 3rd place – according to the number of people registered as e-residents (Table 1).

The most popular e-Residency program is among digital nomads, online entrepreneurs who find it important to work with clients around the world while on the go and not worry that certain business processes will not be implemented remotely.

Speaking about who will benefit from this service, experts emphasize that e-residency is a very good field for freelancers who need a simplified taxation

Table 1
Ranking of the TOP-15 countries by the number of companies registered by electronic residents and by the number of persons registered by electronic residents of Estonia

Ranking of the TOP-15 countries by the number of companies registered by electronic residents			Ranking of the TOP-15 countries by the number of persons registered as electronic residents		
Rating	Country	Number of companies with e-resident status	Rating	Country	Number of persons with e-resident status
1	Ukraine	729	1	Finland	4853
2	Germany	634	2	Russia	3700
3	Russia	604	3	Ukraine	3431
4	Turkey	443	4	Germany	3178
5	France	428	5	USA	2833
6	Finland	426	6	UK	2795
7	Italy	367	7	Japan	2704
8	India	361	8	India	2511
9	UK	351	9	China	2494
10	Spain	305	10	Italy	2281
11	USA	242	11	France	2279
12	Japan	212	12	Turkey	1897
13	Latvia	197	13	Latvia	1505
14	Poland	186	14	South Korea	1467
15	Netherlands	179	15	Spain	1302

Source: author-based [7; 8]

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Figure 1. The process of registering a company in Estonia through e-resident status

Source: author-based [9]

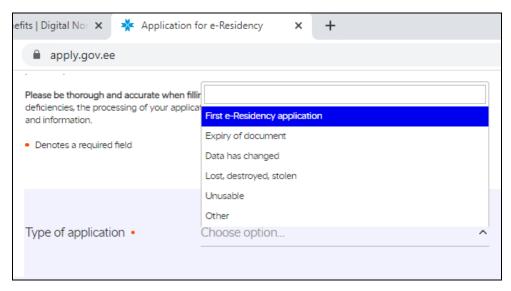


Figure 2. Screenshot of the application form of the electronic service "e-Residency"

Source: author-based [8]

system and who will provide their services around the world through Ukraine [7].

The process of registering an e-resident company in Estonia is very simple and consists of 5 steps (Figure 1): to become an e-resident (approximately 6 weeks); choose a local service provider (approximately 1 day); register a company in Estonia (approximately 1 week); apply for banking account (approximately 1 week); participate in Estonian commercial activities.

In the first stage, in order to become an e-resident (about 6 weeks), you need to fill out an application form at https://e-resident.gov.ee/become-an-e-resident/. If the person has not previously participated in this project, the "first e-residence application" is selected (Figure 2). Also, here the person can update the expired document, or if the data of the person who already has the status of the e-resident have changed.

In the future, blocks with personal data and contact information are filled out. Also, a citizen of Ukraine must enter the address of registration in Ukraine and a place from the list where he or she plans to receive an e-resident card. For Ukrainians, this is the Estonian embassy in Kyiv, although it is possible to get a card not in Ukraine. Then it is necessary to upload a passport photo and your own photo. The next information block of the application is to provide additional information, if any. This is a link to profiles on social

networks, information about companies owned by the business entity in Ukraine and abroad. Then indicate the reason why they want to become an e-resident from the list, and then briefly specify this in the field of the main motives [8; 9].

After acquiring the status of an e-resident, the person is issued an ID-card (Figure 3) with a special chip and USB, which opens a whole list of opportunities, in particular you can register a company online in one day, pay taxes online, sign documents and conduct banking operations – all remotely.



Figure 3. Estonian e-resident card

Source: author-based [8]

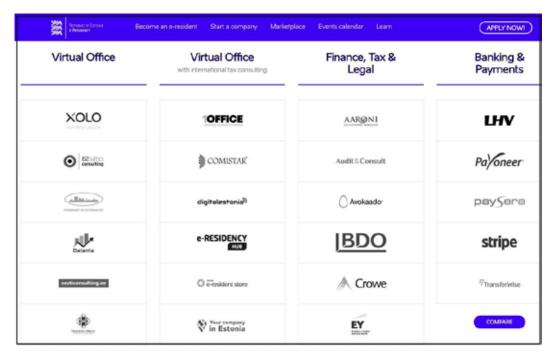


Figure 4. Screenshot of the working window of the electronic service "e-Residency" "Choosing a business operator"

Source: author-based [8]

Within 2-5 weeks, the ID-card with a special chip and USB is sent to the consular section of the Embassy of Estonia in Ukraine (or another country, as indicated in the application form). As soon as the documents arrive at the embassy, the person will be notified by e-mail and be able to receive them in person. From that moment, the person acquires the status of e-resident of Estonia [10].

Then everything is much faster. Therefore, in order to register a firm in Estonia and further provide its documentary support and accounting services, it is necessary to enter into an agreement with a consulting firm. Figure 4 lists many recommended companies that provide a wide range of services. There is also the possibility of remote opening of a bank account, which is convenient in use and rime expenditure.

All organizational processes are fully synchronized and do not require manual support, such as opening and closing access to the site, reminding about the monthly payment or making other changes to customer status.

Thus, the motivational components among the domestic business community to acquire the status of e-resident of Estonia are the optimization of business processes, unhindered acceptance of funds from cards around the world, the ability to trade and serve customers around the world, gaining a positive reputation as a business European Union, corporate and financial security, etc.

Conclusions. Based on the above, it can be argued that opening a business in Europe through

e-residence in Estonia is a convenient solution for those Ukrainian entrepreneurs who are focused on the global development of their business and seek to work worldwide with access to global services.

Today, the Estonian government offers e-resident services located almost anywhere in the world, with the possibility of providing these services on the Internet. ID-card allows you to send e-mail with an electronic signature, open bank accounts and create your business remotely. The Ukrainian entrepreneur can register company in Estonia, which he or she will manage from Kyiv, and business facilities will be located in South America.

This model of e-state is a way to attract foreign entrepreneurs, the search for their place in the market of new government services in a globalized world. The more virtual the state becomes, the less its government depends on the territory and other material resources, so even the smallest states will be able to be the most innovative, and such experience is extremely valuable for the formation of an innovative type of economic development in Ukraine.

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