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**PREREQUISITES FOR THE FORMATION OF BUSINESS STRUCTURES
IN THE CONTEXT OF ENTERPRISE INTEGRATION AT MEGA LEVEL**

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Abstract: The article finds that the process of globalization is changing the conditions of doing business in the world, which causes the integration of enterprises at mega level and the formation of new business entities as form of business structures. The prerequisites that contribute to the formation of these structures at the mega level, namely: the emergence and exacerbation of global problems of humanity; acceleration of scientific and technological progress, rapid development of new technologies; the global process of globalization and internationalization.

Keywords: business structure, enterprise, integration, mega level, global problems.

The global process of globalization has led to the formation of common standards, values and principles, which is the basis for the functioning of the world economy; accelerated and simplified the processes of movement of goods, resources and capital; the growth of financial unity and interdependence of the financial and economic systems of the countries of the world, which led to the creation of world and interregional associations (for example, EU, NAFTA, MECROUS, ASEAN, etc.), as well as other business structures, as new business entities, operating in the global market (for example, multinationals corporations and multinationals banks). Under the entrepreneurial structure we mean the voluntary statutory or temporary merger of several enterprises of different ownership and (if necessary) individual

entities (freelancers) into a single integrated complex open system that operates in a globalized environment, created on the basis of a combination of material and the intangible interests of the participating companies, acting on the basis of a memorandum or charter as a legal entity, with the aim of developing and commercializing innovative products (goods, works), which increases the efficiency of integration and speeds development entities, forming such structure [5].

The main reasons that caused the integration of enterprises at the mega-scale in the context of integration processes and the formation of business structures are:

1. The emergence and aggravation of human problems, the solution of which is important in terms of preservation of human civilization.
2. Acceleration of scientific and technological progress, rapid development of new technologies that fundamentally change the whole system of world socio-economic relations.
3. The process of internationalization, which leads to deeper cooperation between countries and enhances their interdependence.

Global problems are general planetary "significant problems that cover economic, energy, demographic, social, environmental and other spheres of human existence" [1]. Given the large number of global problems of mankind, it is advisable to group them: global economic, global technological, global social, global environmental, global political and power. The impact of global economic problems caused by the globalization process contributes to the formation of complex integration forms of business structures, both at mega and macro, regional and micro levels, as a reaction and a way of adapting enterprises to complex dynamic and difficult to predict environmental conditions.

In today's digital economy, there is an active transition of enterprises to the use of information technology, as a result of which human labor will gradually be replaced by artificial intelligence. This in turn will change the organizational structure of the enterprise; redundancies will be reduced that will replace jobs in the future; the number of operations in the production process will decrease (for example, 3D printing technology has reduced the number of operations in the assembly of a car by

1000 times), but the management processes will be complicated, the enterprise will gradually move to network management.

One of the dominant global social problems for business in the world, in our view, will be the problem of recruiting due to the aging of the nation. "The number of survivors under 100 will increase by more than 50 times by 2100 – from the current 500,000 to over 26 million. The number of countries with more people over 65 will increase in the world" [2]. The solution to this problem will be the ability to use human genetic modification technologies, which can be used when recruiting company personnel, when the advantage will be given to employees with better artificial qualities or in the near future to replace them with artificial intelligence human-robots who do not need to pay salaries. In doing so, business will face the moral and ethical problems of humanity.

One of the most serious global natural-geographical problems facing businesses in the world is, in our view, climate change, accompanied by tsunamis, rising sea levels, droughts, and more that will lead to the emergence of "climate" refugees - people who do not will be able to live in such difficult conditions and will be forced to relocate to better territories or other continents. In addition to the shortage of human resources, business will face a shortage of raw materials and energy, which will necessitate the transfer of production to other countries, which is already reflected in the activities of world multinational corporations that transfer their production to third world countries. This in turn will lead to a worldwide business migration.

Global Political and Power Factors: US Dominant Role in the World Market; NATO's military and political expansion; the creation of a new US and EU doctrine of NATO; arms race and proliferation of weapons of mass destruction; the threat of a global fusion war and peace; disarmament and conversion are also the driving force behind the need for enterprise integration.

The second dominant factor behind the formation of business structures is the influence of transnational corporations. According to Toffler, in the 21st century large corporations, as a typical form of organization of the world business of the industrial era, are "shocked, disintegrated and transformed by the influence of the

Third Wave of Change" [6, c.158]. The above trend is a prerequisite for the formation of new entities in the world market - business structures in the form of large multinational corporations, which is the result of concentration and transformation of business in the world.

The more prominent factors of the mega environment became the imperatives for the formation of a new economy - "prosumer" economics, which resulted in the formation of a "historically formed gap between the producer and the consumer, that is, the reintegration of consumers into production (production by consumers or production for themselves). "Prosumer" economics (the word "prosumer" is formed from "producer" - manufacturer - and "consumer" - consumer) [6, p.18], namely production is integrated into large production complexes.

The impact of the aforementioned factors in the mega-environment has led to the transition of business around the world to the active use of new technologies, namely: the use of artificial intelligence and machine learning to process information and data that "organizations accumulate as much as the human brain can not process in a lifetime" [4]; change of manual management of information network for automatic device configuration and connection establishment; creating virtual assistant programs that can manage and anticipate all processes in the enterprise. These technologies can only be used by large, powerful enterprises with access and the necessary resources. This encourages less powerful businesses to integrate into complex business structures. Thus, by examining the current prerequisites for enterprise integration and the formation of business structures, we can conclude that they arise at different hierarchical levels of the world economy.

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