

PERSONALIZED AND PROACTIVE ONLINE SERVICES AS A PLATFORM FOR CREATING A SYSTEM OF VOLUNTARY TAX COMPLIANCE

Keywords: tax policy, tax instruments, digitalization, tax online services, compliance with tax laws, tax administration.

... 5 [8].

«X-Road»

[13],

[15].

24/7/365

85%

2019 . [14].

SWOT-

1.

«Facebook».

«»,

[5–12],

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1.

2.

()

(Strengths)	(Opportunities)
J , - -	J J -
J ,	J
J	J -
J - (-	J J J
J	J - J J - J
(Weaknesses)	(Threats)
J	J
J - -	J , - ,
J -	J
J ,	J -
J	J -
J -	J -
J -	J

3.

4.

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5.

6. (Open data, Big data)

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